

2019年6月·第1套 英语六级长篇阅读（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2019年6月·第1套 英语六级长篇阅读（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 15 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1套(2019-06) · 六级

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 Best Retailers Combine Bricks and Clicks

A) Retail profits are falling sharply. Stores are closing. Malls are emptying. The depressing stories just keep coming. Reading the earnings announcements of large retail stores like Macy's, Nordstrom, and Target is about as uplifting as a tour of an intensive care unit. The internet is apparently taking down yet another industry. Brick and mortar stores(实体店) seem to be going the way of the yellow pages. Sure enough, the Census Bureau just released data showing that online retail sales surged 15.2 percent between the first quarter of 2015 and the first quarter of 2016.

零售利润正在急剧下降。商店纷纷关闭。购物中心日渐空荡。令人沮丧的消息接连不断。阅读 Macy's、Nordstrom和Target等大型零售商店的收益公告，就像参观重症监护病房一样令人压抑。互联网显然正在摧毁又一个行业。实体店似乎正在走向黄页那样的命运。果然，人口普查局刚刚发布的数据显示，2015年第一季度至2016年第一季度期间，在线零售销售额激增了15.2%。

B) But before you dump all of your retail stocks, there are more facts you should consider. Looking only at that 15.2 percent "surge" would be misleading. It was an increase that was on a small base of 6.9 percent. Even when a tiny number grows by a large percentage terms, it is often still tiny.

但在你抛售所有零售股票之前，还有更多事实需要考虑。仅仅看那15.2%的"激增"会产生误导。这是在6.9%的小基数上的增长。即使一个微小的数字按百分比增长很大，它往往仍然很小。

C) More than 20 years after the internet was opened to commerce, the Census Bureau tells us that brick and mortar sales accounted for 92.3 percent of retail sales in the first quarter of 2016. Their data

show that only 0.8 percent of retail sales shifted from offline to online between the beginning of 2015 and 2016.

在互联网向商业开放20多年后,人口普查局告诉我们,2016年第一季度实体店销售额占零售销售额的92.3%。他们的数据显示,从2015年初到2016年,只有0.8%的零售销售额从线下转移到了线上。

- D) So, despite all the talk about drone(无人机) deliveries to your doorstep, all the retail executives expressing anxiety over consumers going online, and even a Presidential candidate exclaiming that Amazon has a "huge antitrust problem," the Census data suggest that physical retail is thriving. Of course, the closed stores, depressed executives, and sinking stocks suggest otherwise. What's the real story?

因此,尽管人们都在谈论无人机送货上门,尽管所有零售高管都在表达对消费者转向线上的焦虑,甚至有一位总统候选人声称亚马逊存在"巨大的反垄断问题",但人口普查数据表明实体零售正在蓬勃发展。当然,关闭的商店、沮丧的高管和下跌的股票则表明情况并非如此。真实情况是什么?

- E) Many firms operating brick and mortar stores are in trouble. The retail industry is getting reinvented, as we describe in our new book Matchmakers. It's standing in the path of what Schumpeter called a gale(大风) of creative destruction. That storm has been brewing for some time, and as it has reached gale force, most large retailers are searching for a response. As the CFO of Macy's put it recently, "We're frankly scratching our heads."

许多经营实体店的公司陷入困境。正如我们在新书《撮合者》中所描述的那样,零售业正在被重新塑造。它正站在熊彼特所说的创造性破坏大风的路径上。这场风暴已经酝酿了一段时间,当它达到大风强度时,大多数大型零售商都在寻找应对之策。正如Macy's的首席财务官最近所说:"坦率地说,我们正在抓耳挠腮。"

- F) But it's not happening as experts predicted. In the peak of the dot-com bubble, brick and mortar retail was one of those industries the internet was going to kill—and quickly. The dot-com bust discredited most predictions of that sort and in the years that followed, conventional retailers' confidence in the future increased as Census continued to report weak online sales. And then the gale hit.

但事情的发展并非如专家所预测的那样。在互联网泡沫的高峰期,实体零售是互联网将要扼杀的行业之一——而且会很快。互联网泡沫破裂使大多数此类预测失去了可信度,在随后的几年里,随着人口普查局持续报告疲软的在线销售数据,传统零售商对未来的信心增强了。然后大风袭来了。

- G) It is becoming increasingly clear that retail reinvention isn't a simple battle to the death between bricks and clicks. It is about devising retail models that work for people who are making increasing use of a growing array of internet-connected tools to change how they search, shop, and buy. Creative retailers are using the new technologies to innovate just about everything stores do from managing inventory, to marketing, to getting paid.

越来越清楚的是,零售业的重塑并非实体店与网店之间简单的生死之战。它关乎设计适合那些越来越多地使用日益增长的互联网连接工具来改变搜索、购物和购买方式的人们的零售模式。富有创意的零售商正在利用技术创新商店所做的几乎所有事情,从管理库存到营销再到收款。

- H) More than drones dropping a new supply of underwear on your doorstep, Apple's massively successful brick-and-mortar-and-glass retail stores and Amazon's small steps in the same direction are

what should keep old-fashioned retailers awake at night. Not to mention the large number of creative new retailers, like Bonobos, that are blending online and offline experiences in creative ways.

比起无人机在你家门口投放新的内衣,苹果公司极为成功的实体加玻璃零售店以及亚马逊在同一方向上迈出的小步,才是应该让老式零售商彻夜难眠的东西。更不用说大量富有创意的新零售商,如Bonobos,正在以创造性的方式融合线上和线下体验。

- I) Retail reinvention is not a simple process, and it's also not happening on what used to be called "Internet Time." Some internet-driven changes have happened quickly, of course. Craigslist quickly overtook newspaper classified ads and turned newspaper economics upside down. But many widely anticipated changes weren't quick, and some haven't really started. With the benefit of hindsight(后见之明), it looks like the internet will transform the economy at something like the pace of other great inventions like electricity. B2B commerce, for example, didn't move mainly online by 2005 as many had predicted in 2000, nor even by 2016, but that doesn't mean it won't do so over the next few decades.

零售业的重塑不是一个简单的过程,它也不是按照过去所谓的"互联网时间"发生的。当然,一些由互联网驱动的变化发生得很快。Craigslist迅速超越了报纸分类广告,并彻底颠覆了报业经济。但许多被广泛预期的变化并不快,有些甚至还没有真正开始。有了后见之明,互联网似乎将以类似于电力等其他伟大发明的速度改变经济。例如,企业对企业电子商务并没有像许多人在2000年预测的那样在2005年之前主要转移到线上,甚至在2016年也没有,但这并不意味着它不会在未来几十年内实现。

- J) But the gale is still blowing. The sudden decline in foot traffic in recent years, even though it hasn't been accompanied by a massive decline in physical sales, is a critical warning. People can shop more efficiently online and therefore don't need to go to as many stores to find what they want. There's a surplus of physical shopping space for the crowds, which is one reason why stores are downsizing and closing.

但大风仍在吹。近年来客流量的突然下降,尽管并未伴随实体销售的大规模下降,却是一个关键警告。人们可以更高效地在线购物,因此不需要去那么多商店来找到他们想要的东西。相对于人流而言,实体购物空间过剩,这是商店缩小规模和关闭的原因之一。

- K) The rise of the mobile phone has recently added a new level of complexity to the process of retail reinvention. Even five years ago most people faced a choice. Sit at your computer, probably at home or at the office, search and browse, and buy. Or head out to the mall, or Main Street, look and shop, and buy. Now, just about everyone has a smartphone, connected to the internet almost everywhere almost all the time. Even when a retailer gets a customer to walk in the store, she can easily see if there's a better deal online or at another store nearby.

移动电话的兴起最近为零售业重塑的过程增添了新的复杂性。即使在五年前,大多数人还面临一个选择。坐在你的电脑前,可能在家里或办公室,搜索和浏览,然后购买。或者前往购物中心或主街,看和逛,然后购买。现在,几乎每个人都有智能手机,几乎随时随地都连接到互联网。即使零售商让顾客走进商店,她也可以轻松查看网上或附近其他商店是否有更好的交易。

- L) So far, the main thing many large retailers have done in response to all this is to open online stores, so people will come to them directly rather than to Amazon and its smaller online rivals. Many are

having the same problem that newspapers have. Even if they get online traffic, they struggle to make enough money online to compensate for what they are losing offline.

到目前为止,许多大型零售商为应对这一切所做的主要事情是开设在线商店,这样人们就会直接来找他们,而不是去亚马逊及其较小的在线竞争对手那里。许多零售商遇到了与报纸相同的问题。即使他们获得了在线流量,他们也难以在线上赚到足够的钱来弥补线下的损失。

- M) A few seem to be making this work. Among large traditional retailers, Walmart recently reported the best results, leading its stock price to surge, while Macy's, Target, and Nordstrom's dropped. Yet Walmart's year-over-year online sales only grew 7 percent, leading its CEO to lament(哀叹), "Growth here is too slow." Part of the problem is that almost two decades after Amazon filed the one-click patent, the online retail shopping and buying experience is filled with frictions. A recent study graded more than 600 internet retailers on how easy it was for consumers to shop, buy, and pay. Almost half of the sites didn't get a passing grade and only 18 percent got an A or B.

少数几家似乎正在让这种模式奏效。在大型传统零售商中,沃尔玛最近报告了最好的业绩,导致其股价飙升,而Macy's、Target和Nordstrom的股价则下跌了。然而沃尔玛的同比在线销售额仅增长了7%,导致其首席执行官哀叹:"这里的增长太慢了。"部分问题在于,在亚马逊申请一键购买专利近二十年后,在线零售购物和购买体验仍然充满摩擦。最近一项研究对600多家互联网零售商在消费者购物、购买和支付的便捷程度方面进行了评分。近一半的网站未能获得及格分数,只有18%获得了A或B。

- N) The turmoil on the ground in physical retail is hard to square with the Census data. Unfortunately, part of the explanation is that the Census retail data are unreliable. Our deep look into those data and their preparation revealed serious problems. It seems likely that Census simply misclassifies a large chunk of online sales. It is certain that the Census procedures, which lump the online sales of major traditional retailers like Walmart with "non-store retailers" like food trucks can mask major changes in individual retail categories. The bureau could easily present their data in more useful ways. But they have chosen not to.

实体零售业实地的动荡很难与人口普查数据相吻合。不幸的是,部分解释是人口普查零售数据不可靠。我们对这些数据及其准备工作的深入研究揭示了严重的问题。人口普查局似乎很可能只是错误地分类了大量在线销售。可以肯定的是,人口普查程序将沃尔玛等主要传统零售商的在线销售与餐车等"非店铺零售商"混为一谈,这可能掩盖了个别零售类别的重大变化。该局可以很容易地以更有用的方式呈现他们的数据。但他们选择了不这样做。

- O) Despite the turmoil, brick and mortar won't disappear any time soon. The big questions are which, if any, of the large traditional retailers will still be on the scene in a decade or two because they have successfully reinvented themselves, which new players will operate busy stores on Main Streets and maybe even in shopping malls, and how the shopping and buying experience will have changed in each retail category. Investors shouldn't write off brick and mortar. Whether they should bet on the traditional players who run those stores now is another matter.

尽管动荡不安,实体店不会很快消失。重大问题是,如果有的话,哪些大型传统零售商将在一二十年后仍然存在,因为它们成功地重塑了自己,哪些新参与者将在主街甚至购物中心经营繁忙的商店,以及每个零售类别中的购物和购买体验将如何改变。投资者不应该放弃实体店。至于他们是否应该押注于现在经营这些商店的传统参与者,则是另一回事。

陈述句与逐句解析

36. Although online retailing has existed for some twenty years, nearly half of the internet retailers still fail to receive satisfactory feedback from consumers, according to a recent survey.

根据最近的一项调查,尽管在线零售已经存在了大约二十年,仍有近一半的互联网零售商未能收到消费者满意的反馈。

【答案】 **M** 段 (强锚点)

【锚点】 二十年 + 近一半网店反馈不佳

【定位】 A recent study graded more than 600 internet retailers on how easy it was for consumers to shop, buy, and pay. Almost half of the sites didn't get a passing grade and only 18 percent got an A or B.

一项最近的研究以"消费者购物、下单、支付的难易程度"为标准给 600 多家网店打了分。几乎一半的网站没有及格,只有 18% 拿到 A 或 B。

【改写】 online retailing has existed for some twenty years ↔

almost two decades after Amazon filed the one-click patent

时间表述的同义改写

nearly half of the internet retailers still fail to receive satisfactory feedback from consumers ↔

Almost half of the sites didn't get a passing grade

近一半 + 不及格 = 反馈不佳

according to a recent survey ↔ **A recent study graded more than 600 internet retailers**

survey / study 同义替换

【辨邻】 **C** C 谈的是 brick and mortar sales accounted for 92.3 percent of retail sales——实体店占总零售的份额;并未涉及网店是否让消费者满意,与题干 fail to receive satisfactory feedback from consumers 没有交集,仅因"也带百分比"易诱人。

More than 20 years after the internet was opened to commerce, the Census Bureau tells us that brick and mortar sales accounted for 92.3 percent of retail sales

A A 关注的是 online retail sales surged 15.2 percent——增长速度;与题干 fail to receive satisfactory feedback from consumers 的"满意度"完全是两件事,话题相邻但所述事件不同。

online retail sales surged 15.2 percent between the first quarter of 2015 and the first quarter of 2016

37. Innovative retailers integrate internet technologies with conventional retailing to create new retail models.

创新型零售商将互联网技术与传统零售相结合,创造出新的零售模式。

【答案】 **G** 段 (弱锚点)

【锚点】 用互联网技术造新零售模式

【定位】 Creative retailers are using the new technologies to innovate just about everything stores do from managing inventory, to marketing, to getting paid.

富有创造力的零售商正在用新技术革新店铺所做的几乎一切——从库存管理到营销再到收款。

【改写】 Innovative retailers ↔ **Creative retailers**

innovative ↔ creative 同义

integrate internet technologies with conventional retailing ↔

using the new technologies to innovate just about everything stores do

把整合写成"用 X 改造 Y"

create new retail models ↔ **devising retail models that work for people**

create ↔ devising 同义

【辨邻】 **H** H 讲的是 Apple's massively successful brick-and-mortar-and-glass retail stores 与 Bonobos 这类创新零售商对老牌零售商构成威胁, 落脚在"对手"与"威胁"; 而题干 Q37 落脚在"用互联网技术造新模式"这一抽象方法论判断, 更贴 G。

Apple's massively successful brick-and-mortar-and-glass retail stores and Amazon's small steps in the same direction are what should keep old-fashioned retailers awake at night

L L 强调 the main thing many large retailers have done in response to all this is to open online stores, 且 they struggle to make enough money online——这是"被动应对", 不是 Q37 所说的"创造新模式", 话题相邻但情绪和评价相反。

the main thing many large retailers have done in response to all this is to open online stores

38. Despite what the Census data suggest, the value of physical retail's stocks has been dropping.

尽管人口普查数据显示的情况不同, 实体零售的股票价值一直在下降。

【答案】 **D** 段 (强锚点)

【锚点】 普查数据 vs 股价下跌

【定位】 Of course, the closed stores, depressed executives, and sinking stocks suggest otherwise.

当然, 关店、沮丧的高管以及下跌的股价表明的恰恰相反。

【改写】 Despite what the Census data suggest ↔ **the Census data suggest that physical retail is thriving**

Census data 原样复现

the value of physical retail's stocks has been dropping ↔ **sinking stocks**

dropping ↔ sinking 同义

【辨邻】 C 给的是 brick and mortar sales accounted for 92.3 percent of retail sales 与 only 0.8 percent of retail sales shifted from offline to online——只是 Census 数据，没有任何关于股价、关店、高管沮丧的描述，因此不能完整承载题干。

brick and mortar sales accounted for 92.3 percent of retail sales in the first quarter of 2016

N 的核心论断是 the Census retail data are unreliable 与 Census simply misclassifies a large chunk of online sales——它是在质疑普查数据的可信度，不是在用 Census 数据与股价做对比，与题干 Despite what the Census data suggest 的反差结构不一致。

the Census retail data are unreliable

39. Innovative-driven changes in the retail industry didn't take place as quickly as widely anticipated.

创新驱动的零售业变革并未像人们普遍预期的那样迅速发生。

【答案】 I 段（弱锚点）

【锚点】 变化没像预期那样快

【定位】 But many widely anticipated changes weren't quick, and some haven't really started.
但很多被广泛预期的变化并没有那么快发生，有一些甚至还没真正开始。

【改写】 Innovative-driven changes in the retail industry ↔ many widely anticipated changes
话题等价

didn't take place as quickly as widely anticipated ↔

many widely anticipated changes weren't quick

否定式比较句的同义改写

【辨邻】 F 强调 conventional retailers' confidence in the future increased，而非变化是否快；尽管 internet was going to kill—and quickly 提到“快”，但它讲的是“预言”本身，不是 Q39 所说“变化没那么快”。

conventional retailers' confidence in the future increased as Census continued to report weak online sales

J 关注 The sudden decline in foot traffic in recent years 与 stores are downsizing and closing——这是结果性变化，而非把变化速度与预期对比。

The sudden decline in foot traffic in recent years

40. Statistics indicate that brick and mortar sales still made up the lion's share of the retail business.

统计数据表明，实体店销售额仍然占据零售业务的最大份额。

【答案】 C 段（强锚点）

【锚点】 实体仍占绝大多数（lion's share）

【定位】 More than 20 years after the internet was opened to commerce, the Census Bureau tells us that brick and mortar sales accounted for 92.3 percent of retail sales in the first quarter of 2016.

互联网开放商用 20 多年后，人口普查局告诉我们：2016 年第一季度，实体店销售占零售总额的 92.3%。

【改写】 Statistics indicate that ↔ **the Census Bureau tells us**
数据来源同义

brick and mortar sales still made up the lion's share ↔

brick and mortar sales accounted for 92.3 percent of retail sales

lion's share = 92.3% 的习语对数字

【辨邻】 **A** online retail sales surged 15.2 percent 的 15.2% 是网售的增长，与题干 brick and mortar sales still made up the lion's share 中"实体仍占大头"主体相反，不可对应。

online retail sales surged 15.2 percent between the first quarter of 2015 and the first quarter of 2016

B on a small base of 6.9 percent 是网售自身的小基数，并未直接给出实体占比；它是用来削弱 A 涨幅的论据，与题干 Q40 想要的"实体占大头"不是同一事实。

It was an increase that was on a small base of 6.9 percent

41. Companies that successfully combine online and offline business models may prove to be a big concern for traditional retailers.

成功结合线上和线下业务模式的公司可能会成为传统零售商的一大威胁。

【答案】 **H** 段（弱锚点）

【锚点】 成功融合线上线下者成传统零售的隐忧

【定位】 Not to mention the large number of creative new retailers, like Bonobos, that are blending online and offline experiences in creative ways.

更不用说像 Bonobos 这样大量富有创意的新零售商，正以创造性的方式融合线上线下购物体验。

【改写】 Companies that successfully combine online and offline business models ↔

Apple's massively successful brick-and-mortar-and-glass retail stores

成功融合两端的公司

a big concern for traditional retailers ↔

what should keep old-fashioned retailers awake at night

夜不能寐 ↔ 担忧

【辨邻】 G 只表达 Creative retailers are using the new technologies to innovate just about everything stores do——"创新方式", 没有"威胁传统零售商"的语义; 与题干 a big concern for traditional retailers 不对应。

Creative retailers are using the new technologies to innovate just about everything stores do from managing inventory, to marketing, to getting paid

L 的主语是 large retailers——他们是被冲击的传统零售商; 与 Q41 的主语"成功融合线上线下者(威胁源)"主体不一致, 仅因都谈"线上 + 传统零售"而易诱人。

the main thing many large retailers have done in response to all this is to open online stores

42. Brick and mortar retailers' faith in their business was strengthened when the dot com bubble burst.

当互联网泡沫破裂时, 实体零售商对其业务的信心得到了增强。

【答案】 F 段 (强锚点)

【锚点】 互联网泡沫破灭 + 实体信心增强

【定位】 The dot-com bust discredited most predictions of that sort and in the years that followed, conventional retailers' confidence in the future increased as Census continued to report weak online sales.

互联网泡沫破灭打脸了那一类预言; 之后数年里, 随着普查局不断报告网售疲软, 传统零售商对未来的信心愈发增强。

【改写】 Brick and mortar retailers ↔ **conventional retailers**

Brick and mortar ↔ conventional

faith in their business was strengthened ↔

conventional retailers' confidence in the future increased

faith ↔ confidence + strengthened ↔ increased

the dot com bubble burst ↔ **The dot-com bust**

bubble burst 的名词化

【辨邻】 A 是"实体衰退"的当下图景 (Retail profits are falling sharply), 既不在泡沫破灭后这个时段、也不是"信心增强", 与题干所述事件无关。

Retail profits are falling sharply. Stores are closing

43. Despite the tremendous challenges from online retailing, traditional retailing will be here to stay for quite some time.

尽管面临来自在线零售的巨大挑战, 传统零售业在相当长的一段时间内仍将继续存在。

【答案】 O 段 (强锚点)

【锚点】 传统零售短期内不会消失

【定位】 Despite the turmoil, brick and mortar won't disappear any time soon.

尽管乱局重重, 实体店在可预见的时间内不会消失。

【改写】 Despite the tremendous challenges from online retailing ↔ **Despite the turmoil**

让步连词 + 概括上位

traditional retailing will be here to stay for quite some time ↔

brick and mortar won't disappear any time soon

肯定式 = 否定式的同义改写

【辨邻】 **C** brick and mortar sales accounted for 92.3 percent of retail sales in the first quarter of 2016 只是当下的份额事实，没有任何“未来会怎样”的判断，与 Q43 的未来时刻判断不对应。

brick and mortar sales accounted for 92.3 percent of retail sales in the first quarter of 2016

D the Census data suggest that physical retail is thriving 是“当下繁荣”，不是“未来仍在”；与题干 will be here to stay for quite some time 时态不一致。

the Census data suggest that physical retail is thriving

44. With the rise of online commerce, physical retail stores are likely to suffer the same fate as the yellow pages.

随着在线商务的兴起,实体零售店可能会遭遇与黄页相同的命运。

【答案】 **A** 段 (强锚点)

【锚点】 黄页式衰亡的比喻

【定位】 Brick and mortar stores(实体店) seem to be going the way of the yellow pages.

实体店看起来正走上黄页的老路 (即被时代淘汰)。

【改写】 With the rise of online commerce ↔

The internet is apparently taking down yet another industry

线上崛起的背景

physical retail stores are likely to suffer the same fate as the yellow pages ↔

Brick and mortar stores(实体店) seem to be going the way of the yellow pages

同一习语的同义改写

【辨邻】 **O** brick and mortar won't disappear any time soon 与题干 suffer the same fate as the yellow pages 是相反判断 (一个说不会消失、一个说会被淘汰)；不可对应。

brick and mortar won't disappear any time soon

45. The wide use of smartphones has made it more complex for traditional retailers to reinvent their business.

智能手机的广泛使用使得传统零售商重塑其业务变得更加复杂。

【答案】 **K** 段 (强锚点)

【锚点】 智能手机普及让传统零售再造更复杂

【定位】 The rise of the mobile phone has recently added a new level of complexity to the process of retail reinvention.

智能手机的兴起最近又给零售业的再造过程增加了一层新的复杂性。

【改写】 The wide use of smartphones ↔ **The rise of the mobile phone**

smartphones ↔ mobile phone + wide use ↔ rise

made it more complex for traditional retailers to reinvent their business ↔

added a new level of complexity to the process of retail reinvention

动词式 ↔ 名词化

【辨邻】 **G** G 谈的是 a growing array of internet-connected tools——所有联网工具的总和，并没有像 K 那样专门指向 mobile phone 这一具体设备及其带来的“复杂度增加”。

a growing array of internet-connected tools to change how they search, shop, and buy

J People can shop more efficiently online 谈的是“线上更高效 → 人流降”，没有 smartphones 这一具体工具，也没有 more complex 这一评价——两点都不对应。

People can shop more efficiently online and therefore don't need to go to as many stores

PARAGRAPH MAP • 段落主旨图

15 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 用一连串“哀景”开篇——零售利润大跌、店铺关门、商场空置，把实体店比作正在被互联网“做掉”的行业，并抛出人口普查局的数据：2015 一季度到 2016 一季度网络零售涨了 15.2 percent。

信息指纹 黄页式衰亡的比喻 + 15.2% 网售涨幅

B 提醒读者别被 15.2% 这个“猛涨”误导：它是建立在 a small base of 6.9 percent 之上的小基数高百分比，再大的涨幅落在很小的盘子上仍然很小。

信息指纹 小基数 6.9% 的辩证提醒

C 继续摆数据替实体店“翻案”：互联网开放商用 20 多年后，brick and mortar sales accounted for 92.3 percent of retail sales；过去一年只有 0.8 percent of retail sales shifted from offline to online。

信息指纹 92.3% 实体占比 / 0.8% 迁移量

D 把表面景象与数据放在一起对比：尽管有无人机送货的喧嚣、高管焦虑、总统候选人喊话亚马逊有 huge antitrust problem, the Census data suggest that physical retail is thriving; 但关店、高管沮丧、股价下跌又指向相反结论——“真实故事到底是什么”。

信息指纹 普查数据看似繁荣 vs 股价下跌的反差

E 承认许多实体零售商确实陷入困境，把行业被重塑比作熊彼特意义上的 a gale of creative destruction; 连梅西百货的 CFO 都说 We're frankly scratching our heads.

信息指纹 创造性破坏之风 + 梅西 CFO 挠头

F 回顾互联网泡沫年代：曾预言网络很快杀死实体店，结果泡沫破灭后这类预言被打脸；接下来几年人口普查不断报告网售疲软，conventional retailers' confidence in the future increased, 直到“大风”真的来。

信息指纹 dot-com 泡沫破灭后传统零售商信心增强

G 提出重新发明零售业不是“砖头 vs 点击”的你死我活，而是要为越来越多使用互联网工具的消费者设计新模式：Creative retailers are using the new technologies to innovate just about everything stores do——从库存管理、营销到收款。

信息指纹 用新技术革新零售的所有环节

H 真正应让传统零售商“夜不能寐”的不是无人机送内裤，而是苹果成功的实体店、亚马逊向实体迈出的小步，以及 Bonobos 这类在 blending online and offline experiences in creative ways 的新型零售商。

信息指纹 线上线下融合的创新零售商让老牌零售商夜不能寐

I 强调零售业的再造“不是按互联网时间发生”：有些变化的确快（如 Craigslist quickly overtook newspaper classified ads），但很多广为预期的变化并没有那么快，互联网将以电力等大发明的节奏改造经济。

信息指纹 零售再造没有按预期那样快发生 + Craigslist/电力类比

J 大风仍在刮：近几年人流量骤降是关键警报；人们因为线上更高效，不必逛那么多店，There's a surplus of physical shopping space for the crowds, 所以店在缩、在关。

信息指纹 人流骤降 + 实体商业面积过剩

K 智能手机的普及给零售再造又加了一层复杂度：五年前消费者要么在电脑前买、要么去商场看；如今手机几乎随时联网，Even when a retailer gets a customer to walk in the store, she can easily see if there's a better deal online or at another store nearby。

信息指纹 智能手机给传统零售再造再加一层复杂度

L 迄今为止大型零售商对此的主要回应只是“开网店”，结果遇到和报纸一样的困境：即使有线上流量，they struggle to make enough money online to compensate for what they are losing offline。

信息指纹 开网店补不上线下流失

M 举沃尔玛为例做得相对好但其线上同比也只涨 7%，CEO 哀叹 Growth here is too slow；并引述一项针对 600 多家网店的研究：Almost half of the sites didn't get a passing grade and only 18 percent got an A or B。

信息指纹 600+ 网店评测：近一半不及格，仅 18% 拿 A 或 B

N 实体的乱局难与普查数据自洽：作者深挖发现 the Census retail data are unreliable——很可能把大量线上销售误分类，把沃尔玛等传统零售商的线上销售与 non-store retailers 如食品车混在一起，掩盖了真实变化。

信息指纹 普查零售数据不可靠 + 食品车与传统线上销售混算

O 尽管动荡，brick and mortar won't disappear any time soon；真正的悬念是十年二十年后哪些传统零售商还在场，新玩家是谁，每个品类的购物体验如何变化；投资者别贸然把实体店“勾掉”。

信息指纹 实体店短期内不会消失 / 别勾掉实体

SENTENCE INSIGHTS • 句子精讲

11 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。

So, despite all the talk about drone(无人机) deliveries to your doorstep, all the retail executives expressing anxiety over consumers going online, and even a Presidential candidate exclaiming that Amazon has a "huge antitrust problem," the Census data suggest that physical retail is thriving.

D段，第1句

主句包含主语、谓语、宾语从句、复杂让步状语等多种成分，让步状语内部又有并列结构、现在分词作定语、动名词作宾语、嵌套宾语从句等丰富变化，覆盖成分种类多且含有易错点（如主干被大段状语分隔、非谓语与从句的区分），是优质的成分划分练习句。

Of course, the closed stores, depressed executives, and sinking stocks suggest otherwise.

D段，第2句

简单句结构在考试阅读中常见，主语并列搭配分词定语也是典型用法；不过本句无从句、无复杂修饰、无倒装或特殊句式，作为句式代表性略显单薄，学习后可迁移到类似简单句场景，但无法覆盖更复杂的真题句式

B2B commerce, for example, didn't move mainly online by 2005 as many had predicted in 2000, nor even by 2016, but that doesn't mean it won't do so over the next few decades.

I段，第6句

这种“事实（过去）+ 预测（过去完成）+ 评论（现在/将来）”的逻辑结构在考研英语和学术评论中非常常见。

The sudden decline in foot traffic in recent years, even though it hasn't been accompanied by a massive decline in physical sales, is a critical warning.

J段，第2句

让步状语从句插入主句、主系表结构配长主语、现在完成时被动语态，这些都是四六级和考研阅读中的高频句式。掌握此句型后可迁移到大量类似复杂句，典型性较高。

People can shop more efficiently online and therefore don't need to go to as many stores to find what they want.

J段，第3句

“主句 + 并列谓语 + 不定式目的结构 + 宾语从句”是很常见的阅读句式，像“what they want”这类结构在考试阅读里反复出现。掌握这类拆法后，可迁移到大量同型句。

There's a surplus of physical shopping space for the crowds, which is one reason why stores are downsizing and closing.

J段，第4句

There be 句型、非限制性定语从句补充说明主句、限制性定语从句修饰先行词 reason，以及现在进行时表示当前趋势，都是四六级和考研阅读中的高频句式。本句结构紧凑，因果逻辑清晰，是典型的说明文或议论文常用表达方式，掌握后可在大量类似语境中复用。

So far, the main thing many large retailers have done in response to all this is to open online stores, so people will come to them directly rather than to Amazon and its smaller online rivals.

L段，第1句

本句包含主系表结构、定语从句修饰主语、不定式作表语、目的状语从句、多个状语修饰动词等多种成分类型。特别是主语中嵌套定语从句这一结构是常见易错点，值得作为划分主语和谓语的练习材料。成分种类较丰富，训练价值较高。

A recent study graded more than 600 internet retailers on how easy it was for consumers to shop, buy, and pay.

M段，第5句

本句包含宾语从句和 “it is + 形容词 + for sb + to do” 这一常考句型，在四六级和考研阅读中经常出现，结构具有较高的代表性和复用价值

The big questions are which, if any, of the large traditional retailers will still be on the scene in a decade or two because they have successfully reinvented themselves, which new players will operate busy stores on Main Streets and maybe even in shopping malls, and how the shopping and buying experience will have changed in each retail category.

0段，第2句

句子成分丰富且典型:主句包含主语、系动词、表语,三个表语从句分别包含主语、谓语、宾语或表语以及状语。第一个表语从句中 which 既作引导词又作主语,原因状语从句包含反身代词作宾语,第三个表语从句的主语为动名词短语。涵盖了系表结构、主谓宾结构、状语从句、并列结构等多种成分类型,适合作为划分成分的练习句。

Statistics indicate that brick and mortar sales still made up the lion's share of the retail business.

第40题题干

主句 + that 引导的宾语从句是考试高频句式, indicate 等动词后接宾语从句的结构在学术和新闻语境中常见, 具有较强代表性

With the rise of online commerce, physical retail stores are likely to suffer the same fate as the yellow pages.

第44题题干

句首介词短语作状语、主句使用 "be likely to" 表推测、宾语含 "the same ... as" 比较结构, 均为四六级和考研阅读中的高频句式。掌握此句型可迁移到大量预测类、比较类表达场景。

HIGH-FREQUENCY • 真题高频词

本篇出现的 127 个英语六级真题高频词

下列单词既在本篇真题中出现, 又是 **英语六级** 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。

retail

B2

n. 零售

本篇25次 · 真题 37句

online

A2

adj. 在线的

本篇20次 · 真题 139句

retailer

B2

n. 零售商

本篇18次·真题32句

brick

A2

n. 砖, 砖块

本篇10次·真题10句

internet

A2

n. 互联网

本篇9次·真题63句

census

B2

n. 人口普查

本篇9次·真题16句

mortar

B2

n. 灰浆, 砂浆 (建筑用)

本篇8次·真题8句

data

B1

n. 数据

本篇7次·真题181句

traditional

B1

adj. 传统的

本篇7次·真题84句

physical

B1

adj. 身体的

本篇6次·真题91句

despite

B1

prep. 尽管

本篇4次·真题77句

creative

B1

adj. 有创造力的

本篇4次·真题65句

quickly

A2

adv. 快速地

本篇4次·真题63句

stock

B1

n. 库存

本篇4次·真题32句

consumer

B1

n. 消费者

本篇3次·真题165句

decade

B1

n. 十年

本篇3次·真题120句

recently

A2

adv. 最近

本篇3次·真题76句

bureau

B2

n. 办事处

本篇3次·真题14句

surge B2

n. 激增

本篇3次·真题12句

commerce B2

n. 商业

本篇3次·真题11句

likely A2

adj. 很可能的

本篇2次·真题228句

process B1

n. 过程

本篇2次·真题126句

major B1

adj. 主要的

本篇2次·真题108句

decline B2

v. 下降

本篇2次·真题88句

easily A2

adv. 容易地

本篇2次·真题65句

operate B1

v. 运转

本篇2次·真题52句

response B1

n. 回答

本篇2次·真题52句

smartphone B1

n. 智能手机

本篇2次·真题44句

player A2

n. 运动员

本篇2次·真题41句

conventional B2

adj. 传统的

本篇2次·真题39句

combine B1

v. (使) 结合、组合

本篇2次·真题33句

executive B2

n. 主管;经理;管理人员

本篇2次·真题32句

widely B1

adv. 广泛地

本篇2次·真题29句

target B1

n. 目标;靶子

本篇2次·真题26句

successfully B1

adv. 成功地

本篇2次·真题24句

category B1

n. 类别

本篇2次·真题18句

click A2

v. 点击 (鼠标或触摸屏)

本篇2次·真题11句

mall B1

n. 购物中心

本篇2次·真题10句

drone B2

n. 无人机

本篇2次·真题9句

would A1

aux. (will 的过去式) 将要, 会

本篇1次·真题568句

benefit B1

n. 好处

本篇1次·真题244句

better A1

adj. 更好的 (good 的比较级)

本篇1次·真题205句

accord C1

n. (国家、团体间的) 协议

本篇1次·真题167句

individual B2

adj. 单独的

本篇1次·真题142句

base A2

n. 基础

本篇1次·真题126句

challenge B1

n. 挑战

本篇1次·真题119句

simply B1

adv. 仅仅, 只不过

本篇1次·真题119句

expert B1

n. 专家

本篇1次·真题114句

growth B1

n. 增长

本篇1次·真题104句

economy B1

n. 经济

本篇1次·真题102句

account A2

n. 账户

本篇1次·真题 93 句

concern B1

v. 涉及

本篇1次·真题 88 句

customer A2

n. 顾客, 客户

本篇1次·真题 87 句

increasingly B2

adv. 越来越;日益;不断增加地

本篇1次·真题 78 句

exist A2

v. 存在;实际上有

本篇1次·真题 77 句

shift B1

v. 移动

本篇1次·真题 65 句

complex B2

adj. 复杂的, 难懂的

本篇1次·真题 61 句

suffer B1

v. 遭受 (痛苦、疾病、损失等)

本篇1次·真题 59 句

reveal B2

v. 揭示

本篇1次·真题 54 句

struggle B1

v. 奋斗

本篇1次·真题 54 句

mainly B1

adv. 主要地

本篇1次·真题 53 句

candidate B1

n. 候选人

本篇1次·真题 48 句

growing A2

adj. 增长的

本篇1次·真题 47 句

indicate B2

v. 表明

本篇1次·真题 46 句

marketing B1

n. 营销

本篇1次·真题 45 句

anxiety B2

n. 焦虑

本篇1次·真题 44 句

critical B2

adj. 批评的

本篇1次·真题42句

release B1

v. 释放

本篇1次·真题38句

datum C1

n. 数据 (单数形式, 复数为 data)

本篇1次·真题34句

site A2

n. 地点

本篇1次·真题34句

otherwise B2

adv. 否则, 不然

本篇1次·真题33句

profit B1

n. 利润, 盈利

本篇1次·真题33句

firm B1

adj. 坚固的

本篇1次·真题32句

explanation B1

n. 解释

本篇1次·真题31句

massive B2

adj. 巨大的, 大量的

本篇1次·真题31句

transform B2

v. 使彻底改变; 使转变

本篇1次·真题30句

battle B1

n. 战斗

本篇1次·真题29句

directly B1

adv. 直接地

本篇1次·真题29句

confidence B1

n. 信心

本篇1次·真题28句

therefore B1

adv. 因此, 所以

本篇1次·真题28句

strengthen B2

v. 加强

本篇1次·真题27句

thrive B2

v. 茁壮成长

本篇1次·真题27句

increasing B1

adj. 越来越多的

本篇1次·真题 26 句

beginning A1

n. 开始

本篇1次·真题 25 句

feedback B1

n. 反馈

本篇1次·真题 25 句

scene A2

n. 场景

本篇1次·真题 25 句

statistic B2

n. 统计数字

本篇1次·真题 25 句

crowd A2

n. 人群

本篇1次·真题 23 句

disappear A2

v. 消失;不见

本篇1次·真题 23 句

pace B1

n. 速度

本篇1次·真题 23 句

mobile B1

adj. 可移动的

本篇1次·真题 22 句

anticipate B2

v. 预料, 预期 (某事将发生)

本篇1次·真题 21 句

percentage B1

n. 百分比, 百分率

本篇1次·真题 21 句

preparation B1

n. 准备

本篇1次·真题 21 句

ad A2

n. 广告

本篇1次·真题 20 句

electricity A2

n. 电

本篇1次·真题 20 句

economics B2

n. 经济学

本篇1次·真题 19 句

unfortunately B1

adv. 不幸地

本篇1次·真题 19 句

apparently B2

adv. 显然, 看来 (根据外表或所见所闻判断)

本篇1次·真题 18 句

destruction B2

n. 破坏

本篇1次·真题 17 句

investor B2

n. 投资者

本篇1次·真题 16 句

dump B1

v. 倾倒

本篇1次·真题 15 句

innovative B2

adj. 创新的

本篇1次·真题 15 句

peak B1

n. 山峰

本篇1次·真题 15 句

earning B1

n. 收入

本篇1次·真题 14 句

integrate C1

v. 使融入

本篇1次·真题 14 句

tremendous B2

adj. 巨大的

本篇1次·真题 14 句

warning A2

n. 警告

本篇1次·真题 14 句

delivery B1

n. 递送

本篇1次·真题 13 句

efficiently B2

adv. 高效地

本篇1次·真题 13 句

procedure B2

n. 程序

本篇1次·真题 13 句

sharply B2

adv. 急剧地

本篇1次·真题 13 句

array B2

n. 数组

本篇1次·真题 12 句

prediction B2

n. 预测

本篇1次·真题 12 句

accompany

B2

v. 陪同; 陪伴

本篇1次 · 真题 11 句

faith

B1

n. 信任

本篇1次 · 真题 11 句

fate

B2

n. 命运

本篇1次 · 真题 11 句

file

A2

n. 文件

本篇1次 · 真题 11 句

innovate

C1

v. 创新

本篇1次 · 真题 11 句

rival

B2

n. 竞争对手

本篇1次 · 真题 11 句

devise

B2

v. 设计

本篇1次 · 真题 10 句

scratch

B1

v. 抓

本篇1次 · 真题 10 句

compensate

C1

v. 补偿; 赔偿

本篇1次 · 真题 9 句

complexity

B2

n. 复杂性

本篇1次 · 真题 9 句

depressed

B2

adj. 抑郁的

本篇1次 · 真题 9 句

intensive

B2

adj. 密集的

本篇1次 · 真题 9 句

patent

B2

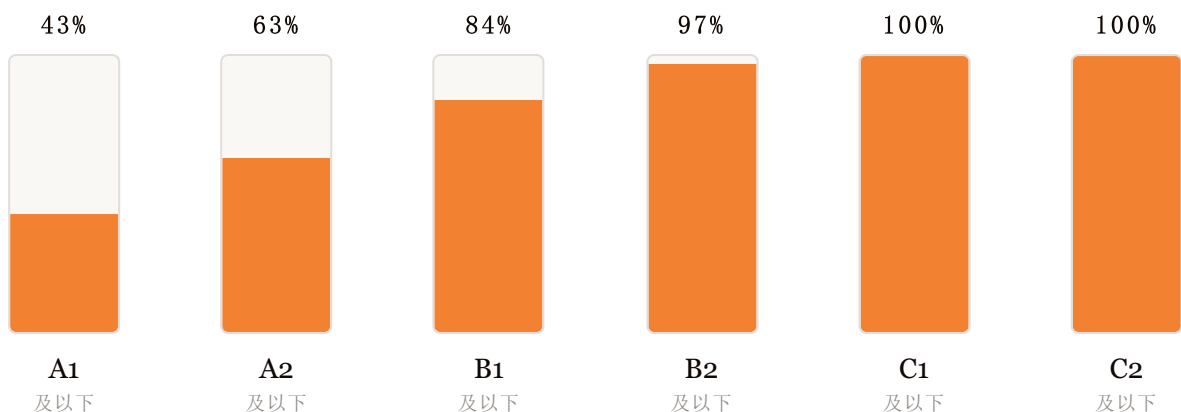
n. 专利权

本篇1次 · 真题 9 句

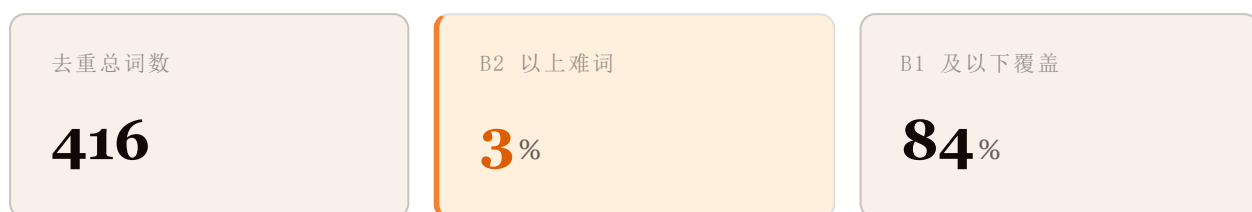
VOCABULARY · 词汇难度分布

全文 416 词按 CEFR 难度累积覆盖

全文去重后共 416 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 13 个 · 约 3%。



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 416 个 · 末柱为 100%



英语六级 2019年6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）	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 →