

1999 年复旦大学基础英语试题

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黔驴之技

贵州省本来没有人养驴，有个多事的人从外地用船装了一头驴来。后来发现没有什么用处，便放它在山脚下。老虎发现了它，心想：“这是个庞然大物，一定是神。”于是立即躲进树林，从岩石缝里偷看这头驴。后来它也曾试着接近，但遗憾的是，它还是弄不懂驴子到底是个什么家伙。

有一天驴大叫，老虎吓坏了，拼命奔逃，心里还以为驴要咬死它。后来老虎也不时来瞧瞧这头驴，发现并没有什么了不起。等到驴的叫声也听惯了的时候，老虎便常常从前面或后面凑近驴子，但并不敢袭击驴子。

老虎越凑近驴子，也就对驴子越熟悉。它还常常靠在驴身上，故意一再地冲撞。驴大怒，踢它。老虎大喜，心里想：“原来就这点本事。于是老虎猛扑上去，咬断了它的喉咙，把它吃了个精光，扬长而去。

唉！身体大想必有优点，声音响想必有能耐。弱点倘不暴露，虎虽凶猛，也不敢扑而食之。而现在的结果却是葬身虎口，实在太可悲了！

II. Read the following passage and then translate the underlined parts into Chinese. (30%)

JEANS SALES ARE DOWN!

Streetwise teenagers, hunky young men and blues music are the usual stuff of jeans advertisements—traditionally aimed at the young and rebellious. No longer, Levi Strauss's latest television advertising campaign in America shows a father teaching his son to fish. In another, a rabbit pops out of a hole in the snowy ground as a man mends a fence. For the first time, Levi Strauss's advertising is being aimed squarely at men in their 30s and 40s—the baby boomers who first adopted denim as the unofficial uniform of youth.

After growing rapidly in the 1960s and 1970s, the American jeans market faded in the early 1980s: the number of pairs of jeans (broadly designed to include denim and other fabrics) sold fell from a peak of 502m in 1981—the height of the designer jeans boom – to 416m in 1985. Sales stabilised in the following two years. But this year, the market seems to have got the blues again with total jeans sales down by 7%.

This has prompted Levi Strauss and Wrangler to announce cutbacks. Within the jeans total, sales of denim jeans (about 85%) have held up slightly better since 1985, helped by the launch of new fabric finishes such as stone and acid washing, and the success of Levi's re-introduction of its fly-button 501 jeans.

Why have sales of jeans shrunk in the 1980s? One reason is that designer jeans have fallen from favour. Another, more important factor, is the changing demographic make-up of America. The number of 14-24 year-olds—the biggest wearers of jeans—is shrinking. By the 1990's there will be 16% fewer American males in this age group than in 1980. By contrast, the number of 25-44 year-olds is expected to grow by 30%. This is bad news for jeans manufacturers: the average male 14-25 year-old buys twice as many pairs each year as do those over 24.

Levi Strauss, which got into the business 100 years ago when its founder sold trousers made from tent canvas to Californian gold panners, still dominates the market with about 25% of American sales. To maintain that it must now try to court the aging baby boomers, who have traded in Levi's for trendier

(and baggier) tracksuits or casual slack. Levi's message is that jeans are still best – if perhaps in a slightly more generous size.

III. Write an essay of about 500 words, describing a person you like or respect the most. (40%)