

2010年6月英语六级考试阅读理解训练题(4)英语六级考试 PDF  
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[https://www.100test.com/kao\\_ti2020/645/2021\\_2022\\_2010\\_E5\\_B9\\_B46\\_E6\\_9C\\_c84\\_645666.htm](https://www.100test.com/kao_ti2020/645/2021_2022_2010_E5_B9_B46_E6_9C_c84_645666.htm) Lesson4 文章中出现的语言现象

: 对比关系(极端对比、一般对比)、转折、例子、绝对 In the world of entertainment, TV talk shows have undoubtedly flooded every inch of space on daytime television. And anyone who watches them regularly knows that each one varies in style and format. But no two shows are more profoundly opposite in content, while at the same time standing out above the rest, than the Jerry Springer and the Oprah Winfrey shows. 注：点名文章讲的脱口秀，而且是JS和OW脱口秀 Jerry Springer could easily be considered the king of "trash talk(废话)". The topics on his show are as shocking as shocking can be. For example, the show takes the ever - common talk show themes of love, sex, cheating, guilt, hate, conflict and morality to a different level. Clearly, the Jerry Springer show is a display and exploitation of societys moral catastrophes (灾难), yet people are willing to eat up the intriguing predicaments(困境) of other peoples lives. Like Jerry Springer, Oprah Winfrey takes TV talk show to its extreme, but Oprah goes in the opposite direction. The show focuses on the improvement of society and an individuals quality of life. Topics range from teaching your children responsibility, managing your work weekly, to getting to know your neighbors. Compared to Oprah, the Jerry Springer show looks like poisonous waste being dumped on society. Jerry ends every show with a " final word " . He makes a small speech that sums up the

entire moral of the show. Hopefully, this is the part where most people will learn something very valuable. 注：dump倾销，反倾销anti-dump Clean as it is, the Oprah show is not for everyone. The shows main target audience are middle - class Americans. Most of these people have the time, money, and stability to deal with lifes tougher problems. Jerry Springer, on the other hand, has more of an association with the young adults of society. These are 18 - to 21 - year - olds whose main troubles in life involve love, relationship, sex, money and peers. They are the ones who see some value and lessons to be learned underneath the shows exploitation. While the two shows are as different as night and day, both have ruled the talk show circuit for many years now. Each one caters to a different audience while both have a strong following from large groups of fans.

Ironically, both could also be considered pioneers in the talk show world. 注：1. circuit圈子 2. ironically具有讽刺意味的

21. Compared with other TV talk shows, both the Jerry Springer and the Oprah Winfrey are\_\_\_\_\_. A) more family - oriented B) unusually popular C) more profound D) relatively formal 注：第一段  
22. Though the social problems Jerry Springer talks about appear distasteful, the audience\_\_\_\_\_. A) remain fascinated by them B) are ready to face up to them C) remain indifferent to them D) are willing to get involved in them 注：第二段eat up，B和D是一回事。

23. Which of the following is likely to be a topic of the Oprah Winfrey show? A) A new type of robot. B) Racist hatred. C) Family budget planning. D) Street violence. 注：第三段最后举了三个例子。  
24. Despite their different approaches, the two talk shows are

both\_\_\_\_\_. A) ironical B) sensitive C) instructive D) cynical 注  
: instructive-in引导 struct结构 有启发的, cynical愤世嫉俗的

25. We can learn from the passage that the two talk shows\_\_\_\_\_.

A) have monopolized the talk show circuit B) exploit the weaknesses  
in human nature C) appear at different times of the day D) are  
targeted at different audiences 注: monopolise垄断, D对应倒数

第二段。 To understand the marketing concept, it is only necessary  
to understand the difference between marketing and selling. Not too  
many years ago, most industries concentrated primarily on the  
efficient production of goods, and then relied on "persuasive  
salesmanship" to move as much of these goods as possible. Such  
production and selling focuses on the needs of the seller to produce  
goods and then convert them into money. Marketing, on the other  
hand, focuses on the wants of consumers. It begins with first  
analyzing the preferences and demands of consumers and then  
producing goods that will satisfy them. This eye-on-the-consumer  
approach is known as the marketing concept, which simply means  
that instead of trying to sell whatever is easiest to produce or buy for  
resale, the makers and dealers first endeavor to find out what the  
consumer wants to buy and then go about making it available for  
purchase. 注: 第一段说selling, 第二段说marketing This concept  
does not imply that business is benevolent(慈善的) or that consumer  
satisfaction is given priority over profit in a company. There are  
always two sides to every business transaction - the firm and the  
customer -and each must be satisfied before trade occurs. Successful  
merchants and producers, however, recognize that the surest route

to profit is through understanding and catering to customers. A striking example of the importance of catering to the consumer presented itself in mid-1985, when Coca Cola changed the flavor of its drink. The non-acceptance of the new flavor by a significant portion of the public brought about a prompt restoration of the Classic Coke, which was then marketed alongside the new. King Customer ruled!

26. The marketing concept discussed in the passage is, in essence, \_\_\_\_\_. A) the practice of turning goods into money B) making goods available for purchase C) the customer - centred approach D) a form of persuasive salesmanship 注：原文第三段，cater to customer 基于客户的，A和B是两者共同特征，D对应第一段selling。

27. What was the main concern of industrialists before the marketing concept was widely accepted? A) The needs of the market. B) The efficiency of production. C) The satisfaction of the user. D) The preferences of the dealer. 注：第一段第二句。

28. According to the passage, “to move as much of these goods as possible” (Lines 3 -4), Para. I) means “\_\_\_\_\_”. A) to sell the largest possible amount of goods B) to transport goods as efficiently as possible C) to dispose of these goods in large quantities D) to redesign these goods for large - scale production

29. What does the restoration of the Classic Coke best illustrate? A) Traditional goods have a stronger appeal to the majority of people. B) It takes time for a new product to be accepted by the public. C) Consumers with conservative tastes are often difficult to please. D) Products must be designed to suit the taste of the consumer.

30. In discussing the marketing concept, the author focuses on \_\_\_\_\_. A) its main

characteristic B) its social impact来源：考试大 C) its possible  
consequence D) its theoretical basis 注：写作方法题。答题要  
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