

聊城大学 2015 年硕士研究生入学考试初试试题

考试科目	[211]翻译硕士英语	B 卷
适用专业	英语笔译 英语口语	

注意事项: 1、本试题共 4 道大题 (共 51 个小题), 满分 100 分。
 2、本卷为试题, 答题另有答题纸。答案一律写在答题纸上, 写在该试题纸上或草稿纸上无效。
 3、答题必须用蓝、黑钢笔或圆珠笔书写, 其它均无效。
 4、特殊要求携带的用具请注明, 没有特殊要求填“无”。 无

Part I Grammar and Vocabulary (20 points, 1 point each).

Directions: Complete each of the following sentences by choosing from the four possible answers marked A, B, C, and D that follow. There is only ONE correct answer for each sentence. Mark your answers on your answer sheet.

1. The background music in an assembly line is designed _____.
 A. not being listened to B. not to be listened to
 C. being not listened to D. to be not listened to
2. The animal has a brain which is nearest _____.
 A. in man's size B. in size to man C. in size to man's D. to the size in man
3. _____ I admit that there are problems, I don't mean that they cannot be solved.
 A. Unless B. Until C. As D. While
4. The boy students in this school are nearly _____ as the girl students to say they intend to get a college degree in business.
 A. as likely twice B. likely as twice C. as twice likely D. twice as likely
5. Recycling wastes slows down the rate _____ which we use up the Earth's finite resources.
 A. In B. of C. with D. at
6. The second book was _____ by August 1952, but two years later, the end was still nowhere in sight.
 A. completed B. to have completed C. to complete D. to have been completed
7. Professor Cowart is _____ as one of the world's greatest living physicists.
 A. dignified B. acknowledged C. clarified D. illustrated
8. _____ that the demand for power continues to rise at the current rate, it will not be long before traditional sources become inadequate.
 A. Concerning B. Ascertaining C. Assuming D. Regarding
9. All the parts of this washing machine are _____, so that it is very convenient to replace them.
 A. normalized B. modernized C. mechanized D. standardized
10. Many people think that the standards of public _____ have declined.
 A. morality B. rightness C. awareness D. mentality
11. The problems requiring immediate solution will be given _____ at the meeting.
 A. priority B. urgency C. superiority D. emergency
12. To _____ for his unpleasant experiences he drank a little more than was good for him.
 A. commence B. compromise C. compensate D. compliment
13. When supply exceeds demand for any product, prices are _____ to fall.
 A. timely B. simultaneous C. subject D. liable
14. This city has decided to _____ smoking.

- A. do away with B. take away C. get away with D. put away
15. People were surprised to find that the mayor had the ability to _____ everything he was involved in.
- A. precede B. dominate C. effect D. instruct
16. He seems to be _____ enough to climb to the mountain top in an hour.
- A. radiant B. conscientious C. conspicuous D. energetic
17. Military orders are _____ and cannot be disobeyed.
- A. imperative B. conservative C. defective D. alternative
18. The ceremony will _____ as soon as the minister arrives.
- A. hold B. commence C. disperse D. descend
19. It is unfortunate that, owing to lack of money, these experiments must now be _____ before the objective has been achieved.
- A. transferred B. testified C. terminated D. transformed
20. The schoolmaster _____ the girl's bravery in his opening speech.
- A. applauded B. clapped C. elevated D. praised

Part II Reading Comprehension (30 points, 2 points each).

Section A

Directions: Read the two passages and answer the questions that follow by choosing from the four possible answers. There is only ONE correct answer for each question. Mark your answers on your answer sheet.

Passage One

There are good reasons to be troubled by the violence that spreads throughout the media. Movies, Television and video games are full of gunplay and bloodshed, and one might reasonably ask what's wrong with a society that presents videos of domestic violence as entertainment.

Most researchers agree that the causes of real-world violence are complex. A 1993 study by the U.S. National Academy of Sciences listed "biological, individual, family, peer, school, and community factors" as all playing their parts.

Viewing abnormally large amounts of violent television and video games may well contribute to violent behavior in certain individuals. The trouble comes when researchers downplay uncertainties in their studies or overstate the case for causality. Skeptics were dismayed several years ago when a group of societies including the American Medical Association tried to end the debate by issuing a joint statement: "At this time, well over 1,000 studies ... point overwhelmingly to a causal connection between media violence and aggressive behavior in some children."

Freedom-of-speech advocates accused the societies of catering to politicians, and even disputed the number of studies (most were review articles and essays, they said). When Jonathan Freedman, a social psychologist at the University of Toronto, reviewed the literature, he found only 200 or so studies of television-watching and aggression. And when he weeded out "the most doubtful measures of aggression", only 28% supported a connection.

The critical point here is causality. The alarmists say they have proved that violent media cause aggression. But the assumptions behind their observations need to be examined. When labeling games as violent or non-violent, should a hero eating a ghost really be counted as a violent event? And when experimenters record the time it takes game players to read 'aggressive' or 'non-aggressive' words from a list, can we be sure what they are actually measuring? The intent

of the new Harvard Center on Media and Child Health to collect and standardize studies of media violence in order to compare their methodologies, assumptions and conclusions is an important step in the right direction.

Another appropriate step would be to tone down the criticism until we know more. Several researchers write, speak and testify quite a lot on the threat posed by violence in the media. That is, of course, their privilege. But when doing so, they often come out with statements that the matter has now been settled, drawing criticism from colleagues. In response, the alarmists accuse critics and news reporters of being deceived by the entertainment industry. Such clashes help neither science nor society.

21. Why is there so much violence shown in movies, TV and video games?

- A. There is a lot of violence in the real world today.
- B. Something has gone wrong with today's society.
- C. Many people are fond of gunplay and bloodshed.
- D. Showing violence is thought to be entertaining.

22. What is the skeptics' view of media violence?

- A. Violence on television is a fairly accurate reflection of real-world life.
- B. Most studies exaggerate the effect of media violence on the viewers.
- C. A causal relationship exists between media and real-world violence.
- D. The influence of media violence on children has been underestimated.

23. The author uses the term "alarmists" to refer to those who _____.

- A. use standardized measurements in the studies of media violence
- B. initiated the debate over the influence of violent media on reality
- C. assert a direct link between violent media and aggressive behavior
- D. use appropriate methodology in examining aggressive behavior

24. In refuting the alarmists, the author advances his argument by first challenging _____.

- A. the source and amount of their data
- B. the targets of their observation
- C. their system of measurement
- D. their definition of violence

25. What does the author think of the debate concerning the relationship between the media and violence?

- A. More studies should be conducted before conclusions are drawn.
- B. It should come to an end since the matter has now been settled.
- C. The past studies in this field have proved to be misleading.
- D. He more than agrees with the views held by the alarmists.

Passage Two

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 focus 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.

This concept does not imply that business is benevolent 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-centered approach
 - D. a form of persuasive salesmanship
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
28. According to the passage, “to move as much of these goods as possible” (Para. 1) 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
 - C. its possible consequence
 - D. its theoretical basis

Section B

Directions: Read the following passage and answer each of the questions that follow in ONE sentence. Mark your answers on your answer sheet.

Google is a world-famous company, with its headquarters in Mountain View, California. It was set up in a Silicon Valley garage in 1998, and inflated with the Internet bubble. Even when everything around it collapsed the company kept on inflating. Google's search engine is so widespread across the world that "search" became Google, and "google" became a verb. The world fell in love with the effective, fascinatingly fast technology.

Google owes much of its success to the brilliance of S. Brin and L. Page, but also to a series of fortunate events. It was Page who, at Stanford in 1996, initiated the academic project that eventually became Google's search engine. Brin, who had met Page at a student orientation a year earlier, joined the project early on. They were both Ph.D. candidates when they devised the search engine which was better than the rest and, without any marketing, spread by word of mouth from early adopters to, eventually, your grandmother.

Their breakthrough, simply put, was that when their search engine crawled the Web, it did more than just look for word matches, it also tallied and ranked a host of other critical factors like how websites link to one another. That delivered far better results than anything else. Brin and Page meant to name their creation Googol (the mathematical term for the number 1 followed by 100 zeroes), but someone misspelled the word so it stuck as Google. They raised money from prescient professors and venture capitalists, and moved off campus to turn Google into business. Perhaps their biggest stroke of luck came early on when they tried to sell their technology to other search engines, but no one met their price, and they built it up on their own.

The next breakthrough came in 2000, when Google figured out how to make money with its invention. It had lots of users, but almost no one was paying. The solution turned out to be advertising, and it's not an exaggeration to say that Google is now essentially an advertising company, given that that's the source of nearly all its revenue. Today it is a giant advertising company, worth \$100 billion.

31. What is it that has made Google so successful, apart from a series of fortunate events?
32. What do you think is the original source of Google's search engine?
33. How did Google's search engine spread all over the world?
34. What made Brin and Page decide to set up their own business?
35. How does Google make its profit?

Part III Cloze (15 points, 1 point each).

Directions: Choose from the list of words provided to complete the passage by filling one and just ONE word into each blank. There are more words than you should use.

able, than, whether, younger, opposite, expression, and, stands, provide, females, studying, including, equipped, come, those, courageous, phrase, choose, because, colorful

Scientists (36) _____ how females choose their mates have found many similarities between species, (37) _____ humans.

It seems that females in most species prefer to mate with flashy males—the most brightly colored, or (38) _____ with the most lively courtship displays.

Females generally shop around for their mates, sometimes comparing them on the spot in groups,

or more commonly, one at a time. Scientists have shown that female fish are (39) _____ to remember and compare the characteristics of males presented separately. The females showed more interest if one male was more colorful (40) _____ the one before him.

(41) _____ the females are fish or birds, they generally choose the most colorful male, or the one who (42) _____ out in some way. With tree frogs, it is the male that can call the loudest and most often. With ducks, it is the males that court the females most often.

In some species, the female prefers males that can (43) _____ some direct benefit, such as food or protection. If males do not provide such obvious benefits, females may (44) _____ the males with the best genes. They measure this by the males' fitness. Female guppies, for example, seem to prefer bold males—those that will swim closest to a predator fish. (45) _____ the more colorful males seem to have more courage, females have developed a preference for (46) males.

Recent evidence indicates that social factors can also influence the female's choice. In many species, females seem to be more interested in males that already have other (47) _____. scientists call this "copying", and (48) _____ females are more likely to copy older females than the (49) _____. Older females seem to know what they want. But younger females seem to be more willing to follow the crowd.

Perhaps this accounts for the popular (50) _____ "Some guys get all the girls."

Part IV Writing (35 points).

Directions: Write a short essay of no less than 400 words in English based on the following information. Points will be given based on the clarity of your idea, your logic, the structure, the narrative voice, your wording, and your grammar as are shown in your essay.

Scholars are quarreling for decades about the effectiveness and reasonability of various teaching methods employed in universities, yet it seems that no one knows for sure which is better and which is worse. What do you think is the best way of teaching in today's universities?