

高中英语真题:2014 高考英语阅读理解精品训练

(4) 及答案解析

A

(2011·东北三省四市联考,B)

You're in a department store and you see a couple of attractive young women looking at a sweater. You listen to their conversation: "I can't believe it

Lorenzo Bertolla! They are almost impossible to find. Isn't it beautiful? And it's a lot cheaper than the one Sara bought in Rome."

They leave and you go over to see this incredible sweater. It's nice and the price is right. You've never heard of Lorenzo Bertolla, but those girls looked really stylish. They must know. So you buy it. You never realize that those young women are employees of an advertising agency. They are actually paid to go from store to store, talking loudly about Lorenzo Bertolla clothes. Every day we notice what people are wearing, driving and eating. If the person looks cool, the product seems cool, too. This is the secret of undercover marketing. Companies from Ford to Nike are starting to use it.

Undercover marketing is important because it reaches people that don't pay attention to traditional advertising. This is particularly true of the MTV generation consumers between the age of 18 and 34. It's a golden group. They have a lot of money to spend but they don't trust ads. So advertising agencies hire young actors "performing" in bars and other places where young adults go. Some people might call this practice misleading, but marketing executive Jonathan Ressler calls it creative look at traditional advertising. Its effectiveness is decreasing. It's true because everyone knows an ad is trying to persuade you to buy something. However, you don't know when a conversation you overhear is just a performance.

本文是说明文。介绍了一种新的很有创意的开发市场的广告形式。

1. The two attractive young women were talking so as to _____.

- A. get the sweater at a lower price
- B. be heard by people around
- C. be admired by other shoppers
- D. decide on buying the sweater

答案：B。事实细节题。由第二段可知，她们其实是商家请的广

告职员，目的就是通过大声讨论商品吸引顾客对其商品的关注和兴趣，故选 B。

2. Lorenzo Bertolla is _____.

- A. a very popular male singer B. an advertising agency
C. a clothing company in Rome D. the brand name of clothes

答案：D。事实细节题。由第一段中的 looking at a sweater 和第二段最后的 Lorenzo Bertolla clothes 可知，这是一个服装品牌。

3. What can we infer from the passage?

- A. Traditional advertising will soon disappear in the market.
B. The MTV generation tends to be more easily influenced by all kinds of ads.
C. That traditional advertising is too direct may lead to its decreasing effectiveness.
D. Undercover marketing will surely be banned soon by the government.

答案：C。推理判断题。由尾段中的

“Look at traditional advertising. Its effectiveness is decreasing.”

可知答案。A 项说法无根据；根据第四段的一、二句可排除 B 项；D 项说法在文中无事实依据，也过于武断，故被排除。

4. Which of the following would be the best title for the passage?

- A. Two Attractive Shoppers B. Lorenzo Bertolla Sweaters
C. Ways of Advertising D. Undercover Marketing

答案：D。主旨大意题。总览文章可知，文章主要讲述了商家雇
请广告员工来吸引顾客的新的广告模式——
undercover marketing 即秘密营销。

(2011·武汉四月调测,B)

When it comes to your skin

there is an extremely important fact that you must keep in mind
:

Your skin is the largest organ of your body. As an obvious re
sult, skin health and maintenance (保

养) is vital. Your skin does everything from protecting you fr

om the elements to assisting you with breathing. Your skin keeps_y

our_body_hydrated and regulates your body's temperature. In t

he end, this really is only the beginning of all of the various

functions that your skin provides to you.

Despite the extreme importance of a person's skin

the reality is that many people simply do not pay much attention to issues relating to the health of their skin. With that in mind, there are some prime tips and pointers that you must always keep in mind when it comes to the health and protection of your skin.

Protection against harmful rays from the sun is one of the most important steps that you need to take. With this in mind it is especially important that you make certain you use solid protection when you go out into the sun.

Your diet also has a direct effect on the health of your skin. One of the most important aspects of your diet in relation to the health of your skin is to make certain that you eat a proper amount of foods that contain the proteins and nutrients necessary for cellular maintenance, repair and regeneration (再生). With this in mind, your skin cells actually rely on a sufficient amount of carbohydrates.

Water is also important to the health of your skin. While you may certainly have heard it before, it actually is true that you should drink at least eight 8-ounce glasses of fresh and pure water every day. There are many health benefits you can get from drinking water daily, including maintaining healthy skin.

Finally, when it comes to the health of your skin today and in the future you should avoid smoking all together. In addition,

u should drink alcohol only in moderation. Both smoking and too much alcohol consumption can negatively affect the health of your skin in significant ways.

皮肤是我们身体最大的器官。本文作者就如何保养皮肤给出了一些实用的建议。

9. The underlined part in the first paragraph probably means _____ .

- A. prevent your body from becoming dry
- B. make your body take in water
- C. let your body keep smooth
- D. have your body stay warm

答案：A。词义猜测题。由上文内容以及常识判断，皮肤在保持身体的水分和温度方面起很大的作用，故画线部分的含义是阻止身体变干燥。

10. How many tips does the writer give to protect the skin?

- A. 3.
- B. 4.
- C. 5.
- D. 6

答案：C。事实细节题。从第3段到第6段，总共给了5条建议(避免太阳曝晒、饮食、喝水、抽烟、饮酒)。

11. Which of the following can help maintain the health of skin?
?

- A. Drink as much water as possible every day.
- B. Use solid protection when going out into the sun.
- C. Never drink alcohol.
- D. Smoke less.

答案：B。事实细节题。由第3段内容可知选B。A中的as much water as possible错误，由尾段可知C、D错误。

12. Which can be used as the title of the passage?

- A. Skin—the Largest Organ of Our Body
- B. Tips for Soft and Smooth Skin
- C. Good Habits and Skin Health
- D. How to Keep Our Skin Healthy

答案：D。主旨大意题。文章前两段叙述了皮肤对身体的重要性，第3段到第6段介绍了如何保养皮肤的一些建议，故选D。A范围太大；B是如何使皮肤柔软光滑的建议；C是好习惯和皮肤健康的关系。

第**套

完形填空（共20小题；每小题1.5分，共30分）

阅读下面短文，掌握其大意，从每题所给的 A、B、C、D 四个选项中，选出最佳选项，并在答题卡上将该项涂黑。

Inspiration

“Mama, when I grow up, I'm going to be one of those!” I said this as after seeing the Capital Dancing Company perform when I was three. It was the first time that my face took on a vivid form and acted as something important to start my training. As I grew older and was ten to more, my interests in the world of dance varied but that little dream of someday becoming a member of the company never left me. In the summer of 2005 when I was 18, I received the phone call which made that dream a reality; I became a member of the company back to 1925.

As I look back on that day now, it surely has any sense of reality.

I believe I stayed in a state of pleasant disbelief as I went day through rehearsals (排

练) on my first day. I never actually had to get the job. After I offered the position, I was completely satisfied. I remember shaking with excitement.

Though I was absolutely thrilled with the change, it did not come without its fair share of challenges. Through the strict rehearsal schedule of dancing six days a week, I found it vital to keep up the mental fast with every last bit of concentration. It is that extreme attention to detail (细

41. A. bouncing B. dating C. turning D. tracking
42. A. lacks B. adds C. makes D. brings
43. A. while B. since C. until D. when
44.
A. Cared B. Expected C. Asked D. Decided
45.
A. motivated B. relaxed C. convinced D. astonished
46.
A. challenges B. profits C. advantages D. adventures
47. A. put B. mix C. build D. pick
48.
A. Attention B. association C. attraction D. adaptation
49. A. apart B. aside C. off D. back
50. A. over B. by C. with D. beyond
51.
A. function B. meaning C. expression D. usage
52.
A. boundaries B. problems C. barriers D. efforts
- 53.

A. necessary B. perfect C. proper D. possible

54.

A. talent B. honor C. potential D. responsibility

55.

A. victory B. trend C. tradition D. desire

【答案及解析】

36. C. 梦想，在第 39 题之前也有提到，前后呼应。

37. C. 固定搭配，expose to, 引申为越来越多的接触到 dancing。

38. B. 随着作者年龄的增长，接触的食物越来越多，兴趣发生了变化，用 certainly

39. D. 前后线索。

40. D. 梦想成为现实。

41. B. 固定搭配，date back to 追溯至。

42. A. 作者不相信自己已经被录取了，缺少现实感。

43. C. 直到自己身处培训之前，都不敢相信自己被录取了，用 until

44. B. 我从未期望得到这份工作，用 expected。

45. D. 由 shaking with excitement 联系到此空为“吃惊”的含义。

46. A. 之后面临着许多挑战，用 challenge。

47. D. pick up 固定搭配，表示学习。

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