

2019年6月·第2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2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2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**.

Companies Are Working with Consumers to Reduce Waste

A) As consumers, we are very wasteful. Annually, the world generates 1.3 billion tons of solid waste. This is expected to go up to 2.2 billion by 2025. The developed countries are responsible for 44% of waste, and in the U.S. alone, the average person throws away their body weight in rubbish every month.

作为消费者,我们非常浪费。每年,全世界产生13亿吨固体废物。预计到2025年,这一数字将上升到22亿吨。发达国家造成了44%的废物,仅在美国,平均每人每月扔掉相当于自己体重的垃圾。

B) Conventional wisdom would seem to suggest that companies have no incentive to lengthen the life cycle of their products and reduce the revenue they would get from selling new goods. Yet, more and more businesses are thinking about how to reduce consumer waste. This is partly driven by the rising price of raw materials and metals. It is also partly due to both consumers and companies becoming more aware of the need to protect our environment.

传统观念似乎表明,企业没有动力延长其产品的生命周期并减少销售新商品所获得的收入。然而,越来越多的企业正在思考如何减少消费者废物。这部分是由原材料和金属价格上涨所推动的。这也部分归因于消费者和企业都越来越意识到保护环境的重要性。

C) When choosing what products to buy and which brands to buy from, more and more consumers are looking into sustainability. This is opposed to just price and performance they were concerned about in the past. In a survey of 54 of the world's leading brands, almost all of them reported that consumers are showing increasing care about sustainable lifestyles. At the same time, surveys on

consumers in the U.S. and the U.K. show that they also care about minimizing energy use and reducing waste.

在选择购买什么产品以及从哪些品牌购买时,越来越多的消费者正在关注可持续性。这与他们过去只关心价格和性能不同。在对全球54个领先品牌的调查中,几乎所有品牌都报告说消费者对可持续生活方式表现出越来越多的关注。与此同时,对美国和英国消费者的调查显示,他们也关心最大限度地减少能源使用和减少废物。

- D) For the most part, consumers control what happens to a product. But some companies are realizing that placing the burden of recycling entirely on the consumer is not an effective strategy, especially when tossing something away seems like the easiest and most convenient option.

在大多数情况下,消费者控制着产品会发生什么。但一些公司意识到,将回收的负担完全放在消费者身上并不是一种有效的策略,尤其是当扔掉某物似乎是最简单、最方便的选择时。

- E) Some retailers and manufacturers in the clothing, footwear, and electronics industries have launched environmental programs. They want to make their customers interested in preserving their products and preventing things that still have value from going to the garbage dump. By offering services to help expand the longevity of their products, they're promising quality and durability to consumers, and receiving the reputational gains for being environmentally friendly.

服装、鞋类和电子行业的一些零售商和制造商已经启动了环保项目。他们希望让顾客对保护其产品感兴趣,并防止仍有价值的物品进入垃圾场。通过提供服务来帮助延长其产品的使用寿命,他们向消费者承诺质量和耐用性,并因环保而获得声誉收益。

- F) For example, the Swedish jeans company Nudie Jeans offers free repair at twenty of their shops. Instead of discarding their old worn-out jeans, customers bring them in to be renewed. The company even provides mail-order repair kits and online videos, so that customers can learn how to fix a pair of jeans at home. Their philosophy is that extending the life of a pair of jeans is not only great for the environment, but allows the consumer to get more value out of their product. When customers do want to toss their pair, they can give them back to the store, which will repurpose and resell them. Another clothing company, Patagonia, a high-end outdoor clothing store, follows the same principle. It has partnered with DIY website iFixit to teach consumers how to repair their clothing, such as waterproof outerwear, at home. The company also offers a repair program for their customers for a modest fee. Currently, Patagonia repairs about 40,000 garments a year in their Reno, Nevada, service center. According to the company's CEO, Rose Marcario, this is about building a company that cares about the environment. At the same time, offering repair supports the perceived quality of its products.

例如,瑞典牛仔裤公司Nudie Jeans在其二十家商店提供免费维修服务。顾客不是丢弃他们破旧的旧牛仔裤,而是把它们带来翻新。该公司甚至提供邮购维修套件和在线视频,以便顾客可以学习如何在家修理一条牛仔裤。他们的理念是,延长一条牛仔裤的使用寿命不仅对环境有益,而且使消费者能够从其产品中获得更多价值。当顾客确实想扔掉他们的牛仔裤时,他们可以把它退还给商店,商店将重新利用并转售它们。另一家服装公司Patagonia,一家高端户外服装店,遵循同样的原则。它与DIY网站iFixit合作,教消费者如何在家修理他们的衣物,如防水外套。该公司还以适度的费用为其顾客提供维修服务。目前,Patagonia在其位于内华达州里诺的服务中心每年维修约40000件服装。据该公司首席执行官Rose Marcario说,这是为了建立一家关心环境的公司。与此同时,提供维修支持了其产品的感知质量。

- G) In Brazil, the multinational corporation Adidas has been running a shoe-recycling program called "Sustainable Footprint" since 2012. Customers can bring shoes of any brand into an Adidas store to be shredded and turned into alternative fuels for energy creation instead of being burned as trash. They are used to fuel cement ovens. To motivate visitors to bring in more old shoes, Adidas Brazil promotes the program in stores by showing videos to educate customers, and it even offers a discount each time a customer brings in an old pair of shoes. This boosts the reputation and image of Adidas by making people more aware of the company's values.

在巴西,跨国公司Adidas自2012年以来一直在运营一个名为"可持续足迹"的鞋类回收项目。顾客可以将任何品牌的鞋子带到Adidas商店进行粉碎,并转化为替代燃料用于能源创造,而不是作为垃圾焚烧。它们被用来为水泥窑提供燃料。为了激励访客带来更多旧鞋,Adidas巴西通过在商店播放视频来教育顾客以推广该项目,甚至每次顾客带来一双旧鞋时都提供折扣。这通过让人们更加了解公司的价值观来提升Adidas的声誉和形象。

- H) Enormous opportunities also lie with e-waste. It is estimated that in 2014 the world produced some 42 million metric tons of e-waste (discarded electrical and electronic equipment and its parts) with North America and Europe accounting for 8 and 12 million metric tons respectively. The materials from e-waste include iron, copper, gold, silver, and aluminum materials that could be reused, resold, salvaged, or recycled. Together, the value of these metals is estimated to be about \$52 billion. Electronics giants like Best Buy and Samsung have provided e-waste take-back programs over the past few years, which aim to refurbish(翻新) old electronic components and parts into new products.

电子废物也蕴藏着巨大的机会。据估计,2014年世界产生了约4200万公吨电子废物(废弃的电气和电子设备及其部件),其中北美和欧洲分别占800万和1200万公吨。电子废物中的材料包括铁、铜、金、银和铝等可以重复使用、转售、回收或再循环的材料。这些金属的总价值估计约为520亿美元。像百思买和三星这样的电子产品巨头在过去几年中提供了电子废物回收项目,旨在将旧电子元件和部件翻新成新产品。

- I) For other companies interested in reducing waste, helping the environment, and providing the sustainable lifestyles that consumers seek, here are some first steps for building a relationship with customers that focuses on recycling and restoring value to products.

对于其他有兴趣减少废物、帮助环境并提供消费者寻求的可持续生活方式的公司,以下是建立与顾客关系的一些初步步骤,这些关系侧重于回收和恢复产品价值。

- J) Find partners. If you are a manufacturer who relies on outside distributors, then retailers are the ideal partner for collecting old products. Power tool maker DeWalt partners with companies, such as Lowes and Napa Auto Parts, to collect old tools at their stores for recycling. The partnership benefits both sides by allowing unconventional partners (for example, two companies from two different industries) to work together on a specific aspect of the value chain, like, in this example, an engine firm with an accessory one.

寻找合作伙伴。如果你是依赖外部分销商的制造商,那么零售商是收集旧产品的理想合作伙伴。电动工具制造商DeWalt与Lowes和Napa Auto Parts等公司合作,在其商店收集旧工具进行回收。这种合作关系使双方受益,允许非传统合作伙伴(例如,来自两个不同行业的两家公司)在价值链的特定方面进行合作,例如在这个例子中,一家发动机公司与一家配件公司合作。

- K) Create incentives. Environmental conscientiousness isn't always enough to make customers recycle old goods. For instance, DeWalt discovered that many contractors were holding on to their old tools,

even if they no longer worked, because they were expensive purchases and it was hard to justify bringing them in to recycle. By offering instant discounts worth as much as \$100, DeWalt launched a trade-in program to encourage people to bring back tools. As a result, DeWalt now reuses those materials to create new products.

创造激励措施。环保意识并不总是足以让顾客回收旧商品。例如,DeWalt发现许多承包商一直保留着他们的旧工具,即使这些工具不再工作,因为它们是昂贵的购买品,很难证明将它们带来回收是合理的。通过提供价值高达100美元的即时折扣,DeWalt启动了一个以旧换新项目来鼓励人们带回工具。因此,DeWalt现在重复使用这些材料来创造新产品。

- L) Start with a trial program, and expect to change the details as you go. Any take-back program will likely change over time, depending on what works for your customers and company goals. Maybe you see low customer participation at first, or conversely, so much success that the cost of recycling becomes too high. Best Buy, for instance, has been bearing the lion's share of e-waste volume since two of its largest competitors, Amazon and Wal-mart, do not have their own recycling programs. Since the launch of its program, Best Buy changed its policy to add a \$25 fee for recycling old televisions in order to keep the program going.

从试点项目开始,并预期在进行过程中改变细节。任何回收项目都可能随着时间的推移而改变,这取决于什么对你的顾客和公司目标有效。也许你一开始看到顾客参与度很低,或者相反,取得了如此大的成功以至于回收成本变得过高。例如,百思买一直承担着电子废物量的最大份额,因为其最大的两个竞争对手亚马逊和沃尔玛没有自己的回收项目。自该项目启动以来,百思买改变了其政策,增加了25美元的旧电视回收费用,以保持项目的运行。

- M) Build a culture of collective values with customers. A stronger relationship between the retailer/producer and the consumer isn't just about financial incentives. By creating more awareness around your efforts to reduce waste, and by developing a culture of responsibility, repair, and reuse, you can build customer loyalty based on shared values and responsibilities.

与顾客建立集体价值观文化。零售商/生产商与消费者之间更牢固的关系不仅仅是关于经济激励。通过提高人们对你减少废物努力的认识,并通过培养责任、维修和重复使用的文化,你可以基于共同的价值观和责任建立顾客忠诚度。

- N) These examples are just the tip of the iceberg, but they demonstrate how helping customers get more use of their materials can transform value chains and operations. Reducing waste by incorporating used materials into production can cut costs and decrease the price of procurement(采购): less to be procured from the outside and more to be re-utilized from the inside.

这些例子只是冰山一角,但它们展示了帮助顾客更多地使用其材料如何改变价值链和运营。通过将使用过的材料纳入生产来减少废物可以降低成本并降低采购价格:从外部采购的更少,从内部重新利用的更多。

- O) Companies play a big role in creating a circular economy, in which value is generating less from extracting new resources and more from getting better use out of the resources we already have—but they must also get customers engaged in the process.

公司在创建循环经济中发挥着重要作用,在循环经济中,价值的产生更少来自开采新资源,更多来自更好地利用我们已经拥有的资源——但它们也必须让顾客参与到这个过程中。

陈述句与逐句解析

36. Some companies believe that products' prolonged lifespan benefits both the environment and customers.

一些公司认为产品使用寿命的延长对环境和消费者都有益。

【答案】 F 段 (强锚点)

【锚点】 prolonged lifespan + 双赢

【定位】 Their philosophy is that extending the life of a pair of jeans is not only great for the environment, but allows the consumer to get more value out of their product.

他们的理念是，延长一条牛仔裤的寿命不仅有利于环境，还能让消费者从产品中获得更多价值。

【改写】 products' prolonged lifespan ↔ extending the life of a pair of jeans

名词化展开成动词短语

benefits both the environment and customers ↔

not only great for the environment, but allows the consumer to get more value out of their product

both A and B 与 not only A but B 同义

【辨邻】 E E 段说零售商和制造商 want to make their customers interested in preserving their products, 强调的是「让消费者珍惜产品」与「品牌美誉度」，并没有把「对环境 + 对消费者」并列起来作为公司理念表述出来；F 段的 Their philosophy is that ... 才是题干「Some companies believe that」的同义改写。

They want to make their customers interested in preserving their products and preventing things that still have value from going to the garbage dump

37. A survey shows shoppers today are getting more concerned about energy conservation and environmental protection when deciding what to buy.

一项调查显示,如今的购物者在决定购买什么时越来越关注节能和环境保护。

【答案】 C 段 (强锚点)

【锚点】 A survey + 节能环保购物

【定位】 At the same time, surveys on consumers in the U.S. and the U.K. show that they also care about minimizing energy use and reducing waste.

与此同时，针对美国和英国消费者的调查显示，他们也关心尽量减少能源使用和减少废弃物。

【改写】 A survey shows shoppers today are getting more concerned ↔

surveys on consumers in the U.S. and the U.K. show that they also care about

survey/show/care about 原样复现

energy conservation ↔ minimizing energy use

节约能源 = 最小化能源使用

environmental protection ↔ reducing waste

上位概念与下位行为

when deciding what to buy ↔

When choosing what products to buy and which brands to buy from

买什么 = 购物决策语境

38. Companies can build customer loyalty by creating a positive culture of environmental awareness.

公司可以通过创造积极的环保意识文化来建立客户忠诚度。

【答案】 M 段 (强锚点)

【锚点】 customer loyalty + culture of environmental awareness

【定位】 By creating more awareness around your efforts to reduce waste, and by developing a culture of responsibility, repair, and reuse, you can build customer loyalty based on shared values and responsibilities.

通过让人们更关注你们减少废弃的努力，并培养一种以责任、修补和再利用为内核的文化，你可以基于共同的价值观与责任来建立客户忠诚度。

【改写】 build customer loyalty ↔ build customer loyalty

短语原样复现

creating a positive culture of environmental awareness ↔

creating more awareness around your efforts to reduce waste, and by developing a culture of responsibility, repair, and reuse

上位概念 = 多个具体行为的概括

【辨邻】 E E 段焦点是企业层面 receiving the reputational gains for being environmentally friendly，并未提到培育顾客忠诚度；M 段才是把环保文化与 customer loyalty 直接挂钩的段落。

receiving the reputational gains for being environmentally friendly

39. When companies launch environmental programs, they will have their brand reputation enhanced.

当公司推出环保项目时，他们的品牌声誉会得到提升。

【答案】 E 段 (强锚点)

【锚点】 environmental programs → brand reputation enhanced

【定位】 By offering services to help expand the longevity of their products, they're promising quality and durability to consumers, and receiving the reputational gains for being environmentally friendly.

通过提供帮助延长产品寿命的服务，他们在向消费者承诺品质与耐用性，同时也因环保形象获得了口碑收益。

【改写】 launch environmental programs ↔ **launched environmental programs**

动词与名词短语原样复现

they will have their brand reputation enhanced ↔

receiving the reputational gains for being environmentally friendly

「口碑被提升」=「获得口碑收益」

【辨邻】 **G** G段的口碑提升 This boosts the reputation and image of Adidas 是「针对一家公司的具体结论」，而题干 companies 用复数泛指任何启动环保项目的企业，应当落到总论性的 E 段。

This boosts the reputation and image of Adidas by making people more aware of the company's values

40. One multinational company offers discounts to customers who bring in old footwear to be used as fuel.

一家跨国公司向带来旧鞋类用作燃料的顾客提供折扣。

【答案】 **G** 段（强锚点）

【锚点】 multinational + footwear + discounts + fuel

【定位】 Customers can bring shoes of any brand into an Adidas store to be shredded and turned into alternative fuels for energy creation instead of being burned as trash. They are used to fuel cement ovens. To motivate visitors to bring in more old shoes, Adidas Brazil promotes the program in stores by showing videos to educate customers, and it even offers a discount each time a customer brings in an old pair of shoes.

顾客可以把任意品牌的鞋子带到阿迪达斯门店，鞋子会被粉碎并转化为用于能源生产的替代燃料，而不是被当作垃圾烧掉。这些燃料用于水泥窑供能。为了鼓励顾客带来更多旧鞋，阿迪达斯巴西在门店通过视频做宣传教育顾客，并且每带来一双旧鞋都会给一次折扣。

【改写】 multinational company ↔ **multinational corporation Adidas**

company 与 corporation 同义

offers discounts to customers ↔

offers a discount each time a customer brings in an old pair of shoes

短语原样复现

bring in old footwear ↔ **shoes of any brand 与 brings in an old pair of shoes**

footwear 上位概括 shoes

to be used as fuel ↔ **turned into alternative fuels for energy creation 与 fuel cement ovens**

「用作燃料」=「转化为燃料并烧」

【辨邻】 **K** 段说 DeWalt launched a trade-in program to encourage people to bring back tools, 对象是电动工具而非鞋, 作用是回收材料制造新产品而非作燃料, 跨国身份也未提, 不能与 G 段的四元齐落相比。

By offering instant discounts worth as much as \$100, DeWalt launched a trade-in program to encourage people to bring back tools

41. Recycling used products can help manufacturers reduce production costs.

回收利用旧产品可以帮助制造商降低生产成本。

【答案】 **N** 段 (强锚点)

【锚点】 Recycling used products → reduce production costs

【定位】 Reducing waste by incorporating used materials into production can cut costs and decrease the price of procurement(采购): less to be procured from the outside and more to be re-utilized from the inside.

把使用过的材料纳入生产以减少浪费, 可以降低成本并降低采购价格——外部采购变少、内部再利用变多。

【改写】 Recycling used products ↔ **incorporating used materials into production**

「回收旧产品」=「把使用过的材料并入生产」

reduce production costs ↔ **cut costs and decrease the price of procurement**

动词同义 + 名词上位概括

【辨邻】 **H** 段说金属材料 could be reused, resold, salvaged, or recycled, 强调材料价值; 但并未把「回收 → 制造商生产成本下降」这一因果链明说出来, 因此不是题干的源头段。

Together, the value of these metals is estimated to be about \$52 billion

42. Electronic products contain valuable metals that could be recovered.

电子产品含有可以回收的贵重金属。

【答案】 **H** 段 (强锚点)

【锚点】 Electronic products + valuable metals

【定位】 The materials from e-waste include iron, copper, gold, silver, and aluminum materials that could be reused, resold, salvaged, or recycled.

电子垃圾里的材料包括铁、铜、金、银和铝——这些材料可以被再利用、再出售、回收或循环使用。

【改写】 Electronic products ↔ **discarded electrical and electronic equipment and its parts**

上下位 + 形容词换名词

valuable metals ↔

iron, copper, gold, silver, and aluminum 与 **the value of these metals is estimated to be about \$52 billion**

形容词 valuable = 「估值 520 亿美元」的概括

could be recovered ↔ **could be reused, resold, salvaged, or recycled**

上位动词 recovered = 多个具体动词清单

43. It seems commonly believed that companies are not motivated to prolong their products' lifespan.

人们似乎普遍认为公司没有动力延长其产品的使用寿命。

【答案】 **B** 段（强锚点）

【锚点】 commonly believed + not motivated to prolong lifespan

【定位】 Conventional wisdom would seem to suggest that companies have no incentive to lengthen the life cycle of their products and reduce the revenue they would get from selling new goods.

常识似乎会让人认为：企业没有动力去延长产品的生命周期，因为那会减少他们卖新产品的收入。

【改写】 It seems commonly believed ↔ **Conventional wisdom would seem to suggest**

「commonly believed」与「Conventional wisdom」同义

not motivated to prolong their products' lifespan ↔

have no incentive to lengthen the life cycle of their products

「motivated」= 「have incentive」、 「prolong lifespan」= 「lengthen life cycle」

【辨邻】 **D** 段说 consumers control what happens to a product, 但讨论的是「消费者控制产品命运、把回收负担全压消费者无效」，并未谈及企业是否被激励去延长产品寿命，与题干不对应。

placing the burden of recycling entirely on the consumer is not an effective strategy

44. It is advisable for companies to partner with each other in product recycling.

建议公司在产品回收方面相互合作。

【答案】 **J** 段（强锚点）

【锚点】 advisable + partner with each other in recycling

【定位】 Find partners. If you are a manufacturer who relies on outside distributors, then retailers are the ideal partner for collecting old products. Power tool maker DeWalt partners with companies, such as Lowes and Napa Auto Parts, to collect old tools at their stores for recycling.

寻找合作伙伴。如果你是依赖外部分销商的制造商，那么零售商是收集旧产品的理想伙伴。电动工具制造商德伟特与劳氏、纳帕汽配等公司合作，在它们的门店收集旧工具用于回收。

【改写】 It is advisable for companies to partner with each other ↔

Find partners 与 DeWalt partners with companies, such as Lowes and Napa Auto Parts

建议口吻 vs 段首祈使式建议

in product recycling ↔ **to collect old tools at their stores for recycling**

「in product recycling」= 「for recycling」

【辨邻】 L L 段的小标题是 Start with a trial program, and expect to change the details as you go, 谈的是项目从小规模试点起步、随时调整，并未给出「公司之间合作」的建议，不与题干吻合。

Start with a trial program, and expect to change the details as you go

45. Some businesses have begun to realize it may not be effective to let consumers take full responsibility for recycling.

一些企业已经开始意识到让消费者承担全部责任可能并不有效。

【答案】 **D** 段（强锚点）

【锚点】 not effective + consumers take full responsibility

【定位】 But some companies are realizing that placing the burden of recycling entirely on the consumer is not an effective strategy, especially when tossing something away seems like the easiest and most convenient option.

但一些公司正在意识到：把回收的责任完全压到消费者身上并不是一个有效的策略，尤其是当扔掉东西看起来是最容易、最方便的做法时。

【改写】 Some businesses have begun to realize ↔ **some companies are realizing**
businesses ↔ companies、begun to realize ↔ are realizing

it may not be effective ↔ **is not an effective strategy**

「not effective」原样复现

to let consumers take full responsibility for recycling ↔

placing the burden of recycling entirely on the consumer

「let X take full responsibility」= 「place the burden entirely on X」

【辨邻】 B 段虽然也含「companies + 否定」的元素，但是「常识认为企业没动力」，与题干的「企业自己意识到把责任压消费者无效」主语不同、论点也不同，因此不是源头段。

Conventional wisdom would seem to suggest that companies have no incentive to lengthen the life cycle of their products

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 用全球与美国的垃圾数据开篇，点明消费者很浪费这一问题的规模。

信息指纹 全球垃圾数据

B 指出常识认为企业没有动力延长产品寿命，但越来越多公司因原材料涨价和环保意识开始关注减少消费废弃。

信息指纹 常识假设与逆转动因

C 通过对 54 个全球品牌和英美消费者的调查，说明购物者越来越关注可持续生活方式、节能与减废。

信息指纹 54 个品牌调查

D 指出把回收负担全压在消费者身上并不有效，因为扔掉对消费者最省事。

信息指纹 把责任全压消费者无效

E 服装、鞋类、电子等行业的零售商与制造商推出环保项目，通过延长产品寿命来兼顾环保、品质口碑和环保美誉度。

信息指纹 环保项目带来美誉

F 用瑞典 Nudie Jeans 和户外品牌 Patagonia 两个例子，说明企业通过修补旧衣延长产品寿命，既环保又让消费者获得更多价值。

信息指纹 Nudie Jeans 与 Patagonia 修补

G 巴西阿迪达斯自 2012 年起开展 Sustainable Footprint 项目，回收各品牌旧鞋粉碎做水泥窑替代燃料，并以折扣鼓励顾客交旧鞋。

信息指纹 Adidas 巴西旧鞋折扣换燃料

H 聚焦电子垃圾：给出 2014 年全球与欧美的电子垃圾吨位、可回收金属的总价值，并提到 Best Buy、Samsung 的回收项目。

信息指纹 电子垃圾里的贵金属

I 承上启下，宣告下文要给「想减少废弃的公司」列出建立回收型客户关系的几条第一步。

信息指纹 过渡：给出几条第一步

J 第一条建议：寻找合作伙伴；以 DeWalt 与 Lowes、Napa Auto Parts 合作回收旧电动工具为例，说明不同企业可联手做回收。

信息指纹 Find partners 与 DeWalt 合作

K 第二条建议：制造激励；以 DeWalt 用最高 100 美元的以旧换新折扣鼓励承包商交回旧工具为例。

信息指纹 Create incentives 与以旧换新

L 第三条建议：从试点项目开始、做好不断调整的准备；以 Best Buy 因竞争对手不做回收而调整电视回收收费为例。

信息指纹 Start with a trial program

M 第四条建议：与顾客共建集体价值观文化；通过营造责任、修补、再利用的文化来培育基于共同价值的客户忠诚度。

信息指纹 Build a culture 与客户忠诚

N 总结性归纳：把使用过的材料纳入生产可以降低成本、降低采购价格，举例只是冰山一角。

信息指纹 降低生产与采购成本

12 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。

Yet, more and more businesses are thinking about how to reduce consumer waste.

B段，第2句

现在进行时加宾语从句的组合在四六级和考研阅读中较为常见,尤其是描述当前趋势或变化的语境。"疑问词 + 不定式" 作宾语的结构也是典型句式。但本句结构相对简单,不及多重从句或复杂修饰的长难句更具代表性。

When choosing what products to buy and which brands to buy from, more and more consumers are looking into sustainability.

C段，第1句

覆盖多种成分类型：主语、谓语、宾语、时间状语，且宾语从句采用疑问词加不定式结构，并列连接两个宾语从句。练习价值较高，尤其适合训练宾语从句识别和并列结构划分。

The company even provides mail-order repair kits and online videos, so that customers can learn how to fix a pair of jeans at home.

F段，第3句

"so that" 引导目的状语从句是四六级和考研阅读中的高频句式,从句内嵌套 "how to" 结构也是典型搭配,整体结构具有较强的代表性和复用价值

They are used to fuel cement ovens.

G段，第3句

被动语态 + 不定式表目的是四六级和考研阅读中常见的句式,具有一定代表性,掌握后可迁移到类似结构,但本句过于简洁,未涉及更复杂的常考变体。

To motivate visitors to bring in more old shoes, Adidas Brazil promotes the program in stores by showing videos to educate customers, and it even offers a discount each time a customer brings in an old pair of shoes.

G段，第4句

句子结构是四六级和考研真题中常见的典型句式:主句包含并列谓语,搭配目的状语、方式状语和时间状语从句,整体呈现“为了某目的,主体做某事并做某事,当某条件发生时”的逻辑框架。不定式作目的状语、“by + 动名词”表示方式、“each time”引导时间状语从句,都是考试中高频出现的结构。这种句式在说明文和议论文中广泛使用,掌握后可以大量复用到类似的因果、目的、条件关系的句子中。虽然不是最复杂的长难句,但代表性较强。

For other companies interested in reducing waste, helping the environment, and providing the sustainable lifestyles that consumers seek, here are some first steps for building a relationship with customers that focuses on recycling and restoring value to products.

I段，第1句

主句倒装结构可练习识别真正主语,两个定语从句分别涉及关系代词作宾语和作主语的情况,主语部分含长修饰语,覆盖主谓宾、定语从句、状语等多种成分,且有倒装这一易错点,训练价值较高。

Environmental conscientiousness isn't always enough to make customers recycle old goods.

K段，第2句

“主系表 + 不定式短语”和“enough to do”都是常见句式，在四六级和考研阅读中有一定代表性，掌握后有中等迁移价值。

For instance, DeWalt discovered that many contractors were holding on to their old tools, even if they no longer worked, because they were expensive purchases and it was hard to justify bringing them in to recycle.

K段，第3句

本句结构典型、成分丰富、时态适中，包含多个常见考点（宾语从句、状语从句嵌套、形式主语、过去进行时）；主干识别有一定挑战但不至于过难；作为结构与时态训练材料，性价比较高，值得优先练习。

As a result, DeWalt now reuses those materials to create new products.

K段，第5句

主谓宾 + 不定式作目的状语是英语中常见的基础句式，在四六级和考研阅读中经常出现，具有一定代表性，但因过于简单，不是真题中最典型的长难句结构。

Maybe you see low customer participation at first, or conversely, so much success that the cost of recycling becomes too high.

L段，第3句

本句涵盖主谓宾基本结构、并列宾语、时间状语、方式状语、结果状语从句中的主系表结构，成分种类较为丰富。特别是 "or" 连接的并列宾语和 "so ... that ..." 结构是常见易错点，适合作为成分划分练习。

Best Buy, for instance, has been bearing the lion's share of e-waste volume since two of its largest competitors, Amazon and Wal-mart, do not have their own recycling programs.

L段，第4句

主句+since引导的原因状语从句是四六级和考研阅读中的高频句式，现在完成进行时也是常考时态，同位语结构常见于长难句，整体结构具有较强的典型性和迁移价值。

Companies play a big role in creating a circular economy, in which value is generating less from extracting new resources and more from getting better use out of the resources we already have—but they must also get customers engaged in the process.

O段，第1句

成分丰富且含多个训练价值点:第一主句涉及主谓宾加双层定语(介词短语定语和从句定语);非限制性定语从句包含并列状语结构,需区分less from和more from的对比搭配;第二主句涉及情态动词谓语、宾语、宾补的识别。此外还涉及定语从句中省略关系代词的情况,以及形式复杂的状语辨析,训练价值高。

HIGH-FREQUENCY • 真题高频词

本篇出现的 140 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。

customer A2

n. 顾客, 客户

本篇19次 · 真题 87 句

product A2

n. 产品

本篇16次 · 真题 271 句

consumer B1

n. 消费者

本篇15次 · 真题 165 句

reduce B1

v. 减少, 降低 (数量、大小、程度等)

本篇8次 · 真题 138 句

material B1

n. 材料

本篇6次 · 真题 66 句

recycling B1

n. 回收利用

本篇6次 · 真题 15 句

recycle B1

v. 回收利用 (废品)

本篇6次 · 真题 12 句

environmental B1

adj. 环境的

本篇5次 · 真题 112 句

partner B1

n. 伴侣

本篇5次 · 真题 39 句

launch B1

v. 推出

本篇4次 · 真题 56 句

brand B1

n. 品牌, 商标

本篇4次 · 真题 37 句

clothing A2

n. 衣服

本篇4次 · 真题 26 句

billion B1

num. 十亿 (1,000,000,000)

本篇3次 · 真题 74 句

responsibility B1

n. 责任

本篇3次 · 真题 69 句

fuel B1

n. 燃料

本篇3次 · 真题 60 句

electronic B1

adj. 电子的

本篇3次 · 真题 43 句

manufacturer B2

n. 制造商

本篇3次·真题 33 句

sustainable B2

adj. 可持续的

本篇3次·真题 32 句

discount B1

n. 折扣; 减价

本篇3次·真题 12 句

would A1

aux. (will 的过去式) 将要, 会

本篇2次·真题 568 句

less A1

det. 较少的

本篇2次·真题 273 句

benefit B1

n. 好处

本篇2次·真题 244 句

relationship B1

n. 关系

本篇2次·真题 168 句

million A2

num. 一百万

本篇2次·真题 126 句

resource B1

n. 资源

本篇2次·真题 119 句

quality A2

n. 质量

本篇2次·真题 112 句

effective B1

adj. 有效的, 起作用的

本篇2次·真题 94 句

realize B1

v. 意识到, 认识到

本篇2次·真题 64 句

production B1

n. 生产

本篇2次·真题 58 句

concerned B1

adj. 担心的

本篇2次·真题 43 句

lifestyle B1

n. 生活方式

本篇2次·真题 43 句

interested A1

adj. 感兴趣的

本篇2次·真题 41 句

generate B2

v. 产生, 引起 (结果、反应等)

本篇2次 · 真题 39 句

estimate B2

v. 估计

本篇2次 · 真题 36 句

instance B2

n. 例子

本篇2次 · 真题 35 句

aware A2

adj. 知道的

本篇2次 · 真题 34 句

awareness B2

n. 意识

本篇2次 · 真题 33 句

incentive B2

n. 激励

本篇2次 · 真题 33 句

chain B1

n. 链条

本篇2次 · 真题 32 句

retailer B2

n. 零售商

本篇2次 · 真题 32 句

reputation B2

n. 名声

本篇2次 · 真题 30 句

fee B1

n. 费用

本篇2次 · 真题 24 句

partly B1

adv. 部分地

本篇2次 · 真题 18 句

loyalty B2

n. 忠诚

本篇2次 · 真题 10 句

lifespan B2

n. 寿命

本篇2次 · 真题 8 句

likely A2

adj. 很可能的

本篇1次 · 真题 228 句

better A1

adj. 更好的 (good 的比较级)

本篇1次 · 真题 205 句

focus B1

n. 重点

本篇1次 · 真题 200 句

positive B1

adj. 积极的

本篇1次 · 真题 144 句

online A2

adj. 在线的

本篇1次 · 真题 139 句

power A2

n. 权力

本篇1次 · 真题 128 句

base A2

n. 基础

本篇1次 · 真题 126 句

process B1

n. 过程

本篇1次 · 真题 126 句

opportunity B1

n. 机会

本篇1次 · 真题 115 句

average A2

adj. 平均的

本篇1次 · 真题 112 句

policy B1

n. 政策

本篇1次 · 真题 103 句

support A2

v. 支持

本篇1次 · 真题 103 句

economy B1

n. 经济

本篇1次 · 真题 102 句

performance B1

n. 表演

本篇1次 · 真题 98 句

according B1

prep. 根据

本篇1次 · 真题 96 句

gain B1

v. 获得;赢得

本篇1次 · 真题 96 句

account A2

n. 账户

本篇1次 · 真题 93 句

promote B2

v. 促进

本篇1次 · 真题 82 句

financial B2

adj. 财政的

本篇1次 · 真题 79 句

due B1

adj. 预期的

本篇1次·真题 70 句

seek B1

v. 寻找

本篇1次·真题 70 句

engage B2

v. 参与;从事

本篇1次·真题 68 句

strategy B2

n. 策略

本篇1次·真题 63 句

specific B2

adj. 具体的

本篇1次·真题 59 句

aim B1

v. 瞄准

本篇1次·真题 57 句

image A2

n. 形象, 印象

本篇1次·真题 57 句

boost B2

v. 提高

本篇1次·真题 55 句

purchase B1

v. 购买

本篇1次·真题 55 句

principle B2

n. 原则, 准则

本篇1次·真题 54 句

contain B1

v. 包含, 含有

本篇1次·真题 52 句

rely B1

v. 依赖;依靠

本篇1次·真题 51 句

aspect B2

n. 方面

本篇1次·真题 50 句

option B1

n. 选择

本篇1次·真题 48 句

detail B1

n. 细节

本篇1次·真题 46 句

demonstrate B2

v. 证明

本篇1次·真题 45 句

currently B1

adv. 目前, 当前

本篇1次·真题 42 句

protection B1

n. 保护

本篇1次·真题 42 句

alternative B2

n. 可供选择的事物

本篇1次·真题 41 句

expand B2

v. 扩大;扩展;增长

本篇1次·真题 40 句

responsible B1

adj. 负责的

本篇1次·真题 40 句

conventional B2

adj. 传统的

本篇1次·真题 39 句

ideal B2

adj. 理想的

本篇1次·真题 38 句

recover B1

v. 恢复健康

本篇1次·真题 35 句

giant B1

adj. 巨大的

本篇1次·真题 34 句

preserve B2

v. 保护

本篇1次·真题 34 句

motivate B2

v. 激励

本篇1次·真题 33 句

enhance B2

v. 提高

本篇1次·真题 32 句

firm B1

adj. 坚固的

本篇1次·真题 32 句

perceive B2

v. 理解, 领悟 (某事的性质或意义)

本篇1次·真题 32 句

valuable B1

adj. 贵重的

本篇1次·真题 32 句

transform B2

v. 使彻底改变;使转变

本篇1次·真题 30 句

entirely B1

adv. 完全地

本篇1次·真题 29 句

decrease B1

v. 减少, 降低

本篇1次·真题 28 句

extend B1

v. 延伸, 延长

本篇1次·真题 28 句

increasing B1

adj. 越来越多的

本篇1次·真题 26 句

component B2

n. 组成部分

本篇1次·真题 25 句

revenue B2

n. (公司、组织的) 收入, 收益

本篇1次·真题 25 句

conservation B2

n. 保护

本篇1次·真题 24 句

leading B1

adj. 最重要的

本篇1次·真题 24 句

incorporate B2

v. 包含

本篇1次·真题 23 句

oppose B2

v. 反对

本篇1次·真题 21 句

trial B2

n. 审判, 审讯

本篇1次·真题 21 句

volume B1

n. 音量

本篇1次·真题 21 句

corporation B2

n. 公司, 企业 (尤指大型的、有限责任的)

本篇1次·真题 20 句

creation B2

n. 创造

本篇1次·真题 20 句

developed B1

adj. 发达的

本篇1次·真题 20 句

wisdom B2

n. 智慧

本篇1次·真题 20 句

burden B2

n. 负担

本篇1次·真题 19 句

justify B2

v. 证明...有道理

本篇1次·真题 19 句

collective B2

adj. 集体的

本篇1次·真题 17 句

enormous B1

adj. 巨大的

本篇1次·真题 17 句

sustainability C1

n. 可持续性

本篇1次·真题 17 句

cycle B1

n. 循环

本篇1次·真题 16 句

tip A2

n. 小费

本篇1次·真题 16 句

competitor B1

n. 竞争者

本篇1次·真题 15 句

dump B1

v. 倾倒

本篇1次·真题 15 句

minimize B2

v. 使减少到最低限度

本篇1次·真题 15 句

educate B2

v. 教育

本篇1次·真题 13 句

equipment B1

n. 设备

本篇1次·真题 13 句

instant B1

n. 瞬间, 刹那

本篇1次·真题 13 句

maker A2

n. 制造者

本篇1次·真题 13 句

modest B2

adj. 谦虚的, 谦逊的

本篇1次·真题 13 句

participation B2

n. 参与

本篇1次·真题 13 句

convenient

B1

adj. 方便的

本篇1次·真题 12 句

outdoor

A2

adj. 户外的, 室外的

本篇1次·真题 12 句

philosophy

B2

n. 哲学

本篇1次·真题 12 句

raw

B1

adj. 未加工的

本篇1次·真题 12 句

restore

B2

v. 恢复, 使复原

本篇1次·真题 12 句

commonly

B1

adv. 通常, 常常

本篇1次·真题 11 句

engine

A2

n. 发动机, 引擎

本篇1次·真题 11 句

extract

B2

v. 提取

本篇1次·真题 11 句

longevity

C1

n. 长寿

本篇1次·真题 11 句

motivated

B1

adj. 有积极性的

本篇1次·真题 11 句

partnership

B2

n. 合伙关系

本篇1次·真题 11 句

shopper

A2

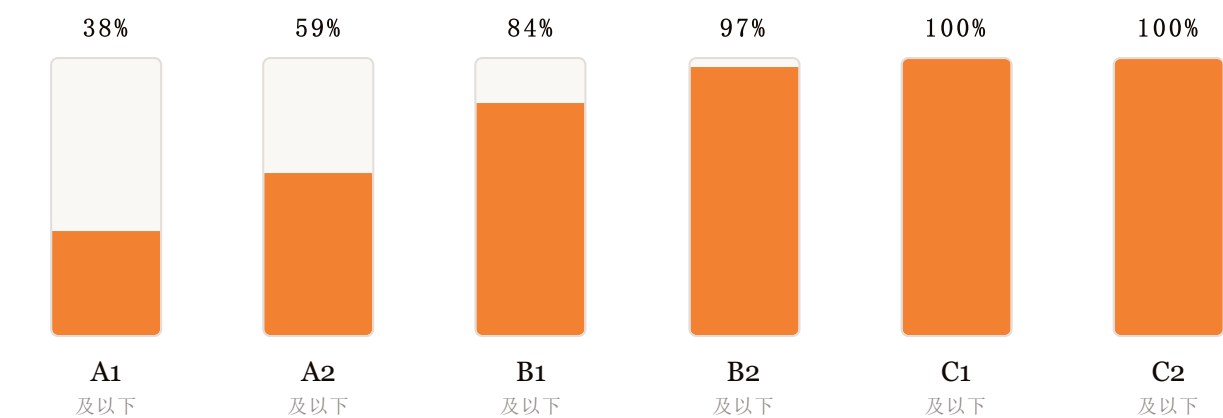
n. 购物者

本篇1次·真题 9 句

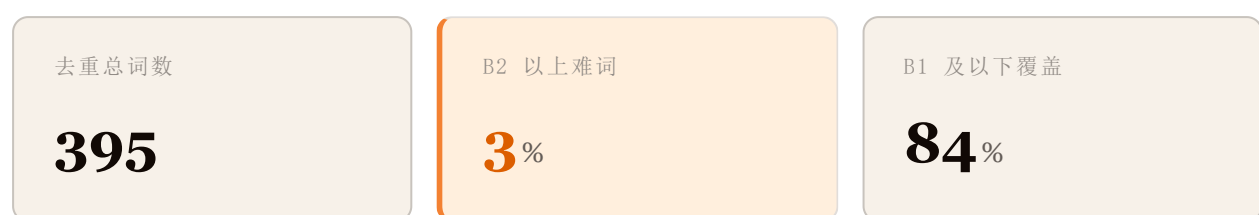
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全文去重后共 **395** 个单词, 按欧框 CEFR 等级统计。每根柱表示「该等级及以下」的累积占比 (CDF), 最右一柱为 100%。B2 以上 (C1/C2) 为高阶词, 本篇共 13 个·约 3%。



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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 →
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Part IV	汉译英（段落翻译）	题目解析 →