

# 中山大学

## 2019年攻读硕士学位研究生入学考试试题

科目代码: 638

科目名称: 基础英语

考试时间: 2018年12月23日上午

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! 答

题要写清题号, 不必抄题。

### I. Reading comprehension (40 points)

Write your answers on the ANSWER SHEET.

#### Passage 1:

Consumers are to be presented with two rival advertising campaigns as the Food Standards Agency goes public in its battle with the industry over the labeling of unhealthy foods.

The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labeling system on the front of food packs, which is designed to tackle Britain's obesity epidemic.

The campaign is a direct response to a concerted attempt by leading food manufacturers and retailers, including Kellogg's and Tesco, to derail the system. The industry fears that traffic lights would demonize entire categories of foods and could seriously damage the market for those that are fatty, salty or high in sugar.

The UK market for breakfast cereals is worth 1.27bn pounds a year and the manufacturers fear it will be severely dented if red light labels are put on packaging drawing attention to the fact that the majority are high in salt and/or sugar.

The industry is planning a major marketing campaign for a competing labeling system which avoids color-coding in favor of information about the percentage of "guideline daily amounts" (GDAs) of fat, salt and sugar contained in their products.

The battle for the nation's diet comes as new rules on television advertising come into force in January which will bar adverts for unhealthy foods from commercial breaks during programs aimed at children. Sources at the TV regulators are braced for a legal challenge from the industry and have described the lobbying efforts to block any new ad ban or color-coded labeling as "the most ferocious we've ever experienced".

Ofcom's chief executive, Ed Richards, said: "We are prepared to face up to any legal action from the industry, but we very much hope it will not be necessary." The FSA said it was expecting an onslaught from the industry in January. Senior FSA officials said the manufacturers' efforts to undermine its proposals on labeling could threaten the agency's credibility.

Terrence Collis, FSA director of communications, dismissed claims that the proposals were not based on science. "We have some of the most respected scientists in Europe, both within the FSA and in our independent advisory committees. It is unjustified and nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility."

The FSA is understood to have briefed its ad agency before Christmas, and will aim to air ads that are "non-confrontational, humorous and factual" as a counterweight to industry's efforts about the same time. The agency, however, will have a tiny fraction of the budget available to the industry.

考试完毕, 试题随答题纸一起交回。

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Gavin Neath, chairman of Unilever UK and president of the Food and Drink Federation, has said that the industry has made enormous progress but could not accept red "stop" signs on its food.

Alastair Sykes, chief executive of NestléUK, said that under the FSA proposals all his company's confectionery and most of its cereals would score a red. "Are we saying people shouldn't eat confectionery? We're driven by consumers and what they want, and much of what we do has been to make our products healthier," he said.

Chris Wermann, director of communications at Kellogg's, said: "In principle we could never accept traffic light labeling."

The rival labeling scheme introduced by Kellogg's, Danone, Unilever, Nestlé Kraft and Tesco and now favored by 21 manufacturers, uses an industry-devised system based on identifying GDAs of key nutrients. Tesco says it has tested both traffic lights and GDA labels in its stores and that the latter increased sales of healthier foods.

But the FSA said it could not live with this GDA system alone because it was "not scientific" or easy for shoppers to understand at a glance.

1. What problem is the FSA trying to handle with the labeling system?  
A. advertising battle                      B. color-coding issue  
C. counterweight problem                D. obesity problem
2. According to the test by Tesco, which system is more conducive to the sales of healthier foods?  
A. the color-coded labeling system      B. the GDA labeling system  
C. the junk-labeling system                D. the FSA labeling system
3. Which product sells very well in the UK market but may not be healthy?  
A. cereals      B. confectionery      C. nutrients      D. beverages
4. The following people (except \_\_\_\_\_) speak for the food industry.  
A. Chris Wermann    B. Alastair Sykes    C. Ed Richards    D. Gavin Neath
5. What information, according to the manufacturers, can be labeled on products?  
A. Red "stop" signs                      B. The rival scheme  
C. Color-coded information              D. Guideline daily amounts (GDAs)
6. According to FSA, what's the disadvantage of the GDA system?  
A. not legal      B. not reputable      C. not easy to understand      D. not tested
7. According to \_\_\_\_\_, the color-coded labeling system is scientific and it is unreasonable to doubt FSA's credibility.  
A. Ed Richards      B. Terrence Collis      C. Gavin Neath      D. Alastair Sykes
8. The underlined word "dented" in paragraph 4 can be understood as  
A. barred      B. banned      C. disputed      D. damaged
9. Which of the following has a bigger budget for the advertising campaigns?  
A. the Food Standards Agency            B. the food industry  
C. the TV regulators                        D. the Traffic Department

**Passage 2:**

His ignorance was as remarkable as his knowledge. Of contemporary literature,

philosophy and politics he appeared to know next to nothing. Upon my quoting Thomas Carlyle, he inquired in a naive way who he was and what he had done. My surprise reached a climax, however, when I found incidentally that he is ignorant of the Copernican Theory and of the composition of the Solar system. "You appear to be astonished," Holmes said, smiling at my expression. "You see, I consider that a man's brain originally is like a little empty attic, and you have to stock it with such furniture as you choose. A fool takes in all the lumber of every sort that he comes across, so that the knowledge which might be useful to him gets crowded out, or at best jumbled up with a lot of other things, so that he has difficulty in laying his hand upon it. It is a mistake to think that the little room has elastic walls and can distend to any extent. There comes a time when for every addition of knowledge you have to forget something that you know before. It is of the highest importance, therefore, not to have useless facts elbowing out the useful ones." "But the Solar system!" I protested. "What the deuce is that to me?" he interrupted impatiently.

One morning, I picked up a magazine from the table and attempted to while away the time with it. One of the articles had a pencil mark at the heading, and I naturally began to run my eyes through it. It has got a somewhat ambitious title: "The Book of Life". And it attempted to show how much an observant man might learn by accurate and systematic examination of all that came in his way. It struck me as being a remarkable mixture of shrewdness and of absurdity. The reasoning was close and intense, and the conclusions were as infallible as so many propositions of Euclid. "So all life is like a great chain. The nature of life is known whenever we are shown a single link of it." This smartly written article impressed me, and I was astonished to find that it was written by Holmes.

10. What is the author's attitude toward Holmes?  
A. Positive    B. Negative    C. Ironical    D. Disrespectful
11. How did the author make Holmes' uniqueness stand out?  
A. By deduction    B. By explanation    C. By analysis    D. By contrast
12. What was Holmes' opinion about knowledge-learning?  
A. Learning what everybody learns.    B. Learning whatever you come across.  
C. Learning what is useful to you.    D. Learning what is unfamiliar to you.
13. What was mentioned in the article "The Book of Life"?  
A. One may learn a lot through observation.  
B. One may become systematic through observation.  
C. One may become practical through observation.  
D. One may become good at reasoning through observation.
14. The underlined word "distend" in paragraph 1 means:  
A. swell    B. shrink    C. diminish    D. distinguish
15. "So all life is like a great chain." The rhetorical device used in this sentence is:  
A. metaphor    B. metonymy    C. simile    D. synecdoche

**Passage 3:**

Students of United States history, seeking to identify the circumstances that encouraged the emergence of feminist movements, have thoroughly investigated the mid-nineteenth-century American economic and social conditions that affected the status of women. These historians, however, have analyzed less fully the development of specifically

feminist ideas and activities during the same period. Furthermore, the ideological origins of feminism in the United States have been obscured because, even when historians did take into account those feminist ideas and activities occurring within the United States, they failed to recognize that feminism was then a truly international movement actually centered in Europe. American feminist activists who have been described as "solitary" and "individual theorists" were in reality connected to a movement -- utopian socialism -- which was already popularizing feminist ideas in Europe during the two decades that culminated in the first women's rights conference held at Seneca Falls, New York, in 1848. Thus, a complete understanding of the origins and development of nineteenth-century feminism in the United States requires that the geographical focus be widened to include Europe and that the detailed study already made of social conditions be expanded to include the ideological development of feminism.

The earliest and most popular of the utopian socialists were the Saint-Simonians. The specifically feminist part of Saint-Simonianism has, however, been less studied than the group's contribution to early socialism. This is regrettable on two counts. By 1832 feminism was the central concern of Saint-Simonianism and entirely absorbed its adherents' energy; hence, by ignoring its feminism, European historians have misunderstood Saint-Simonianism. Moreover, since many feminist ideas can be traced to Saint-Simonianism, European historians' appreciation of later feminism in France and the United States remained limited.

Saint-Simon's followers, many of whom were women, based their feminism on an interpretation of his project to reorganize the globe by replacing brute force with the rule of spiritual powers. The new world order would be ruled together by a male, to represent reflection, and a female, to represent sentiment. This complementarity reflects the fact that, while the Saint-Simonians did not reject the belief that there were innate differences between men and women, they nevertheless foresaw an equally important social and political role for both sexes in their Utopia.

Only a few Saint-Simonians opposed a definition of sexual equality based on gender distinction. This minority believed that individuals of both sexes were born similar in capacity and character, and they ascribed male-female differences to socialization and education. The envisioned result of both currents of thought, however, was that women would enter public life in the new age and that sexual equality would reward men as well as women with an improved way of life.

16. It can be inferred that the author considers those historians who describe early feminists in the United States as "solitary" to be
- A. insufficiently familiar with the international origins of nineteenth-century American feminist thought
  - B. overly concerned with the regional diversity of feminist ideas in the period before 1848
  - C. not focused narrowly enough in their geographical scope
  - D. insufficiently aware of the ideological consequences of the Seneca Falls conference
17. According to the passage, which of the following is true of the Seneca Falls conference on women's rights?
- A. It was primarily a product of nineteenth-century Saint-Simonian feminist thought.
  - B. It was the work of American activists who were independent of feminists abroad.
  - C. It was the culminating achievement of the Utopian socialist movement.
  - D. It was a manifestation of an international movement for social change and feminism.

18. The author's attitude toward most European historians who have studied the Saint-Simonians is primarily one of
- approval of the specific focus of their research
  - disapproval of their lack of attention to the issue that absorbed most of the Saint-Simonians' energy after 1832
  - approval of their general focus on social conditions
  - disapproval of their lack of attention to links between the Saint-Simonians and their American counterparts
19. It can be inferred from the passage that the author believes that study of Saint-Simonianism is necessary for historians of American feminism because such study
- would clarify the ideological origins of those feminist ideas that influenced American feminism
  - would increase understanding of a movement that deeply influenced the Utopian socialism of early American feminists
  - would focus attention on the most important aspect of Saint-Simonian thought before 1832
  - promises to offer insight into a movement that was a direct outgrowth of the Seneca Falls conference of 1848
20. According to the passage, which of the following would be the most accurate description of the society envisioned by most Saint-Simonians?
- A society in which women were highly regarded for their extensive education
  - A society in which the two genders played complementary roles and had equal status
  - A society in which women did not enter public life
  - A social order in which a body of men and women would rule together on the basis of their spiritual power

**II. Each of the following sentences contains either a single error or no error at all. If there is an error, (1) underline the wrong part and (2) put the correct one in the brackets; (3) if there is no error, place a  $\checkmark$  or write "No error" . Writer your answers on the ANSWER SHEET. (10 points).**

- According to some critics, the title character of the Greek tragedy Oedipus Rex saw himself as the savior of his people and believing erroneously that he could do no wrong.
- The technology behind high-definition television, DVDs, and CDs have transformed nearly every aspect of the home entertainment industry.
- If a student wants to memorize the meaning of a word, you should begin by understanding the concept it represents.
- Increasingly, modern singers, like Gregorian chanters, are becoming adept at melisma, the singing of many notes on a single syllable.
- David volunteered to be a ticket taker, not wanting to be the one that cleaned the aisles after the show.
- Before working at the bank, no one thought I could hold such a responsible position.
- If we don't act soon, we may miss out the opportunity to lock in the lowest rates.
- The latest political commercials make their points stronger than previous ones.
- If the rest of the class would have voted the way I did, we wouldn't be taking the test today.
- Since 1998, the civil war in the Democratic Republic of Congo has been the deadliest since World War II, it has claimed over 3.3 million lives.

### III. English composition (40 points)

Read carefully the following sentence, and then write an essay that answers the question posed in the assignment.

Without deep reflection one knows from daily life that one exists for other people.

--Albert Einstein

**Assignment:** Does "existing for other people" conflict with the popular idea of self-improvement? Plan and write an essay of **about at least 400 words** in which you develop your point of view on this issue. Support your position with reasoning and examples taken from your reading, studies, experience, or observations.

Marks will be awarded for **Content, Organization, Grammar, and Appropriateness**. Failure to follow the instruction will result in a loss of marks.

### IV. Translation (40 points)

1. Translate the following passage into Chinese. Write your translation on the ANSWER SHEET. (20 points)

Whether we consider ourselves to be fashionable or not, the logic of fashion permeates our everyday lives in often-unacknowledged ways, and is also a central dynamic within the global culture system. Fashion – which we can define initially as the social systemic production, consumption and institutionalization of novelty – is a cultural phenomenon that integrates culture, the individual and the economy. Fashion is both an idea and an ideal. Yet it finds expression materially and visually in forms coded by color, shape, texture and branding, and must be produced and circulated within cultural fields integrating local and global systems. Though clothing is the most visible and widespread example of fashion at work, fashion is not just a social process pertaining to clothing and dress. It is more of an expressive sensibility favoring novelty and individuality, which energizes facets of both economic production and personal consumption.

2. Translate the following passage into English. Write your translation on the ANSWER SHEET. (20 points)

说来容易：既然书有各种各样——小说、传记、诗歌——那就该把它们分门别类，并且各按其类来汲取每本书理应给予我们的内容。然而，很少人读书时想过书本能够提供些什么的问题。最普通的情形是，我们拿起书本时头脑不清醒，目标不一致，我们要求小说叙述真人实事，要求诗歌表现虚假，要求传记给人捧场，要求史书证实我们自己的偏见。如果我们能在打开书本之前先驱除掉这些先入为主的看法，那将是个值得庆幸的良好开端。

### V. Culture-related Questions (20 points)

Write your answers on the ANSWER SHEET.

1. Give short answers to the following questions. (10 points)

- 1) What does the Conservative Party in England believe in?
- 2) What is a Constitutional Monarchy?
- 3) What is the role of the U.S. government in economy?
- 4) What does the nuclear family consist of?
- 5) What did the Hippies of the 1960s rebel against and advocate?

2. Answer the following question. (10 points)

What was muckraking in the United States around the beginning of the 20<sup>th</sup> century? Please illustrate how it contributed to reform and social development.