

2020年12月·第1套 英语四级阅读理解（四选一） 第2篇·51-55 题答案与解析

QUESTIONS & ANALYSIS · 阅读理解题和解析

阅读理解题和解析 · 51-55 题

本页 51-55 题的答案与逐题解析由懒笔记基于2020年12月·第1套 英语四级阅读理解（四选一）原卷逐题核对整理。与试卷排版同一卷面：先是 Directions 与 5 段原文（段首标 P1-P5 段号、逐段附中文翻译）；之后 5 道题逐题排列，每题英文题干与选项后紧接本题解析——题干与选项中译、答案、题型判定、题干拆句、定位句中英对照与逐选项对错归因。

真题卷第1套(2020-12) · 四级

Part III Section C (2)

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on **Answer Sheet 2** with a single line through the centre.

Passage Two

Questions 51 to 55 are based on the following passage.

P1 Picture this: You're at a movie theater food stand loading up on snacks. You have a choice of a small, medium or large soda. The small is \$3.50 and the large is \$5.50. It's a tough decision: The small size may not last you through the whole movie, but \$5.50 for some sugary drink seems ridiculous. But there's a third option, a medium soda for \$5.25. Medium may be the perfect amount of soda for you, but the large is only a quarter more. If you're like most people, you end up buying the large (and taking a bathroom break midshow).

想象一下这个场景：你在电影院的小卖部购买零食。你可以选择小杯、中杯或大杯汽水。小杯3.50美元，大杯5.50美元。这是个艰难的决定：小杯可能不够你喝完整场电影，但花5.50美元买些含糖饮料似乎很荒谬。但还有第三个选择，中杯汽水5.25美元。中杯也许正好是你需要的汽水量，但大杯只贵了两毛五。如果你和大多数人一样，最终会买大杯（然后在电影放映中途去趟洗手间）。

P2 If you're wondering who would buy the medium soda, the answer is almost no one. In fact, there's a good chance the marketing department purposely priced the medium soda as a decoy(诱饵), making you more likely to buy the large soda rather than the small.

如果你想知道谁会买中杯汽水，答案是几乎没有人。事实上，营销部门很可能故意将中杯汽水定价为诱饵，让你更有可能购买大杯而不是小杯汽水。

P3 I have written about this peculiarity in human nature before with my friend Dan Ariely, who studied this phenomenon extensively after noticing pricing for subscriptions(订阅) to The Economist. The digital subscription was \$59, the print subscription was \$125, and the print plus digital subscription was

also \$125. No one in their right mind would buy the print subscription when you could get digital as well for the same price, so why was it even an option? Ariely ran an experiment and found that when only the two "real" choices were offered, more people chose the less-expensive digital subscription. But the addition of the bad option made people much more likely to choose the more expensive print plus digital option.

我之前曾与朋友Dan Ariely就人性中的这一特点写过文章，他在注意到The Economist的订阅定价后对这一现象进行了广泛研究。电子版订阅是59美元，纸质版订阅是125美元，而纸质版加电子版订阅也是125美元。没有人会在同样价格能获得电子版的情况下购买纸质版订阅，那为什么它还是一个选项呢？Ariely进行了一项实验，发现当只提供两个“真实”选择时，更多人选择了较便宜的电子版订阅。但加入这个糟糕选项后，人们更有可能选择更贵的纸质版加电子版选项。

P4 Brain scientists call this effect "asymmetric dominance" and it means that people gravitate toward the choice nearest a clearly inferior option. Marketing professors call it the decoy effect, which is certainly easier to remember. Lucky for consumers, almost no one in the business community understands it.

脑科学家称这种效应为“不对称优势”，它意味着人们倾向于选择最接近明显较差选项的选择。营销学教授称之为诱饵效应，这显然更容易记住。对消费者来说幸运的是，商界几乎没有人理解它。

P5 The decoy effect works because of the way our brains assign value when making choices. Value is almost never absolute; rather, we decide an object's value relative to our other choices. If more options are introduced, the value equation changes.

诱饵效应起作用是因为我们的大脑在做选择时赋予价值的方式。价值几乎从来不是绝对的；相反，我们是相对于其他选择来决定一个物品的价值。如果引入更多选项，价值等式就会改变。

题目与逐题解析

51. Why does the author ask us to imagine buying food in the movie theater?

- A) To illustrate people's peculiar shopping behavior.
- B) To illustrate the increasing variety of snacks there.
- C) To show how hard it can be to choose a drink there.
- D) To show how popular snacks are among movie fans.

作者为什么让我们想象在电影院购买食物？

- A) 为了说明人们特殊的购物行为。
- B) 为了说明那里零食种类日益丰富。
- C) 为了展示在那里选择饮料有多困难。
- D) 为了展示零食在影迷中有多受欢迎。

【答案】 A (例证目的题)

【判型】 Why does the author ask us to imagine buying food问的是作者为什么设置这个例子，不是问例子本身说了什么，属于例证目的题。

【拆句】 Why does the author ask us to imagine buying food in the movie theater?是一个why引导的特殊疑问句，主干为Why does the author ask us, to imagine buying food是ask的宾语补足语，in the movie theater作地点状语修饰imagine。结构平铺直叙，无陷阱。

【定位】 If you're wondering who would buy the medium soda, the answer is almost no one. In fact, there's a good chance the marketing department purposely priced the medium soda as a decoy, making you more likely to buy the large soda rather than the small.

如果你在想谁会去买中杯可乐，答案是几乎没人。事实上，营销部门很可能是故意把中杯定价为诱饵，让你更倾向于买大杯而不是小杯。

【选项】 A) ✓ 正确

there's a good chance the marketing department purposely priced the medium soda as a decoy, making you more likely to buy the large soda rather than the small

↔ **people's peculiar shopping behavior**

Picture this: You're at a movie theater food stand ↔ **To illustrate**

预判到答案是“展示异常购物行为”，选项里只有To illustrate people's peculiar shopping behavior同时覆盖illustrate（举例目的）和peculiar shopping behavior（异常购物行为），与预判完全吻合。

B) 无中生有

the increasing variety of snacks说的是零食“种类的增多”，但原文从头到尾只谈大中小三种可乐的定价心理，根本没有讨论零食种类多寡。

C) 偷换概念

how hard it can be to choose a drink说的是“选饮料有多难”。原文It's a tough decision确实承认决定难，但这只是引出诱饵效应的铺垫，作者的真正意图不是讲选择之难，而是讲选择被操纵；选项把铺垫当成目的，是偷换。

D) 无中生有

how popular snacks are among movie fans说的是“零食在影迷中多受欢迎”，原文完全没有谈零食的受欢迎程度，也没把读者定义为movie fans。

52. Why is the medium soda priced the way it is?

- A) To attract more customers to buy it.
- B) To show the price matches the amount.
- C) To ensure customers drink the right amount of soda.
- D) To make customers believe they are getting a bargain.

中杯汽水为什么这样定价？

- A) 为了吸引更多顾客购买它。
- B) 为了显示价格与分量相匹配。
- C) 为了确保顾客饮用适量的汽水。
- D) 为了让顾客相信他们得到了实惠。

【答案】 D （细节题）

【判型】 Why is the medium soda priced the way it is问的是文中已明示的因果，是对原文具体信息的再现，属于细节题。

【拆句】 Why is the medium soda priced the way it is?主干为被动结构the medium soda is priced, the way it is是方式状语从句简写（=in the way that it is priced），整体问的是“为何如此定价”。考生需读懂被动语态，把priced还原成“被定价”。

【定位】 In fact, there's a good chance the marketing department purposely priced the medium soda as a decoy, making you more likely to buy the large soda rather than the small.

事实上，营销部门很可能是故意把中杯定价为诱饵，让你更倾向于买大杯而不是小杯。

【选项】 A) 与原文相反

To attract more customers to buy it说的是"吸引更多顾客来买中杯"，但If you're wondering who would buy the medium soda, the answer is almost no one明确告诉我们中杯定价的目的恰恰不是为了卖中杯本身。

B) 无中生有

To show the price matches the amount说的是"展示价格与分量相符"，但原文从未声称中杯价格合理，反而暗示这种定价是营销操纵。

C) 偷换概念

To ensure customers drink the right amount of soda说的是"确保顾客喝合适的量"，体现的是关怀消费者健康的善意动机；原文中营销部门的动机是purposely priced the medium soda as a decoy，即操纵性的，与善意正相反。

D) ✓ 正确

purposely priced the medium soda as a decoy, making you more likely to buy the large soda rather than the small

↔ To make customers believe they are getting a bargain

Medium may be the perfect amount of soda for you, but the large is only a quarter more ↔

getting a bargain

预判答案是"让顾客觉得大杯划算/占便宜"，make customers believe they are getting a bargain里getting a bargain正是"占便宜"的标准说法，与预判精准匹配。

53. What do we learn from Dan Ariely's experiment?

- A) Lower-priced goods attract more customers.
- B) The Economist's promotional strategy works.
- C) The Economist's print edition turns out to sell the best.
- D) More readers choose the digital over the print edition.

我们从Dan Ariely的实验中了解到什么？

- A) 价格较低的商品吸引更多顾客。
- B) The Economist的促销策略有效。
- C) The Economist的印刷版最终卖得最好。
- D) 更多读者选择数字版而非印刷版。

【答案】 B (细节题)

【判型】 What do we learn from Dan Ariely's experiment问的是实验本身揭示了什么客观事实，是对原文的转述，属细节题。

【拆句】 What do we learn from Dan Ariely's experiment?是what引导的特殊疑问句，主干为we learn, from Dan Ariely's experiment为状语。结构直白，无陷阱。

【定位】 Ariely ran an experiment and found that when only the two "real" choices were offered, more people chose the less-expensive digital subscription. But the addition of the bad option made people much more likely to choose the more expensive print plus digital option.

Ariely做了一个实验发现：只提供两个“真实”选项时，更多人选了便宜的纯数字订阅。但加入那个糟糕的选项后，人们更倾向于选更贵的纸质加数字组合订阅。

【选项】 A) 以偏概全

Lower-priced goods attract more customers说的是“低价商品吸引更多顾客”。原文在加诱饵后的结果恰是“更多人选了更贵的”，并非低价更受欢迎；实验的核心是揭示诱饵效应，不是廉价致胜。

B) ✓ 正确

the addition of the bad option made people much more likely to choose the more expensive print plus digital option

↔ The Economist's promotional strategy works

预判答案是“实验证明诱饵策略有效”，The Economist's promotional strategy works里works即“奏效、起作用”，与预判中“有效”匹配；且promotional strategy恰好概括了The Economist的特殊定价做法。

C) 与原文相反

The Economist's print edition turns out to sell the best说的是“纯纸质版卖得最好”，但原文No one in their right mind would buy the print subscription when you could get digital as well for the same price明确指出几乎没人单买纸质版——它根本不是最好卖的，而是诱饵本身。

D) 以偏概全

More readers choose the digital over the print edition说的是“更多读者选数字版而非纸质版”。这只在But之前的场景（只有两个真实选项时）成立，But之后the addition of the bad option made people much more likely to choose the more expensive print plus digital option改变了这个结果——而题问的是从整个实验中学到了什么，应当看But之后的发现。

54. For what purpose is "the bad option" (Line 7, Para. 3) added?

- A) To cater to the peculiar needs of some customers.
- B) To help customers to make more rational choices.
- C) To trap customers into buying the more pricey item.
- D) To provide customers with a greater variety of goods.

添加“劣选项”是为了什么目的？

- A) 为了迎合某些顾客的特殊需求。 B) 为了帮助顾客做出更理性的选择。
- C) 为了诱使顾客购买价格更高的商品。 D) 为了给顾客提供更多样化的商品。

【答案】 C (细节题)

【判型】 For what purpose is "the bad option" added问的是文中明示的添加目的，是对原文信息的客观转述，归为细节题。

【拆句】 For what purpose is "the bad option" (Line 7, Para. 3) added?是被动疑问句，For what purpose是疑问短语前置，主语是the bad option，谓语是is added。括号内的Line 7, Para. 3是位置提示，不算原文成分。

【定位】 But the addition of the bad option made people much more likely to choose the more expensive print plus digital option.

但加入那个糟糕的选项使得人们更倾向于选择更贵的"纸质加数字"组合订阅。

【选项】 A) 无中生有

To cater to the peculiar needs of some customers说的是"迎合某些顾客的特殊需求"，但原文中加入诱饵的目的是营销操纵，不是为了满足顾客的任何需求；原文里No one in their right mind would buy the print subscription更直接说明没人需要这个选项。

B) 与原文相反

To help customers to make more rational choices说的是"帮助顾客作出更理性的选择"，但原文加入诱饵恰恰让顾客作出了非理性的选择——选了更贵的而非更便宜的；选项把操纵动机说成助人为乐，方向反了。

C) ✓ 正确

made people much more likely to choose the more expensive print plus digital option ↔

To trap customers into buying the more pricey item

the more expensive print plus digital option ↔ **the more pricey item**

预判答案为"使顾客买更贵的"，To trap customers into buying the more pricey item里trap...into精准对应"诱饵"的负面操纵色彩，more pricey精准对应more expensive，与预判完全匹配。

D) 偷换概念

To provide customers with a greater variety of goods说的是"为顾客提供更多种类的商品"。原文中加诱饵不是为了丰富选项种类，而是为了利用对比心理把顾客推向最贵的那个选项。

55. How do we assess the value of a commodity, according to the passage?

- A) By considering its usefulness.
- B) By comparing it with other choices.
- C) By taking its quality into account.
- D) By examining its value equation.

根据文章,我们如何评估商品的价值?

- A) 通过考虑它的实用性。 B) 通过将它与其他选择进行比较。 C) 通过将它的质量纳入考量。
- D) 通过检查它的价值等式。

【答案】 B (细节题)

【判型】 How do we assess the value of a commodity, according to the passage?末尾 according to the passage 显式要求从文本中找答案，属细节题。

【拆句】 How do we assess the value of a commodity, according to the passage?主干是How do we assess the value, of a commodity 是修饰value的后置定语，according to the passage 是插入语，表示信息来源。结构清晰。

【定位】 Value is almost never absolute; rather, we decide an object's value relative to our other choices.

价值几乎从不是绝对的；而是说，我们是相对于自己拥有的其他选项来决定一个物品的价值。

【选项】 A) 无中生有

By considering its usefulness 说的是"考虑其用处"，但原文Value is almost never absolute; rather, we decide an object's value relative to our other choices 明确指出价值是相对的，从未提到用处这个独立维度。

B) ✓ 正确

we decide an object's value relative to our other choices ↔

By comparing it with other choices

decide an object's value ↔ assess the value

预判答案为"相对于其他选项"，By comparing it with other choices 的 comparing...with 正是"相对"的动作化表达，与预判完全匹配。

C) 无中生有

By taking its quality into account 说的是"将其质量纳入考量"，原文从头到尾未谈商品质量；这是常识维度而非原文维度。

D) 偷换概念

By examining its value equation 说的是"通过检视其价值等式"。原文If more options are introduced, the value equation changes 里的value equation 是对评估过程的命名，不是用来评估的工具；选项把名词搬来制造熟悉，但用错了角色。

SENTENCE INSIGHTS • 句子精讲

2 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。

In fact, there's a good chance the marketing department purposely priced the medium soda as a decoy(诱饵), making you more likely to buy the large soda rather than the small.

第2段，第2句

there be 句型配合同位语分句是四六级和考研阅读中的高频结构，常用于引出观点或解释抽象概念。现在分词短语作结果状语也是常考句式。这种结构在学术写作和说明性文本中大量出现，掌握后可以识别和理解大量类似句子，迁移价值很高。

I have written about this peculiarity in human nature before with my friend Dan Ariely, who studied this phenomenon extensively after noticing pricing for subscriptions(订阅) to The Economist.

第3段，第1句

非限制性定语从句修饰人名这一结构在四六级和考研阅读中高频出现,且从句内部包含时间状语和程度状语的搭配也很典型。主句的现在完成时搭配一般过去时的从句,体现了真题中常见的时态对比。整体句式具有较高的代表性和迁移价值

HIGH-FREQUENCY • 真题高频词

本篇出现的 42 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。

customer

A2

n. 顾客，客户

本篇8次 · 真题 124 句

soda

B1

n. 苏打水

本篇8次 · 真题 25 句

option

B1

n. 选择

本篇7次 · 真题 60 句

digital

B1

adj. 数字的

本篇6次 · 真题 75 句

medium B1

adj. 中等的

本篇6次·真题 55 句

effect A2

n. 影响

本篇3次·真题 156 句

amount A2

n. 数量

本篇3次·真题 87 句

snack A2

n. 零食

本篇3次·真题 37 句

economist B2

n. 经济学家

本篇3次·真题 24 句

would A1

aux. (will 的过去式) 将要, 会

本篇2次·真题 466 句

likely A2

adj. 很可能的

本篇2次·真题 224 句

variety B1

n. 多样化

本篇2次·真题 47 句

attract B1

v. 吸引 (注意力、兴趣)

本篇2次·真题 41 句

marketing B1

n. 营销

本篇2次·真题 16 句

plus A2

prep. 加, 加上

本篇2次·真题 13 句

illustrate B2

v. 说明

本篇2次·真题 10 句

author A2

n. 作者

本篇1次·真题 244 句

professor B1

n. 教授 (大学教师的最高职称)

本篇1次·真题 105 句

quality A2

n. 质量

本篇1次·真题 100 句

behavior B1

n. 行为

本篇1次·真题 92 句

according B1

prep. 根据

本篇1次·真题 88 句

consumer B1

n. 消费者

本篇1次·真题 84 句

community B1

n. 社区

本篇1次·真题 81 句

department A2

n. 部门

本篇1次·真题 66 句

account A2

n. 账户

本篇1次·真题 61 句

ensure B2

v. 确保

本篇1次·真题 54 句

strategy B2

n. 策略

本篇1次·真题 53 句

item A2

n. 项目

本篇1次·真题 39 句

increasing B1

adj. 越来越多的

本篇1次·真题 26 句

addition A2

n. 增加

本篇1次·真题 25 句

trap B1

n. 陷阱

本篇1次·真题 24 句

reader A2

n. 读者

本篇1次·真题 23 句

relative B1

n. 亲戚, 亲属

本篇1次·真题 23 句

assign B1

v. 分配 (任务、工作)

本篇1次·真题 20 句

tough B1

adj. 困难的

本篇1次·真题 20 句

clearly A2

adv. 清楚地, 明白地

本篇1次·真题 19 句

certainly A2

adv. 当然

本篇1次 · 真题 15 句

assess B2

v. 评估

本篇1次 · 真题 14 句

load B1

n. 负载

本篇1次 · 真题 14 句

phenomenon B2

n. 现象

本篇1次 · 真题 13 句

rational B2

adj. 理性的

本篇1次 · 真题 11 句

sugary B2

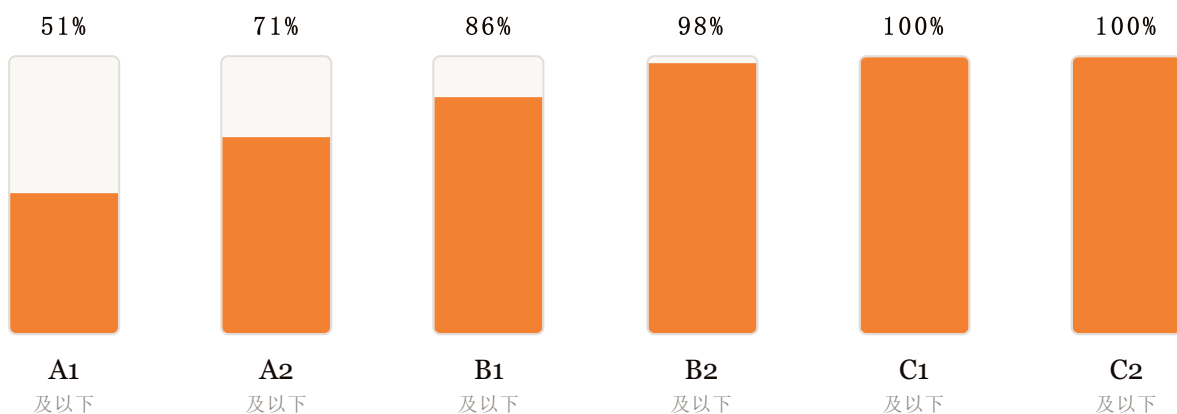
adj. 含糖的

本篇1次 · 真题 9 句

VOCABULARY · 词汇难度分布

全文 187 词按 CEFR 难度累积覆盖

全文去重后共 **187** 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 2%。



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 187 个 · 末柱为 100%

去重总词数

187

B2 以上难词

2%

B1 及以下覆盖

86%

英语四级 2020年12月·第1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）	题目解析 →
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）	本题
Part IV	汉译英（段落翻译）	题目解析 →