

2015年6月·第2套 英语四级长篇阅读（信息匹配） 第1篇·36-45 题 答案与解析

STATEMENTS & ANALYSIS • 信息匹配题和解析

信息匹配题和解析·36-45 题

本页 36-45 题的段落匹配答案与逐句解析由懒笔记基于2015年6月·第2套 英语四级长篇阅读（信息匹配）原卷逐题核对整理。与试卷排版同一卷面：先是 Directions 与 11 段字母标号长文（逐段附中文翻译）；之后 10 句陈述逐句排列，每句英文陈述后紧接本句解析——陈述句中译、信息所在段落、锚点强弱、定位句中英对照、陈述句与原文的同义改写对照与易混相邻段辨析。

真题卷第2套(2015-06)·四级

Part III Section B

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter on **Answer Sheet 2**.

The Changes Facing Fast Food

A) Fast-food firms have to be a thick-skinned bunch. Health experts regularly criticise them severely for selling food that makes people fat. Critics even complain that McDonald's, whose logo symbolises calorie excess, should not have been allowed to sponsor the World Cup. These are things fast-food firms have learnt to cope with. But not perhaps for much longer. The burger business faces more pressure from regulators at a time when it is already adapting strategies in response to shifts in the global economy.

快餐企业必须是一群脸皮厚的人。健康专家经常严厉批评它们销售让人发胖的食品。批评者甚至抱怨 McDonald's 这个标志象征着卡路里过剩的企业不应该被允许赞助世界杯。这些都是快餐企业已经学会应对的事情。但也许不会持续太久了。汉堡行业正面临来自监管机构更大的压力,而此时它已经在调整策略以应对全球经济的变化。

B) Fast food was once thought to be recession-proof. When consumers need to cut spending, the logic goes, cheap meals like Big Macs and Whoppers become even more attractive. Such "trading down" proved true for much of the latest recession, when fast-food companies picked up customers who could no longer afford to eat at casual restaurants. Traffic was boosted in America, the home of fast food, with discounts and promotions, such as \$1 menus and cheap combination meals.

快餐曾经被认为是抗衰退的。按照这个逻辑,当消费者需要削减开支时,像 Big Macs 和 Whoppers 这样的廉价餐食变得更具吸引力。这种"向下交易"在最近这次经济衰退的大部分时间里被证明是正确的,当时快餐公司吸引了那些不再负担得起在休闲餐厅就餐的顾客。在快餐的发源地美国,客流量通过折扣和促销活动得到提升,比如1美元菜单和便宜的套餐。

- C) As a result, fast-food chains have weathered the recession better than their more expensive competitors. In 2009 sales at full-service restaurants in America fell by more than 6%, but total sales remained about the same at fast-food chains. In some markets, such as Japan, France and Britain, total spending on fast food increased. Same-store sales in America at McDonald's, the world's largest fast-food company, did not decline throughout the downturn. Panera Bread, an American fast-food chain known for its fresh ingredients, performed well, too, because it offers higher-quality food at lower prices than restaurants.

因此,快餐连锁店比其更昂贵的竞争对手更好地度过了经济衰退。2009年美国全方位服务餐厅的销售额下降了超过6%,但快餐连锁店的总销售额基本保持不变。在一些市场,如日本、法国和英国,快餐总支出有所增加。世界最大的快餐公司McDonald's在美国的同店销售额在整个经济低迷期间没有下降。

Panera Bread是一家以新鲜食材著称的美国快餐连锁店,表现也很好,因为它以比餐厅更低的价格提供更高质量的食物。

- D) But not all fast-food companies have been as fortunate. Many, such as Burger King, have seen sales fall. In a severe recession, while some people trade down to fast food, many others eat at home more frequently to save money. David Palmer, an analyst at UBS, a bank, says smaller fast-food chains in America, such as Jack in the Box and Carl's Jr., have been hit particularly hard in this downturn because they are competing with the global giant McDonald, which increased spending on advertising by more than 7% last year as others cut back.

但并非所有快餐公司都如此幸运。许多公司,比如Burger King,销售额出现下降。在严重的经济衰退中,虽然一些人向下转向快餐,但许多其他人为了省钱更频繁地在家吃饭。瑞银银行的分析师David Palmer说,美国较小的快餐连锁店,如Jack in the Box和Carl's Jr.,在这次经济低迷中受到的打击特别严重,因为它们在与全球巨头McDonald竞争,后者去年在其他公司削减开支的情况下将广告支出增加了超过7%。

- E) Some fast-food companies also sacrificed their own profits by trying to give customers better value. During the recession companies set prices low, hoping that once they had tempted customers through the door they would be persuaded to order more expensive items. But in many cases that strategy did not work. Last year Burger franchisees(特许经营人) sued(起诉) the company over its double-cheeseburger promotion, claiming it was unfair for them to be required to sell these for \$1 when they cost \$1.10 to make. In May a judge ruled in favour of Burger King. Nevertheless, the company may still be cursing its decision to promote cheap choices over more expensive ones because items on its "value menu" now account for around 20% of all sales, up from 12% last October.

一些快餐公司还通过试图给顾客提供更好的价值而牺牲了自己的利润。在经济衰退期间,公司将价格定得很低,希望一旦吸引顾客进门,他们就会被说服订购更贵的商品。但在许多情况下,这一策略并不奏效。去年Burger的特许经营人起诉该公司的双层芝士汉堡促销活动,声称要求他们以1美元的价格出售制作为1.10美元的汉堡是不公平的。5月份,一位法官做出了有利于Burger King的裁决。尽管如此,该公司可能仍在诅咒自己推广便宜选择而非更昂贵选择的决定,因为其"超值菜单"上的商品现在占有所有销售额的约20%,而去年10月为12%。

- F) Analysts expect the fast-food industry to grow modestly this year. But the downturn is making companies rethink their strategies. Many are now introducing higher-priced items to entice(引诱) consumers away from \$1 specials. RFC, a division of Yum! Brands, which also owns Taco Bell and

Pizza Hut, has launched a chicken sandwich that costs around \$5. And in May Burger King introduced barbecue(烧烤) pork ribs at \$7 for eight.

分析师预计快餐行业今年将温和增长。但经济低迷正在促使公司重新思考其战略。许多公司现在正在推出价格更高的商品,以引诱消费者远离1美元特价商品。KFC是Yum! Brands旗下的一个部门,该集团还拥有Taco Bell和Pizza Hut,已推出售价约5美元的鸡肉三明治。5月份,Burger King推出了8块7美元的烧烤猪排。

- G) Companies are also trying to get customers to buy new and more items, including drinks. McDonald's started selling better coffee as a challenge to Starbucks. Its "McCafe" line now accounts for an estimated 6% of sales in America. Starbucks has sold rights to its Seattle's Best coffee brand to Burger King, which will start selling it later this year.

公司还试图让顾客购买新的和更多的商品,包括饮料。McDonald's开始销售更好的咖啡以挑战Starbucks。其"McCafe"系列现在估计占美国销售额的6%。Starbucks已将其Seattle's Best咖啡品牌的销售权出售给Burger King,后者将于今年晚些时候开始销售该品牌。

- H) As fast-food companies shift from "super-size" to "more buys", they need to keep customer traffic high throughout the day. Many see breakfast as a big opportunity, and not just for fatty food. McDonald's will start selling porridge(粥) in America next year. Breakfast has the potential to be very profitable, says Sara Senatore of Bernstein, a research firm, because the margins can be high. Fast-food companies are also adding midday and late-night snacks, such as blended drinks and wraps. The idea is that by having a greater range of things on the menu, "we can sell to consumers products they want all day," says Rick Carucci, the chief financial officer of Yum! Brands.

随着快餐公司从"超大号"转向"更多购买",它们需要在全天保持高客流量。许多公司将早餐视为一个重大机遇,而不仅仅是高脂食品。McDonald's将于明年开始在美国销售粥。研究公司Bernstein的Sara Senatore说,早餐有可能非常有利可图,因为利润率可能很高。快餐公司还增加了午间和深夜小吃,如混合饮料和卷饼。Yum! Brands首席财务官Rick Carucci说,这个想法是通过在菜单上有更多种类的东西,"我们可以全天向消费者销售他们想要的产品"。

- I) But what about those growing waistlines? So far, fast-food firms have cleverly avoided government regulation. By providing healthy options, like salads and low-calorie sandwiches, they have at least given the impression of doing something about helping to fight obesity(肥胖症). These offerings are not necessarily loss-leaders, as they broaden the appeal of outlets to groups of diners that include some people who don't want to eat a burger. But customers cannot be forced to order salads instead of fries.

但那些不断增长的腰围怎么办?到目前为止,快餐企业巧妙地避开了政府监管。通过提供健康选择,如沙拉和低卡路里三明治,它们至少给人留下了在帮助对抗肥胖症方面做了些什么的印象。这些产品不一定是亏本销售,因为它们扩大了门店对包括一些不想吃汉堡的人在内的就餐群体的吸引力。但不能强迫顾客点沙拉而不是薯条。

- J) In the future, simply offering a healthy option may not be good enough. "Every packaged-food and restaurant company I know is concerned about regulation right now," says Mr. Palmer of UBS. America's health-reform bill, which Congress passed this year, requires restaurant chains with 20 or more outlets to put the calorie-content of items they serve on the menu. A study by the National Bureau of Economic Research, which tracked the effects on Starbucks of a similar calorie-posting law in New York City in 2007, found that the average calorie-count per transaction fell 6% and revenue

increased 3% at Starbucks stores where a Dunkin Donuts outlet was nearby—a sign, it is said, that menu-labelling could favour chains that have more healthy offerings.

在未来,仅提供一个健康选择可能还不够好。瑞银的Palmer先生说:"我认识的每家包装食品和餐饮公司现在都担心监管问题。"美国国会今年通过的医疗改革法案要求拥有20家或更多门店的连锁餐厅在菜单上标注其提供商品的卡路里含量。美国国家经济研究局的一项研究追踪了2007年纽约市类似卡路里标注法对Starbucks的影响,发现在附近有Dunkin Donuts门店的Starbucks店铺,每笔交易的平均卡路里数下降了6%,收入增加了3%——据说这是一个迹象,表明菜单标签可能有利于拥有更多健康产品的连锁店。

K) In order to avoid other legislation in America and elsewhere, fast-food companies will have to continue innovating(创新). Walt Riker of McDonald's claims the change it has made in its menu means it offers more healthy items than it did a few years ago. "We probably sell more vegetables, more milk, more salads, more apples than any restaurant business in the world," he says. But the recent proposal by a county in California to ban McDonald's from including toys in its high-calorie "Happy Meals", because legislators believe it attracts children to unhealthy food, suggests there is a lot more left to do.

为了避免美国和其他地方的其他立法,快餐公司将不得不继续创新。McDonald's的Walt Riker声称,它在菜单上所做的改变意味着它提供的健康商品比几年前更多。他说:"我们销售的蔬菜、牛奶、沙拉、苹果可能比世界上任何餐饮企业都多。"但加利福尼亚州一个县最近提出的禁止McDonald's在其高卡路里"开心乐园餐"中包含玩具的提案,因为立法者认为这会吸引儿童食用不健康食品,这表明还有很多工作要做。

陈述句与逐句解析

36. Some people propose laws be made to stop McDonald's from attaching toys to its food specials for children.

有人提议制定法律,阻止麦当劳在儿童特惠食品中附赠玩具。

【答案】 **K** 段(强锚点)

【锚点】 玩具+开心乐园餐

【定位】 But the recent proposal by a county in California to ban McDonald's from including toys in its high-calorie "Happy Meals", because legislators believe it attracts children to unhealthy food, suggests there is a lot more left to do.

但加州某县最近提出立法,要禁止麦当劳在高热量的「开心乐园餐」里附送玩具,因为立法者认为玩具会吸引儿童吃不健康食品——这表明还有很多工作要做。

【改写】 Some people propose laws be made to stop ↔

the recent proposal by a county in California to ban

提议→提案, 禁止→ban

attaching toys to its food specials for children ↔ **including toys in its high-calorie Happy Meals**

附送玩具同义改写

【辨邻】 I I段也谈儿童肥胖话题，但主体是快餐企业自己providing healthy options去躲监管，没有出现「议员/立法者提议禁止玩具」的动作，与Q36「立法者提议立法」的方向不同。

By providing healthy options, like salads and low-calorie sandwiches, they have at least given the impression of doing something about helping to fight obesity

37. Fast-food firms may not be able to cope with pressures from food regulation in the near future.

快餐公司在不久的将来可能无法应对来自食品监管的压力。

【答案】 A 段（弱锚点）

【锚点】 食品监管压力

【定位】 But not perhaps for much longer. The burger business faces more pressure from regulators at a time when it is already adapting strategies in response to shifts in the global economy.

但或许这种应付不了多久了。汉堡业正面临来自监管机构的更多压力，与此同时还得调整策略以应对全球经济变化。

【改写】 may not be able to cope with ↔

These are things fast-food firms have learnt to cope with. But not perhaps for much longer

已学会但撑不久=可能应付不了

pressures from food regulation ↔ more pressure from regulators

监管者→食品监管

in the near future ↔ not perhaps for much longer

撑不了多久=近期

【辨邻】 J J段确实讲监管，但讲的是已通过的health-reform bill要求标卡路里，重点是法律已经落地、企业如何反应，没有may not be able to cope这层「扛不住」的判断。

America's health-reform bill, which Congress passed this year, requires restaurant chains with 20 or more outlets to put the calorie-content of items they serve on the menu

K K段也涉及法规和监管话题，但落点是fast-food companies will have to continue innovating，讲的是企业继续创新去应对，方向与Q37「应付不了」相反。

In order to avoid other legislation in America and elsewhere, fast-food companies will have to continue innovating

38. Burger King will start to sell Seattle's Best coffee to increase sales.

汉堡王将开始销售Seattle's Best咖啡以增加销售额。

【答案】 G 段（强锚点）

【锚点】 西雅图最佳咖啡

【定位】 Starbucks has sold rights to its Seattle's Best coffee brand to Burger King, which will start selling it later this year.

星巴克把旗下「西雅图最佳」咖啡品牌的相关权利卖给了汉堡王，汉堡王将在今年晚些时候开始卖这款咖啡。

【改写】 Burger King will start to sell Seattle's Best coffee ↔

Starbucks has sold rights to its Seattle's Best coffee brand to Burger King, which will start selling it later this year

授权关系→开卖动作

to increase sales ↔ **Companies are also trying to get customers to buy new and more items**
买更多即增加销售

39. Some fast-food firms provide healthy food to give the impression they are helping to tackle the obesity problem.

一些快餐公司提供健康食品,以制造它们正在帮助解决肥胖问题的印象。

【答案】 I 段 (强锚点)

【锚点】 装样子应付肥胖问题

【定位】 By providing healthy options, like salads and low-calorie sandwiches, they have at least given the impression of doing something about helping to fight obesity.

通过提供沙拉和低热量三明治这类健康选项，他们至少给人留下「在为对抗肥胖症出力」的印象。

【改写】 provide healthy food ↔ **providing healthy options, like salads and low-calorie sandwiches**
食物→选项+具体举例

give the impression they are helping to tackle the obesity problem ↔

given the impression of doing something about helping to fight obesity

解决问题→对抗肥胖

【辨邻】 K K段也讲健康菜单，但麦当劳发言人offers more healthy items than it did a few years ago强调「真的改了菜单」，没有give the impression这层「做做样子」的意味。

Walt Riker of McDonald's claims the change it has made in its menu means it offers more healthy items than it did a few years ago

40. During the recession, many customers turned to fast food to save money.

经济衰退期间,许多顾客转向快餐以节省开支。

【答案】 B 段 (弱锚点)

【锚点】 衰退期顾客转向快餐

【定位】 Such "trading down" proved true for much of the latest recession, when fast-food companies picked up customers who could no longer afford to eat at casual restaurants.

在最近这轮经济衰退的大部分时间里，「消费降级」确实成立——快餐公司接收了那些再也吃不起休闲餐厅的顾客。

【改写】 During the recession ↔ **for much of the latest recession**

衰退期同义替换

many customers turned to fast food ↔

fast-food companies picked up customers who could no longer afford to eat at casual restaurants

顾客转向=企业接收

to save money ↔ **could no longer afford to eat at casual restaurants**

省钱=吃不起正餐

【辨邻】 C C段讲的是销售数据fast-food chains have weathered the recession better than their more expensive competitors，是对B段现象的数据佐证，但没有直接陈述「顾客转向快餐为省钱」这个动作。

In 2009 sales at full-service restaurants in America fell by more than 6%, but total sales remained about the same at fast-food chains

D D段也谈衰退期消费行为，但讲的是many others eat at home more frequently to save money——回家做饭，与Q40「转向快餐」方向相反。

while some people trade down to fast food, many others eat at home more frequently to save money

41. Many people eat out less often to save money in times of recession.

许多人在经济衰退时期减少外出就餐次数以节省开支。

【答案】 D 段（弱锚点）

【锚点】 在家吃饭省钱

【定位】 In a severe recession, while some people trade down to fast food, many others eat at home more frequently to save money.

在严重衰退中，一部分人降级吃快餐，但很多其他人为了省钱而更频繁地在家吃饭。

【改写】 Many people eat out less often ↔ **many others eat at home more frequently**

少外出=多在家

to save money ↔ **to save money**

目的状语原样复现

in times of recession ↔ **In a severe recession**

衰退期同义替换

【辨邻】 B B段确实讲衰退期省钱，但讲的是trading down降级去吃快餐，与Q41「减少外出在家吃饭」方向相反。

When consumers need to cut spending, the logic goes, cheap meals like Big Macs and Whoppers become even more attractive

42. During the recession, Burger King's promotional strategy of offering low-priced items often proved ineffective.

经济衰退期间,汉堡王提供低价商品的促销策略常常被证明是无效的。

【答案】 E 段 (强锚点)

【锚点】 汉堡王低价促销失灵

【定位】 During the recession companies set prices low, hoping that once they had tempted customers through the door they would be persuaded to order more expensive items. But in many cases that strategy did not work.

在衰退期间，各公司把价格定得很低，希望一旦把顾客引进门，就能说服他们再点更贵的东西。但很多情况下，这个策略不奏效。

【改写】 Burger King's promotional strategy of offering low-priced items ↔ **companies set prices low**
低价促销策略对应

proved ineffective ↔ **that strategy did not work**

失效的同义替换

During the recession ↔ **During the recession**

时间状语原样复现

【辨邻】 D D段提到Burger King并讲销售下滑，但没有讨论Q42「低价促销策略失灵」这一具体事件——同品牌但事件不同。

Many, such as Burger King, have seen sales fall

F F段也提到汉堡王，但讲的是后续推高价barbecue猪肋排\$7为例，是失灵后的策略调整，与Q42「低价策略失灵」方向相反。

in May Burger King introduced barbecue pork ribs at \$7 for eight

43. Fast-food restaurants can make a lot of money by selling breakfast.

快餐店可以通过销售早餐赚很多钱。

【答案】 H 段 (强锚点)

【锚点】 早餐能赚大钱

【定位】 Breakfast has the potential to be very profitable, says Sara Senatore of Bernstein, a research firm, because the margins can be high.

贝恩斯坦研究公司的萨拉·塞纳托雷说，早餐时段有很大的盈利潜力，因为它的毛利率可能很高。

【改写】 Fast-food restaurants ↔ H

上下文承接的快餐企业

make a lot of money ↔ has the potential to be very profitable

盈利潜力+高毛利=赚钱多

by selling breakfast ↔ Breakfast has the potential to be very profitable

卖早餐=早餐很赚

44. Many fast-food companies now expect to increase their revenue by introducing higher-priced items.

许多快餐公司现在期望通过推出更高价格的商品来增加收入。

【答案】 F 段 (强锚点)

【锚点】 推高价品提收入

【定位】 Many are now introducing higher-priced items to entice consumers away from \$1 specials.

现在很多公司都开始推出价格更高的商品，把消费者从1美元特价品上引开。

【改写】 Many fast-food companies now ↔ Many are now

主语+时间状语原样

increase their revenue ↔ to entice consumers away from \$1 specials

把人从特价引开=提客单价=增收

introducing higher-priced items ↔ introducing higher-priced items

动名词短语原样

【辨邻】 G 段也讲提升销售，但策略是get customers to buy new and more items, including drinks扩品类，不是Q44「推高价品」。

Companies are also trying to get customers to buy new and more items, including drinks

H 段也讲提升销售，但角度是keep customer traffic high throughout the day全天候多时段销售，不是Q44「推高价品提客单」。

they need to keep customer traffic high throughout the day

45. A newly-passed law asks big fast-food chains to specify the calorie count of what they serve on the menu.

一项新通过的法律要求大型快餐连锁店在菜单上标明所提供食品的卡路里含量。

【答案】 J 段 (强锚点)

【锚点】 新法强制菜单标卡路里

【定位】 America's health-reform bill, which Congress passed this year, requires restaurant chains with 20 or more outlets to put the calorie-content of items they serve on the menu.

美国国会今年通过的健康改革法案要求门店数20家及以上的连锁餐厅，必须在菜单上标注所售商品的卡路里含量。

【改写】 A newly-passed law ↔ America's health-reform bill, which Congress passed this year

刚通过的法律=今年通过的法案

big fast-food chains ↔ restaurant chains with 20 or more outlets

大连锁=20家以上门店

specify the calorie count of what they serve on the menu ↔

put the calorie-content of items they serve on the menu

标注卡路里同义动词

【辨邻】 K K段也讲法规，但讲的是ban McDonald's from including toys禁玩具，不是Q45「要求标注卡路里」。

ban McDonald's from including toys in its high-calorie Happy Meals

PARAGRAPH MAP • 段落主旨图

11 个段落各讲了什么

逐段一句主旨 + 该段最具区分度的「信息指纹」，是逐句回扫定位的工作台。

A 总起段：快餐企业历来被批高热量伤健康，已学会应付，但接下来要扛的不只是健康专家的批评——来自regulators的监管压力在全球经济变局下会更难对付。

信息指纹 监管压力将至

B 讲衰退期消费者的选择：Fast food was once thought to be recession-proof，经济不景气时消费者会从正餐馆trading down到便宜的快餐，靠\$1 menus and cheap combination meals促销吸引客流。

信息指纹 衰退期顾客降级到快餐

C 用具体数据印证 B 的逻辑：fast-food chains have weathered the recession better than their more expensive competitors，举2009年销售数据、麦当劳Same-store sales未跌、Panera Bread表现好为例。

信息指纹 数据印证快餐业抗衰退

D 讲并非所有快餐都受益：not all fast-food companies have been as fortunate，因为衰退期many others eat at home more frequently to save money，Jack in the Box and Carl's Jr.这些小连锁被巨头麦当劳挤压。

信息指纹 在家吃饭挤压小连锁

E 讲低价策略反而伤了利润：快餐企业为给顾客实惠sacrificed their own profits，举汉堡王特许经营人因double-cheeseburger promotion起诉总部为例，说明低价促销策略that strategy did not work。

信息指纹 低价促销策略失灵

F 讲行业战略转向高价品：很多公司introducing higher-priced items to entice consumers away from \$1 specials，举肯德基a chicken sandwich that costs around \$5、汉堡王barbecue猪肋排\$7为例。

信息指纹 推出高价新品提客单

G 讲扩品类、卖饮品：get customers to buy new and more items, including drinks，麦当劳推McCafe叫板星巴克，汉堡王要卖星巴克的Seattle's Best coffee。

信息指纹 汉堡王卖西雅图最佳咖啡

H 讲全天候多时段销售：从super-size转向more buys，把早餐看成大商机，Breakfast has the potential to be very profitable，还加中午和深夜小食。

信息指纹 早餐时段利润潜力大

I 讲推健康菜单只是装装样子：靠salads and low-calorie sandwiches这些选项given the impression of doing something about helping to fight obesity，借此躲过政府监管。

信息指纹 健康选项摆样子应付肥胖问题

J 讲监管真要来了：美国今年通过的health-reform bill要求20家以上门店的连锁必须put the calorie-content of items they serve on the menu，并引用纽约市2007年类似法律对星巴克的研究。

信息指纹 新法强制菜单标卡路里

K

讲快餐企业还需继续创新应对法规：麦当劳称已调菜单更健康，但加州某县拟ban McDonald's from including toys in its high-calorie Happy Meals，因议员认为玩具吸引儿童吃不健康食品。

信息指纹 拟禁开心乐园餐附送玩具

SENTENCE INSIGHTS • 句子精讲

7 句真题句逐层精讲

下列真题句各有独立的句子解析页——中文翻译、结构树逐层拆解、成分与时态、考点讲解与真题高频词。点击句子进入完整解析。

Critics even complain that McDonald's, whose logo symbolises calorie excess, should not have been allowed to sponsor the World Cup.

A段，第3句

句子结构在四六级和考研阅读中非常典型：主句加宾语从句是常见句式，宾语从句内部插入非限制性定语从句也是高频考点。情态动词加完成时被动语态(should have been done)以及whose引导的非限制性定语从句都是考试中反复出现的结构，掌握后可大量复用到其他真题句子。

The burger business faces more pressure from regulators at a time when it is already adapting strategies in response to shifts in the global economy.

A段，第6句

本句体现了真题中常见的句式特征：主句 + 定语从句修饰时间名词的组合，以及多层状语和定语的叠加。“at a time when...”这类时间状语 + 定语从句的结构在学术英语和新闻语体中高频出现，具有较强的代表性。掌握这类句式后可迁移到大量类似长句的分析中，对提升阅读理解真题句子的能力有明显帮助。

As a result, fast-food chains have weathered the recession better than their more expensive competitors.

C段，第1句

现在完成时 + 比较结构是四六级、考研阅读和写作中的高频句式；插入状语“As a result”也是常见的逻辑连接手段；比较从句省略谓语的用法在真题中反复出现，掌握本句结构后可迁移到大量类似句子，代表性较强

David Palmer, an analyst at UBS, a bank, says smaller fast-food chains in America, such as Jack in the Box and Carl's Jr., have been hit particularly hard in this downturn because they are competing with the global giant McDonald, which increased spending on advertising by more than 7% last year as others cut back.

D段，第4句

该句结构高度典型，体现了学术文章和新闻报道中常见的引述观点句式（主句加宾语从句），以及多层修饰和因果分析的表达方式。掌握后可广泛应用于考研阅读理解和长难句分析。

During the recession companies set prices low, hoping that once they had tempted customers through the door they would be persuaded to order more expensive items.

E段，第2句

本句成分丰富:主句包含宾语补足语结构 set prices low,现在分词短语作状语,宾语从句中有被动语态谓语 would be persuaded 和不定式补语 to order,状语从句中有完整的主谓宾结构。覆盖多种成分类型,且宾补、分词状语、不定式补语都是易错点,训练价值高。

Nevertheless, the company may still be cursing its decision to promote cheap choices over more expensive ones because items on its "value menu" now account for around 20% of all sales, up from 12% last October.

E段，第6句

主句 + 原因状语从句的结构是四六级和考研阅读中的高频句式，情态动词加进行时的谓语、宾语带不定式定语、从句内多重修饰成分，都是真题中反复出现的典型特征。学习者掌握本句的分析方法可直接迁移到大量同类句子

But the recent proposal by a county in California to ban McDonald's from including toys in its high-calorie "Happy Meals", because legislators believe it attracts children to unhealthy food, suggests there is a lot more left to do.

K段，第4句

主句主语包含多层后置定语包括不定式短语和介词短语，插入的状语从句打断主谓，宾语从句省略引导词，there be 句型作宾语从句。成分种类丰富，涉及定语识别、状语插入、从句归属等多个易错点，训练价值高。

本篇出现的 90 个英语四级真题高频词

下列单词既在本篇真题中出现，又是 **英语四级** 历年真题的高频词（在该考试真题中出现的句子数均不少于 8）。每个词标注本篇 出现次数与该考试真题句频，点击可查看该词的释义、音标、词形与真题例句。

burger A2

n. 汉堡包

本篇9次 · 真题 20 句

item A2

n. 项目

本篇8次 · 真题 39 句

customer A2

n. 顾客，客户

本篇7次 · 真题 124 句

chain B1

n. 链条

本篇7次 · 真题 23 句

recession C1

n. 经济衰退

本篇7次 · 真题 18 句

firm B1

adj. 坚固的

本篇6次 · 真题 43 句

strategy B2

n. 策略

本篇4次 · 真题 53 句

consumer B1

n. 消费者

本篇3次 · 真题 84 句

regulation B2

n. 规则，条例

本篇3次 · 真题 16 句

spending A2

n. 开支

本篇3次 · 真题 15 句

outlet B2

n. 商店

本篇3次 · 真题 10 句

better A1

adj. 更好的 (good 的比较级)

本篇2次 · 真题 139 句

global B2

adj. 全球的

本篇2次 · 真题 81 句

pressure B1

n. 心理压力

本篇2次 · 真题 63 句

account A2

n. 账户

本篇2次·真题 61 句

option B1

n. 选择

本篇2次·真题 60 句

calorie B1

n. 卡路里, 热量单位

本篇2次·真题 57 句

obesity B2

n. 肥胖 (症)

本篇2次·真题 57 句

claim B1

v. 声称

本篇2次·真题 56 句

shift B1

v. 移动

本篇2次·真题 49 句

brand B1

n. 品牌, 商标

本篇2次·真题 27 句

cope B2

v. 应对

本篇2次·真题 21 句

promotion B2

n. 晋升, 升职

本篇2次·真题 18 句

analyst B2

n. 分析师

本篇2次·真题 14 句

impression B1

n. 印象

本篇2次·真题 12 句

revenue B2

n. (公司、组织的) 收入, 收益

本篇2次·真题 12 句

would A1

aux. (will 的过去式) 将要, 会

本篇1次·真题 466 句

less A1

det. 较少的

本篇1次·真题 224 句

effect A2

n. 影响

本篇1次·真题 156 句

product A2

n. 产品

本篇1次·真题 128 句

financial

B2

adj. 财政的

本篇1次·真题 101 句

simply

B1

adv. 仅仅, 只不过

本篇1次·真题 90 句

average

A2

adj. 平均的

本篇1次·真题 89 句

case

A2

n. 情况

本篇1次·真题 89 句

expert

B1

n. 专家

本篇1次·真题 89 句

opportunity

B1

n. 机会

本篇1次·真题 89 句

least

A2

det. 最少的

本篇1次·真题 84 句

challenge

B1

n. 挑战

本篇1次·真题 80 句

sign

A1

n. 标志

本篇1次·真题 78 句

decline

B2

v. 下降

本篇1次·真题 73 句

later

A1

adv. 以后, later

本篇1次·真题 70 句

potential

B2

adj. 潜在的

本篇1次·真题 63 句

economic

B2

adj. 经济的

本篇1次·真题 62 句

economy

B1

n. 经济

本篇1次·真题 58 句

perform

B1

v. 执行

本篇1次·真题 52 句

per

B1

prep. 每

本篇1次·真题 49 句

promote B2

v. 促进

本篇1次 · 真题 47 句

response B1

n. 回答

本篇1次 · 真题 47 句

boost B2

v. 提高

本篇1次 · 真题 46 句

adapt B2

v. 适应, 适合 (新环境、新情况)

本篇1次 · 真题 42 句

attract B1

v. 吸引 (注意力、兴趣)

本篇1次 · 真题 41 句

range B1

n. 范围

本篇1次 · 真题 41 句

launch B1

v. 推出

本篇1次 · 真题 39 句

particularly B2

adv. 尤其, 特别 (强调某事物)

本篇1次 · 真题 39 句

ban B2

v. 禁止

本篇1次 · 真题 37 句

snack A2

n. 零食

本篇1次 · 真题 37 句

track A2

n. 小路

本篇1次 · 真题 33 句

appeal B2

v. 呼吁

本篇1次 · 真题 31 句

chief B1

n. 首领

本篇1次 · 真题 29 句

growing A2

adj. 增长的

本篇1次 · 真题 29 句

necessarily B2

adv. 必然地

本篇1次 · 真题 27 句

regularly A2

adv. 经常地

本篇1次 · 真题 27 句

concerned B1

adj. 担心的

本篇1次·真题 23 句

county B1

n. 郡

本篇1次·真题 21 句

discount B1

n. 折扣;减价

本篇1次·真题 21 句

frequently B1

adv. 频繁地

本篇1次·真题 21 句

profit B1

n. 利润, 盈利

本篇1次·真题 20 句

propose B1

v. 提议

本篇1次·真题 20 句

complain A2

v. 抱怨

本篇1次·真题 19 句

judge B1

v. 判断, 评判

本篇1次·真题 19 句

compete B1

v. 竞争

本篇1次·真题 18 句

critic B2

n. 批评家

本篇1次·真题 18 句

ingredient B1

n. (烹饪) 食材, 原料

本篇1次·真题 18 句

severe B2

adj. 严重的

本篇1次·真题 18 句

division B1

n. 分开

本篇1次·真题 16 句

elsewhere B1

adv. 在别处

本篇1次·真题 16 句

attractive B1

adj. 有吸引力的

本篇1次·真题 15 句

combination B1

n. 结合

本篇1次·真题 15 句

persuade

B1

v. 说服

本篇1次 · 真题 15 句

attach

B1

v. 贴上;系上;附上

本篇1次 · 真题 13 句

competitor

B1

n. 竞争者

本篇1次 · 真题 13 句

proposal

B2

n. 提议

本篇1次 · 真题 13 句

tackle

B2

v. 处理

本篇1次 · 真题 12 句

casual

B1

adj. 随意的

本篇1次 · 真题 11 句

giant

B1

adj. 巨大的

本篇1次 · 真题 11 句

sponsor

B2

n. 赞助商

本篇1次 · 真题 11 句

profitable

B2

adj. 盈利的, 有利可图的

本篇1次 · 真题 10 句

unhealthy

B1

adj. 有害健康的;不健康的

本篇1次 · 真题 10 句

advertising

B1

n. 广告业

本篇1次 · 真题 9 句

excess

B2

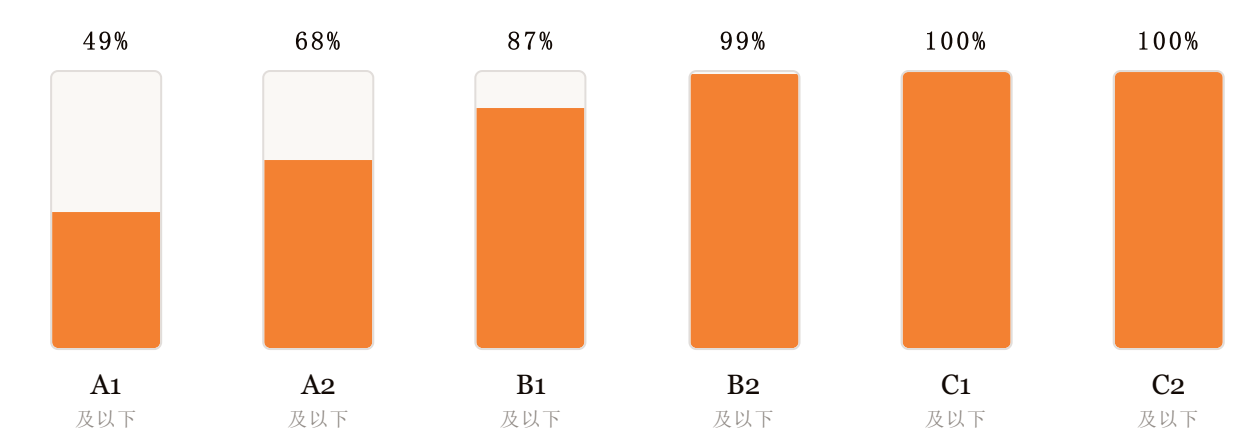
n. 过量

本篇1次 · 真题 9 句

VOCABULARY · 词汇难度分布

全文 340 词按 CEFR 难度累积覆盖

全文去重后共 340 个单词, 按欧框 CEFR 等级统计。每根柱表示「该等级及以下」的累积占比 (CDF), 最右一柱为 100%。B2 以上 (C1/C2) 为高阶词, 本篇共 4 个 · 约 1%。



每柱为「按 CEFR 等级及以下」的累积覆盖率 (CDF) · 数据为全文去重词 340 个 · 末柱为 100%

去重总词数

340

B2 以上难词

1%

B1 及以下覆盖

87%

英语四级 2015年6月·第2套 · 全卷构成

Part I	写作	题目解析 →
Part II	听力	题目解析 →
Part III Section A	完形填空（选词填空）	题目解析 →
Part III Section B	长篇阅读（信息匹配）	本题
Part III Section C (1)	阅读理解（四选一）	题目解析 →
Part III Section C (2)	阅读理解（四选一）	题目解析 →
Part IV	汉译英（段落翻译）	题目解析 →