

英语四级阅读真题练习(第七期) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/273/2021_2022__E8_8B_B1_E8_AF_AD_E5_9B_9B_E7_c83_273821.htm 请大家试着翻译文章中划线句子，很长，不过不难哦。 target n.目的，目标 v.瞄准某物 a sales campaign targeted at youth market 面向青年人市场的大推销 illustrate v.（用示例，图表等）说明，阐明（某事物） persuasive a.能说服人的，有说服力的，令人信服的 Passage Three Questions 31 to 35 are based on the following passage: Amtrak (美国铁路客运公司) was experiencing a downswing in ridership(客运量) along the lines comprising its rail system. Of major concern to Amtrak and its advertising agency DDB Needham, were the long-distance western routes where ridership had been declining significantly. At one time, trains were the only practical way to cross the vast areas of the west. Trains were fast, very luxurious, and quite convenient compared to other forms of transportation existing at the time. However, times change and the automobile became America's standard of convenience. Also, air travel had easily established itself as the fastest method of traveling great distances. Therefore, the task for DDB Needham was to encourage consumers to consider other aspects of train travel in order to change their attitudes and increase the likelihood that trains would be considered for travel in the west. Two portions of the total market were targeted: 1) anxious fliersthose concerned with safety, relaxation, and cleanliness and 2) travel-loversthose viewing themselves as relaxed, casual, and interested in the travel experience as part of their vacation. The

agency then developed a campaign that focused on travel experiences such as freedom, escape, relaxation, and enjoyment of the great western outdoors. It stressed experiences gained by using the trains and portrayed western train trips as wonderful adventures. Advertisements showed pictures of the beautiful scenery that could be enjoyed along some of the more famous western routes and emphasized the romantic names of some of these trains (Empire Builder, etc.). These ads were strategically placed among family-oriented TV shows and programs involving nature and America in order to most effectively reach target audiences. Results were impressive. The Empire Builder, which was focused on in one ad, enjoyed a 15 percent increase in profits on its Chicago to Seattle route.

31. What's the author's purpose in writing this passage? A) To show the inability of trains to compete with planes with respect to speed and convenience. B) To stress the influence of the automobile on America's standard of convenience. C) To emphasize the function of travel agencies in market promotion. D) To illustrate the important role of persuasive communication in changing consumer attitudes.

32. It can be inferred from the passage that the 0drop in Amtrak ridership was due to the fact that _____. A) trains were not suitable for short distance passenger transportation B) trains were not the fastest and most convenient form of transportation C) trains were not as fast and convenient as they used to be D) trains could not compete with planes in terms of luxury and convenience

33. To encourage consumers to travel by train, DDB Needham emphasized _____. A) the freedom and convenience provided on trains

B) the practical aspects of train travel C) the adventurous aspects of train trips D) the safety and cleanliness of train trips 34. The train ads were placed among family-oriented TV programs involving nature and America because _____. A) they could focus on meaningful travel experiences B) they could increase the effectiveness of the TV programs C) their profits could be increased by some 15 percent D) most travel-lovers and nervous fliers were believed to be among the audiences 35. According to the passage, the Empire Builder enjoyed an increase in ridership and profits because _____. A) the attractiveness of its name and route was effectively advertised B) it provided an exciting travel experience C) its passengers could enjoy the great western outdoors D) it was widely advertised in newspapers and magazines in Chicago and SEattle

答案翻译：他们瞄准整个市场的两部分：1) 对飞机感到担心的人--关心安全、放松和清洁的人. 2) 旅行爱好者--自认为是放松、随便的和对旅行经历感兴趣并视其为部分假期的人。这是一篇说明文。开头就指出了一个问题：美国铁路客运公司正在经历铁路系统沿线客运量下降的趋势。然后对其产生的原因做了解释：汽车方便，飞机快。随后写了问题的解决措施和结果。31. 问写作目的，是主题题。可以放到最后来做。32. inferred 型细节题，找好关键词后回原文定位。问的是客运量下降的原因。第二段中的However 后面是答案所在：汽车方便，飞机长途旅行最快。选B，属于正话反说。A. 飞机长途旅行最快，火车的短途应该比较有前途，不过就算A说短途有搞头也不能选，因为文章中没有提及火车在短途方面的作用；C火车不快不方便是和飞机汽车比，不是

和过去比；D原文火车和飞机比的是速度，不是舒服和方便。33. emphasized 和三段stressed 都是强调，是同义替换：强调乘火车的经历是精彩美妙的历险。选C。AD都是广告的一部分，不是强调的重点；B也不是广告强调的重点。34.问广告放在面向家庭、表现大自然和美丽的节目中的原因。第四段的in order to 表示的就是目的，这样做的原因：目的就是为了很好地吸引目标观众，选D。A是广告方式；B和文章没有关系哦；C只是The Empire Builder的结果。35.原因就是was focused on in one ad：被很好的广告了，选A。再看31题写作目的，AB是细节，一般主题题里面的细节选项都不是正确答案。C：强调旅行社提高市场的作用？显然应该是广告的作用嘛。用排除法也可以得到答案是D：为了说明令人信服的交流在改变消费观的重要作用。也就是广告的效果嘛，所以是正确答案。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com