

中山大学

二〇一一年攻读硕士学位研究生入学考试试题

科目代码: 240

科目名称: 英语(单考)

考试时间: 1月15日下午

考生须知

全部答案一律写在答题纸上,
答在试题纸上的不计分! 请用蓝、
黑色墨水笔或圆珠笔作答。答题要
写清题号, 不必抄题。

Section I: Use of English

Directions: Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C or D on ANSWER SHEET 1. (10 points)

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to ___1___ specific messages with the ___2___ of influencing people is vitally important. Visual content and ___3___ in advertising have a very great ___4___ on the consumer, but it is language ___5___ helps people to identify a product and remember it.

The English language is known for its ___6___ vocabulary. ___7___ many other languages have only one or two words which carry a particular meaning, English may have five or six. ___8___, the meanings of these five or six words may differ in a very ___9___ way. It is important to understand the ___10___ of a word. Connotation is the feeling or ideas that are suggested by a word, ___11___ the actual meaning of the word. Armchair, for example, suggests comfort, whereas chair ___12___ no particular feelings.

One way in which advertisers ___13___ language to their own use is to take compound words and use them as ___14___. These compounds often later become widely used in ___15___ situations. ___16___ of these compounds which have become part of the English language are: top-quality, economy-size, chocolate-flavored, feather-light and longer-lasting.

The language of advertising is, of course, normally very ___17___ and emphasizes why one product stands out in ___18___ with ___19___. Advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a ___20___ may say "It gets clothes whiter", but whiter than what?

- | | | | |
|---------------------|----------------|---------------|-------------------|
| 1. [A] transfer | [B] pass | [C] convey | [D] impress |
| 2. [A] meaning | [B] intention | [C] view | [D] idea |
| 3. [A] contour | [B] project | [C] framework | [D] design |
| 4. [A] stimulus | [B] motivation | [C] infection | [D] impact |
| 5. [A] that | [B] which | [C] as | [D] it |
| 6. [A] far-reaching | [B] broad | [C] extensive | [D] comprehensive |
| 7. [A] When | [B] Where | [C] While | [D] What |
| 8. [A] Moreover | [B] However | [C] Therefore | [D] Conversely |
| 9. [A] complex | [B] subtle | [C] delicate | [D] explicit |
| 10. [A] implication | [B] message | [C] color | [D] connotation |

- | | | | |
|-----------------------|--------------------|-----------------|------------------|
| 11. [A] more than | [B] rather than | [C] better than | [D] either than |
| 12. [A] arouses | [B] arises | [C] raises | [D] rises |
| 13. [A] adopt | [B] accept | [C] adhere | [D] adapt |
| 14. [A] adjectives | [B] adverbs | [C] nouns | [D] adverbials |
| 15. [A] general | [B] current | [C] normal | [D] rare |
| 16. [A] Illustrations | [B] Demonstrations | [C] Examples | [D] Explanations |
| 17. [A] promising | [B] beautiful | [C] academic | [D] positive |
| 18. [A] relation | [B] comparison | [C] line | [D] accordance |
| 19. [A] another | [B] other | [C] others | [D] the other |
| 20. [A] detergent | [B] medicine | [C] chemical | [D] paint |

Section II: Reading Comprehension

Part A

Directions: Read the following four texts. Answer the questions below each text by choosing A, B, C or D. Mark your answers on ANSWER SHEET 1. (40 points)

Text 1

Death comes quickly in the mountains. Each winter holidaymakers are caught unawares as they happily ski away from the fixed runs, little realizing that a small avalanche can send them crashing in a bone-breaking fall down the slope and leave them buried under tons of crisp white snow. There are lots of theories about how to avoid disaster when hit by an avalanche. Practice is normally less cheerful.

The snow in the Salzburg of Austria where a recent disaster took place was typical avalanche material. For several days before the incident I had skied locally. Early winter snow was wearing thin and covered with ice. On top of that new, warmer flakes were gently falling to produce a dangerous carpet. To the skier who enjoys unmarked slopes it is tempting stuff, deep new powder snow on a hard base—the skiing that dreams are made of. And sometimes nightmares.

Snow falls in sections like a cake. Different sections will have different densities because of the temperatures at the time of the fall and in the weeks afterwards. Problems come when any particular section is too thick and not sticking to the section beneath. The snow of the past few weeks had been falling in rather higher temperatures than those of December and early January. The result of these conditions is that even a slight increase in the temperature sends a thin stream of water between the new snow and the old. Then the new snow simply slides off the mountain.

Such slides are not unexpected. Local citizens know the slopes which tend to avalanche and the weather in which such slides are likely. Traps are set to catch the snow or prevent it slipping; bombs are placed and exploded from time to time to set off small avalanches before a big one has time to build up and, above all, skiers are warned not to ski in danger areas.

In spite of this, avalanches happen in unexpected areas and, of course, skiers ignore the warnings. The one comfort to recreational skiers, however, is that avalanche incidents on the marked ski slopes are quite rare. No ski resort wants the image of being a death trap.

21. Each winter holidaymakers in the mountains come face to face with death because _____.
- [A] they fail to realize how dangerous avalanches can be
 [B] they are not expert enough at skiing on the fixed runs
 [C] they are trying to avoid areas where avalanches happen
 [D] they ski great distances down the mountainsides
22. According to the writer, skiing conditions in the Salzburg area of Austria happened were _____.
- [A] perfect for the inexperienced skier
 [B] unsafe because the new snow was covered with ice
 [C] typical of conditions resulting in avalanches
 [D] suitable only for skiing locally
23. It would appear from the text that avalanches are brought about because _____.
- [A] a particular section of snow is not thick enough
 [B] there is a slight fall in the temperature
 [C] heavy snowfalls turn into rain
 [D] the ice between different sections of snow melts
24. In areas where avalanches are known to happen _____.
- [A] local residents stay indoors when the weather is bad
 [B] measures are taken to prevent serious avalanches
 [C] small avalanches can easily be prevented
 [D] skiers form themselves into a wall to keep the snow in position
25. Although accidents do happen, skiers will be reasonably safe if _____.
- [A] they stay on the officially approved slopes
 [B] they ski only for pleasure
 [C] they ski only at resorts
 [D] they choose less crowded ski slopes

Text 2

Timothy Berners-Lee might be giving Bill Gates a run for the money, but he passed up his shot at fabulous wealth--intentionally--in 1990. That's when he decided not to patent the technology used to create the most important software innovation in the final decade of the 20th century, the World Wide web. Berners-Lee wanted to make the world a richer place, not a mass personal wealth. So he gave his brainchild to us all.

Berners-Lee regards today's Web as a rebellious adolescent that can never fulfill his original expectations. By 2005, he hopes to begin replacing it with the Semantic Web--a smart network that will finally understand human languages and make computers virtually as easy to work with as other humans.

As imagined by Berners-Lee, the new Web would understand not only the meaning of words and concepts but also the logical relationships among them. That has great potential. Most knowledge is built on two pillars: semantics and mathematics. In number-processing, computers already outclass people. Machines that are equally skilled at dealing with language and reason won't just help people uncover new insights; they could blaze new trails on their own.

Even with a fairly crude version of this future Web, mining online for valuable pieces of knowledge would no longer force people to go through screen after screen of irrelevant data. Instead, computers would dispatch intelligent agents, or software messengers, to explore Web sites by the thousands and logically pick out just what's relevant. That alone would provide a major boost in productivity at work and at home. But there's far more.

Software agents could also take on many routine business work, such as helping manufacturers find and negotiate with low-cost part suppliers and handling help-desk questions. The Semantic Web would also be a treasure house of eureka insight. Most inventions and scientific breakthroughs, including today's Web, spring from novel combinations of existing knowledge. The Semantic Web would make it possible to evaluate more combinations overnight than a person could do in a life time. Sure scientists and other people can post ideas on the Web today for others to read. But with machines doing the reading and translating technical terms, related ideas from millions of Web pages could be distilled and summarized. That will lift the ability to assess and integrate information to new heights. The Semantic Web, Berners-Lee predicts, will help more people become more intuitive as well as more analytical. It will foster global collaborations among people with diverse cultural perspectives, so we have a better chance of finding the right solutions to the really big issues--like the environment and climate warning.

26. Had he wanted, Berners-Lee could have _____.
- [A] created the most important innovation in the 1990s
 [B] accumulated as much personal wealth as Bill Gates
 [C] patented the technology of Microsoft software
 [D] given his brainchild to us all
27. The Semantic Web will be superior to today's web in that it _____.
- [A] surpasses people in processing numbers
 [B] fulfills user's original expectations
 [C] deals with language and reason as well as number
 [D] responds like a rebellious adult
28. To search for any information needed on tomorrow's Web, one only has to _____.
- [A] go through screen after screen of irrelevant data
 [B] ask the Web to dispatch some messenger to his door
 [C] use smart software programs called "agents"
 [D] explore Web sites by the thousands and pick out what's relevant
29. Thanks to Web of the future, _____.
- [A] millions of web pages can be translated overnight
 [B] one can find most inventions and breakthroughs online
 [C] software manufacturers can lower the cost of computer parts
 [D] scientists using different specialty terms can collaborate much better
30. The most appropriate title for this text is _____.
- [A] Differences Between Two Webs
 [B] The Humanization of Computer Software
 [C] A New Solution to World Problems
 [D] The Creator and His Next Creation

Text 3

Folk music in the traditional sense—music played or sung around the village green, music used to accompany ceremonials like harvesting—belongs to the small communities exemplified in the English village of pre-industrial times. The art music of the written tradition is too the music of the community, but of very different kind. It stems from a leisured class or group that has time and learning to write down its music and to rehearse complex and difficult works. Originally this was pre-eminently done in the church; after the Middle Age it became more and more popular in the courts of the secular nobility of Europe. As recently as the late eighteenth century Haydn and Mozart wrote most of their music for performances in private orchestras and theatres, and hence the classical composers developed their orchestral symphonies, their chamber music and operas.

During the great nineteenth century transition from an aristocratic and mainly agricultural society to the industrial age in which we live now, men and women were herded into the factories and slums; and the indigenous popular music and dancing began to die out. At the other end of the scale the music of the art musicians began to be enjoyed by a wider social class, and composers such as Mendelssohn wrote for the middle-class Victorian drawing-room.

In the barren and bleak environment of the nineteenth century industrial town, however, something very notable in the way of a new people's music flourished. There were the music-hall songs, and this was indeed a popular music in a limited way; but it was not until the growth of jazz and of the dance music developed from it that the urban masses began to find something which had a special appeal.

And so it was at this point that everything came together. The new kind of music; the means of disseminating it widely through the gramophone and, later, the radio; the commercial world of mass production for profit; and the new twentieth century folk-people with little experience either in self-expression in music or in the arts of any sort of cultural background, but people with a steadily increasing amount of money and leisure. Some form of release through music they sought, as every human community has sought it, and some form they were given.

So developed the new industry, an industry for the provision of popular music. As Christian Darnton has said, folk music (as commonly understood) is "music which comes from the people", whereas popular music (again as commonly understood) is "music written for the people"; and the achievement of the business interests in Tin Pan Alley and the recording companies has been to manufacture a music for the people on the largest possible scale. They have done this, as such things must be done, by "process of standardization, by providing an article which will be accepted by most of the people of the time.

31. Folk music first came from _____.
- [A] the village after the Industrial Revolution
 - [B] the town and was later very well developed in the village during the industrial Revolution
 - [C] the town and was later well developed in the village after the industrial Revolution
 - [D] the village of pre-industrial times

32. In the nineteenth century, most people _____.
- [A] were gathered together like cattle in the industrial towns
 - [B] still lived in the village
 - [C] enjoyed themselves very much taking part in folk dancing
 - [D] enjoyed the music of pre-industrial times
33. The music-hall songs were not very popular in the nineteenth century because _____.
- [A] there was no noticeable development of another kind of music for the people
 - [B] there were no great musicians
 - [C] people had to spend the greater part of their time in factories in order to earn their living
 - [D] people were busy with farming
34. What are the two types of music the people in the city found very attractive?
- [A] jazz and folk music
 - [B] jazz and dance music
 - [C] jazz and art music
 - [D] folk music and dance music
35. The new kind of music was widely distributed through _____.
- [A] the gramophone
 - [B] the radio.
 - [C] the radio and, later, the cinema
 - [D] the gramophone and, later, the radio.

Text 4

The widely held assumption that people would volunteer for AIDS-tests in droves once treatment became available was wrong. And the reason for that appears to be that the government has not managed to reduce the stigma associated with AIDS, and thus with seeking out a test for it if you suspect you might be infected.

To combat this, the whole basis of AIDS testing in Botswana has just been changed. The idea is to "downgrade" the process into something low-key, routine and stigma-free. Until now, a potential test subject had to opt in, by asking for a test. Having asked, he was given 40 minutes of counseling to make sure he really knew what he was doing before any test was carried out. The new policy is to people routinely when they visit the doctor. That way, having a test cannot be seen as an indication that an individual believes he may be infected. The test is not compulsory, but objectors must actively opt out. Silence is assumed to be consent, and no counseling is offered—just as would be the case for any other infectious disease.

This policy shift is probably just the first of many that will take place in Botswana, South Africa and other African countries that are planning the mass provision of anti-AIDS drugs in public hospitals. Dwain Ndwapi, a doctor at Botswana's largest AIDS clinic, thinks that there are circumstances in which testing should be compulsory. In particular, he believes that the currently high rate of transmission from mothers to new-born children could be reduced to zero if expectant mothers were always tested—and if those who proved positive were treated with an appropriate anti-retroviral before they gave birth.

Another controversial change in the air is to reduce the frequency of two costly tests of patients' blood. Viral-load tests and CD4-cell counts both measure how acute an individual's infection has become. That helps a patient's doctor to decide when to prescribe anti-retrovirals. But laboratory capacity in Africa is inadequate for regular testing of the millions of people that need such drugs—at least if the tests are carried out as frequently as they would be in a rich country. Less frequent testing of each individual would allow more individuals to be given at least some tests.

But that must be balanced against the need to treat more people faster. Doctors in Botswana are staggered at how desperately sick many patients are when they first arrive. They had expected people to walk into clinics for AIDS tests. Instead, many come in on stretchers on the verge of death. Treating the very ill takes much more time and money than giving anti-AIDS pills to relatively healthy people, and it means that these people may have been inadvertently infecting others for longer. If routine tests persuade more patients to get help before they slump on a stretcher, all the better.

36. Why few people would volunteer for AIDS-tests if treatment is readily prepared?

- [A] Because people do not know whether they need the treatment.
- [B] Because people could not afford to pay the expensive drugs.
- [C] Because people are afraid to find out that they are infected.
- [D] Because people cannot bear the shame the tests bring.

37. According to the text, how to "downgrade" the test process?

- [A] By forcing those potential AIDS patients to take the test.
- [B] By going down to the patients' homes to take the test.
- [C] By testing patients as a regular thing in their hospital visits.
- [D] By asking them whether they would like to have a test.

38. It can be inferred from the text that _____.

- [A] the new policy will be able to include every patient who visits the doctor
- [B] more policies like the new one will be carried out in a lot of African countries
- [C] the old policy is better than the new one in that it provides patients with counseling
- [D] the silence of the patient indicates his consent to any treatment that is available

39. The purpose of reducing the frequency of two expensive blood tests is to _____.

- [A] help the patients save some money for treatments
- [B] enable more people to take tests of some kind
- [C] make sure that patients can receive in-time treatment
- [D] prevent patients from possible further infection

40. Persuading patients to get treatment early will have the following advantages except _____.

- [A] saving anti-AIDS pills to relatively healthy people
- [B] cutting down the costs in the treatment
- [C] avoiding transmitting the virus to more people
- [D] shortening doctors' treatment time

Part B

Directions:

In the following text, some sentences have been removed. For Questions 41-45, choose the most suitable one from the list [A] - [G] to fit into each of the numbered blanks. There are two extra choices, which do not fit in any of the blanks. Mark your answers on ANSWER SHEET 1. (10 points)

In the 19th century, the invention of the telegraph and the telephone forever changed how messages moved around the world. In the 20th century, radio, television, computers and the Internet further revolutionized the near-instantaneous processing and transmission of data.

(41) _____.

Linking it all together? An absence of wires, a wireless age.

Every month, it seems, a new cell phone comes out that's "smarter" than the last in its ability to gather and transmit a growing amount of data: voice, images, news and more.

Cell phones, or at least the technology behind them, have been around since the 1960s. By the 1980s, mobile phones had evolved but were still "giant, brick-shaped luxury items for geeks or the rich," said Norm Rose, head of Travel Technology Consulting.

(42) _____.

The Internet also played a large role in shaping the wireless world, changing not only how businesses worked but also how information was shared. Laptop computer and PDA users can now sit down and instantly sync(同步) up on the internet at tens of thousands of "hotspots" in homes, cafes and other high traffic areas nationwide.

(43) _____.

"Everyone is going to be able to tap into this pervasive wireless world," said Wade Roush, senior editor of *Technology Review*, pointing to rapidly improving technology and falling prices. "Wireless technologies are going to change the way we communicate with each other."

Those connected with the wireless world say wireless technologies are in their infancy and may just be beginning a significant growth spurt. Telecommunications companies, meanwhile, are hyping (大肆宣传) a significant mobile network upgrade—dubbed 3G, or "Third Generation" —that will let cell phones and other such devices transmit more data, and do it faster than ever before.

(44) _____.

"Smartphones" — cell phones that gather and display information beyond simply sound—have garnered much of the buzz domestically. A new wave of better, faster phones will hit the United States only after 3G or other such networks become a reality, Rose said.

(45) _____.

You will be able to go down to the store and buy almost any piece of consumer electronics, plug it into your wall, it'll sense your Wi-Fi network and automatically configure itself. It's going to be one of those technologies that weaves into all facets of our lives.

We'll start to think of computing as a natural part of our environment in the same way we might think about heating and air conditioning now," Roush said, "It's just always there."

- [A] Wi-Fi (wireless-fidelity, 无线保真) is also developing at a steady, strong pace, and in ways that its inventors never intended. Engineers are working to incorporate Wi-Fi into cell phones, PDAs and other such devices.
- [B] Soon, pundits predict, many more consumer electronics — from computers to stereos to coffee makers—could electronically connect with one another, as well as with thermostats, watches and other digital devices.
- [C] Wi-Fi, Bluetooth and other wireless technologies work under the same general concept, the differentiating factors typically being the speed and distance a user can move from the base station and still maintain the connection.
- [D] Even with the tremendous technological improvements in cell phones — sending images, text messages and, of course, sound — such upgrades become moot (无实际意义的) if mobile users cannot always get a clear connection because of an imperfect network.
- [E] Experts say the 21st century will usher in a second Information Age in which these technologies, and their benefits, will be accessible anytime, anywhere.
- [F] "Think of the Internet, back in 1995~1996," said Norm Rose. "Wireless and mobile technology is the next boom. When it takes off, it will be even more disruptive than the Internet."
- [G] In the 1990s, cell phones and laptops became less bulky and expensive, new gadgets like personal digital assistants(PDAs) help people better manage their lives electronically, and a growing number of other devices — from kitchen appliances to televisions — began incorporating digital technology.

Part C

Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written neatly on ANSWER SHEET 2. (10 points)

It is a common problem in the non-family owned private limited company: a shareholder/director wants to retire or leave the business, but one or more of his fellow shareholders/directors want to continue. 46. It is easy enough for a director to retire, but the likelihood is that he will want to cash in on his shares which have accumulated some value over the period of his participation in the business. Frequently, though, his fellow shareholder/director(s) do not have the financial resources to acquire the shares at their market value. A wide variety of options exist, but purchased own shares by the company is one of the most useful.

Purchase of own shares is exactly what says it is: the company acquires the shares from the shareholder. In principle, it is a simple concept but one which is covered by a number of very important legislative provisions, both in company and tax law. 47. Although at first sight the legislation appears to obstruct what might otherwise be a simple process, it actually exists to facilitate the purchase, while protecting the creditors(so far as company law is concerned). In fact, the provisions are too numerous to cover in detail in a few words and this article is designed only to outline the rules, regulations and options. Professional advice and assistance should always be sought to implement any purchase of own shares

48. It was always the case that a company could not acquire its own share, because in doing so it was obtaining ownership of itself, which is contrary to the most fundamental legal principles surrounding the nature and existence of companies. The Companies Act 1981 changed all that and the provisions it introduced are now incorporated into the Companies Act 1985.

49. In essence, provided a company is permitted to do so by its Memorandum and Articles of Association, any company can now acquire its own shares (subject to there being at least one left). Because purchase of own shares is a relatively recent innovation, many companies' Memorandum and Articles of Association do not contain this provision but appropriate provisions can be included by Special Resolution, requiring a 75% majority.

50. Although the purchase must normally be made out of the proceeds of a fresh issue of shares and/of distributable profits, important provisions exist for private companies to make the purchase out of capital. If distributable profits are insufficient then, provided the company is solvent after the redemption and is believed by the directors to be a going concern for a further year(a statutory declaration on which the auditors must report and concur), then the purchase can go ahead.

Section III Writing

Part A

Directions:

You are a graduate student of Beijing University and you are interested in the position of English editor that advised on the newspaper. Write a letter to apply for this job. Write a letter to the publishing house stating the reasons for your application, your qualifications for the position, and asking for an interview.

You should write about 100 words on ANSWER SHEET 2.

Do not sign your own name at the end of the letter. Use "Li Ming" instead.

You do not need to write the address. (10 points)

Part B

Directions:

Study one of the following drawings carefully and write an essay in which you should

- 1) describe the drawing briefly,
- 2) explain its intended meaning, and then
- 3) give your comments.

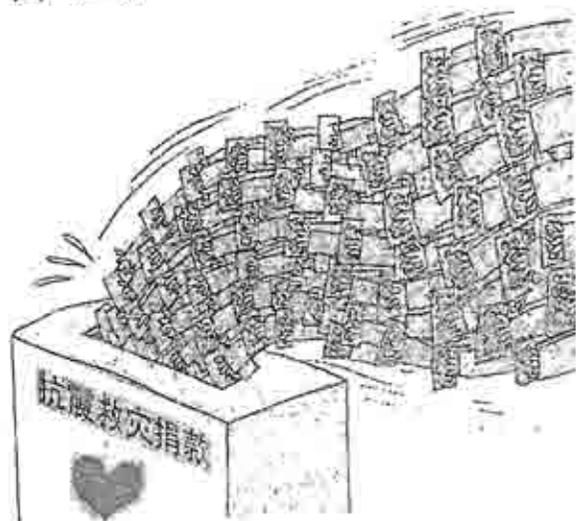
You should write about 160~200 words neatly on ANSWER SHEET 2 (20 points)

(选择下面的两幅图画中的一个, 完成一篇 160~200 英语单词的短文。)

图(一)



图(二)



——爱如潮水
朱森林/绘画