

英语四级阅读真题练习(第三期) 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_273831.htm (99年1月) 请大家试着翻译文章中划线句子。 Passage Three Questions 31 to 35 are based on the following passage: motive: n. (for sth.)动机，原因； The police could not find a motive for the murder. a.产生动机的，启动的，发动的 intentional a. 存心的，故意的 insurance n. 保险（契约） fire insurance 火险 justify v.表明或证明；为（某事）的正当理由 strategy n.战略（学）；策略，谋略 The appeal of advertising to buying motives can have both negative and positive effects. consumers may be convinced to buy a product of poor quality or high price because of an advertisement. For example, some advertisers have appealed to people's desire for better fuel economy for their cars by advertising automotive products that improve gasoline mileage. Some of the products work. Others are worthless and a waste of consumers' money. Sometimes advertising is intentionally misleading. A few years ago a brand of bread was offer to dieters（节食者）with the message that there were fewer calories（热量单位，大卡）in every slice. It turned out that the bread was not dietetic（适合于节食的），but just regular bread. There were fewer calories because it was sliced very thin, but there were the same number of calories in every loaf. On the positive side, emotional appeals may respond to a consumer's real concerns. Consider fire insurance. Fire insurance may be sold by appealing to fear of loss. But fear of loss is the real reason for fire

insurance. The security of knowing that property is protected by insurance makes the purchase of fire insurance a worthwhile investment for most people. If consumers consider the quality of the insurance plans as well as the message in the ads, they will benefit from the advertising. Each consumer must evaluate her or his own situation. Are the benefits of the product important enough to justify buying it? Advertising is intended to appeal to consumers, but it does not force them to buy the product. Consumers still control the final buying decision.

31. Advertising can persuade the consumer to buy worthless products by _____. A) stressing their high quality B) convincing him of their low price C) maintaining a balance between quality and price D) appealing to his buying motives

32. The reason why the bread advertisement is misleading is that _____. A) thin slices of bread could contain more calories B) the loaf was cut into regular slices C) the bread was not genuine bread D) the total number of calories in the loaf remained the same

33. The passage tells us that _____. A) sometimes advertisements really sell what the consumer needs B) advertisements occasionally force consumers into buying things they don't need C) the buying motives of consumers are controlled by advertisements D) fire insurance is seldom a worthwhile investment

34. It can be inferred from the passage that a smart consumer should _____. A) think carefully about the benefits described in the advertisements B) guard against the deceiving nature of advertisements C) be familiar with various advertising strategies D) avoid buying products that have strong emotional appeal

35. The passage is mainly about _____. A) how

to make a wise buying decision B) ways to protect the interests of the consumer C) the positive and negative aspects of advertising D) the function of advertisements in promoting sales 答案翻译：广告对购买动机的诱惑力既有正面效果，又有反面效果。顾客可能听信广告买一件劣质或高价的产品。大致看一下文章有四段，可以按顺序来找答案。再看题干，划关键词。第五题是主题题型，所以应该想到前四题分别对应四段。31.看第一段，做第一题。文章第一句是主题，后面是一个例子解释说明。例子说广告通过一些手段引起人们的购买欲望。A是细节例子，是为了说明广告如何引起人们的购买欲望：强调高质量。BC本段都没有提到。D是正解。而且D切题。32.为什么面包广告是误导的？因为广告说面包的热量少，但其实不少，所以广告是误导的。这一题只要读懂了第二段就不会错。33.考的是第三段的主题。On the positive side 看出这段说的是广告的正面效应。先排除CD，只有AB是对广告的正评价。A是答案。B广告很少迫使消费者买他们不需要的东西。广告不是为了让消费者买产品它还能干什么？有同学说四段but it does not force them to buy the product.但是不选B的一个原因是它出现在四段；第二个原因是occasionally和does not是两个不同的概念，干扰选项一般形容词、副词有毛病。34.看懂文章就好做。A是正解，对应四段第二句话。B小心广告的欺骗本质，和主题“既有正面效果，又有反面效果”相悖。CD文章没有这个意思。35.考主题。主题是广告的正反两个方面，选C没什么好说的。这篇文章的语言比较简单，结构也很清晰。先提出主题：广告的两个方面，然后从方面和正面阐述，最后说到人的因素。而且和问题对应也很工整，答案比较

好找,关键词不是很必要。是一种最基本的出题思路。 100Test
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