

## 2023 年全国硕士研究生招生考试（英语一）参考答案及解析

### Section I Use of English

Caravanserais were roadside inns that were built along the Silk Road in areas including China, North Africa and the Middle East. They were typically \_\_1\_\_ outside the walls of a city or village and were usually funded by governments of \_\_2\_\_.

This word “Caravanserais” is a \_\_3\_\_ of the Persian word “karvan”, which means a group of travellers or a caravan, and seray, a palace or enclosed building. The Persian caravan was used to \_\_4\_\_ groups of people who travelled together across the ancient network for safety reasons, \_\_5\_\_ merchants, travellers or pilgrims.

From the 10th century onwards, as merchant and travel routes become more developed, the \_\_6\_\_ of the Caravanserais increased and they served as a safe place for people to rest at night. Travellers on the Silk Road \_\_7\_\_ possibility of being attacked by thieves or being \_\_8\_\_ to extreme conditions. For this reason, Caravanserais were strategically placed \_\_9\_\_ they could be reached in a day’s travel time.

Caravanserais served as an informal \_\_10\_\_ point for the various people who travelled the Silk Road. \_\_11\_\_, those structures became important centers for culture \_\_12\_\_ and interaction, with travelers sharing their cultures, ideas and beliefs, \_\_13\_\_ talking knowledge with them, greatly \_\_14\_\_ the development of several civilizations.

Caravanserais were also an important marketplace for commodities and \_\_15\_\_ in the trade of goods along the Silk Road. \_\_16\_\_, it was frequently the first stop merchants looking to sell their wares and \_\_17\_\_ supplies for their own journeys. It is \_\_18\_\_ that around 120000 to 15000 caravanserais were built along the Silk Road, \_\_19\_\_ only about 3000 are known to remain today, many of which are in \_\_20\_\_.

- |                       |                 |                  |                 |
|-----------------------|-----------------|------------------|-----------------|
| 1. A. displayed       | B. occupied     | C. located       | D. equipped     |
| 2. A. privately       | B. regularly    | C. respectively  | D. permanently  |
| 3. A. definition      | B. transition   | C. substitution  | D. combination  |
| 4. A. classify        | B. record       | C. describe      | D. connect      |
| 5. A. apart from      | B. instead of   | C. such as       | D. along with   |
| 6. A. construction    | B. restoration  | C. impression    | D. evaluation   |
| 7. A. doubted         | B. faced        | C. accepted      | D. reduced      |
| 8. A. assigned        | B. subjected    | C. accustomed    | D. opposed      |
| 9. A. so that         | B. even if      | C. now that      | D. in case      |
| 10. A. talking        | B. starting     | C. breaking      | D. meeting      |
| 11. A. by the way     | B. on occasion  | C. in comparison | D. As a result  |
| 12. A. heritage       | B. revival      | C. exchange      | D. status       |
| 13. A. with regard to | B. in spite of  | C. as well as    | D. in line with |
| 14. A. completing     | B. influencing  | C. resuming      | D. pioneering   |
| 15. A. aided          | B. invested     | C. failed        | D. competed     |
| 16. A. Rather         | B. Indeed       | C. otherwise     | D. However      |
| 17. A. go in for      | B. stand up for | C. lose in on    | D. stock up on  |
| 18. A. believed       | B. predicted    | C. recalled      | D. implied      |
| 19. A. until          | B. because      | C. unless        | D. although     |
| 20. A. ruins          | B. debt         | C. fashion       | D. series       |

【1】C. located 后面 outside the walls of a city or village 表示位置 只有 located 可以后接地址，表示坐落在……地方

【2】A privately 此处副词修饰前面的 fund，带入只有 privately 私下资助更为合理

【3】 D. combination 空后面接了 of the Persian word “karvan” 和 and seray, a palace or enclosed building 表示是这两个词的结合体词为 combination，



【4】C. describe 根据上一句对词 Caravanserais 的解释，这一句也是表示同义方向的内容，用来解释 The Perm caravan，这里只有描述这个词可以表达词义。

【5】C. such as groups of people 是前面的大范畴的名词短语，而空后面 merchants, travellers or pilgrims 为小范畴的内容，所以需要表示列举关系，只有 such as 复合语义。

【6】A. construction 根据第一段第一句表示 Caravanserais ..... were built 可以看到同义句意 the construction of the Caravanserais。

【7】B. faced 前一句讲到 safe place，后面 Travellers ..... possibility of being attacked，这里需要一个动词搭配，带入可知只有旅行者面临被袭击的可能性。

【8】B. subjected 根据 and 的前后语义一致原则，前面提到将面临袭击，后面也要接贬义色彩的内容，根据搭配 be subjected to 表示 遭受不好的东西 与前面语义色彩一直。

【9】A. so that 前面提到 Caravanserais 被有计划的放置，后面接的是 they could be reached in a day's travel time. 可以看出前后为因果关系，只有 so that 后接结果。

【10】D. meeting Caravanserais 被当作 an informal 非正式的 ..... point 地点，前面讲到人们在旅行日到达这里，所以这里只能是 meeting point 见面的地点。

【11】D. As a result 前后提到 Caravanserais served as an informal meeting point (Caravanserais 被当作一个非正式会面的点)，空格后接 those structures became important centers (这些地方被当作重要的中心)，可以得出前后为因果关系，只有 as a result 可以满足。

【12】C. exchange and 前后词义相近，与 interaction“互动；交往”词义相近的是 exchange“交换；交流”。

【13】C. as well as 文中 独立主格中 with travelers sharing their cultures, ideas and beliefs, ( ) talking knowledge with them 可以看出 sharing cultures, ideas and beliefs 和后面 talking knowledge with them 为并列关系，只有 as well as 符合正确答案。

【14】B. influencing 前面提到 sharing their cultures, ideas and beliefs, as well as talking knowledge with them, 动作 the development of several civilizations. 带入只有 influence 符合语义。

【15】A. aided 前面讲到 Caravanserais were also an important marketplace for commodities 表示一个褒义的色彩, 而 and 后内容需要保持一致, 只有 aided 符合语义色彩。

【16】B. Indeed 前一句讲的是重要市场, 后面句子 it was frequently the first stop merchants looking to sell their wares 也表示售卖商品, 语义一致, 只有 indeed 符合语义。

【17】D. stock up on and 前面讲到商人卖货, 后面空格又接了 supplies 供给只有 stock up on 储存符合文义。

【18】B. predicted 空格后提到 round 120000 to 150000 caravanserais were built, 是一个预估的事情, 所以只能选择 predicted.

【19】D. although 前后语义完全相反, 前后讲 remain 后面讲 ruins, 所以只能选择 although.

【20】A. ruins 前面提到..... remain today 与之在同义语域的只有 in ruins “毁灭, 消失”。

## Section II Reading Comprehension

### Part A

#### Text 1

21. In the first paragraph, the weather in Texas is mentioned to

- A. Forecast a policy shift in Texas school
- B. Stress the consequences of climate change
- C. Indicate the atmosphere at the board meeting
- D. Draw the public's attention to energy shortages

**【21】** C. Indicate the atmosphere at the board meeting 解析：该题为例证题，问在第一段得克萨斯州的天气被提及为了说明什么。文章开头提到得克萨斯州天气变冷最近成为了热议话题，但是州教育董事会的会议热度正高 (but the temperature will be high at the State Board of Education meeting)，因此这里提到得克萨斯州天气是为了来反衬州教育董事会对于天气变化教育讨论的热度。故选 C。

22. what does Quinn think of Hardy?

- A. She exaggerates the existing panic.
- B. She denies the value of scientific work.
- C. She shows no concern for pre-teens.
- D. She expressed self-contradictory view.

**【22】** B. She denies the value of scientific work. 解析：该题为细节题，根据题干中的 Quinn 和 Hardy 定位到第三段。这里提到：大多数科学家和专家强烈反对哈代的观点。Quinn 说：“他们随意地将学者和科学家的职业工作视为另一种被误导的观点。”(They casually dismiss the career work of scholars and scientists as just another misguided opinion.)。因此证明 Quinn 认为 Hardy 否定科学研究的价值。故选 B。

23. The study in paragraph 5 shows that

- A. Climate education is insufficient at the states public schools.
- B. Policymakers have little drive for science education.
- C. Texas is reluctant to rewrite its science textbook.
- D. Environmental teaching in some states lacks supervision.

**【23】** A. Climate education is insufficient at the states public schools. 解析：该题为细节题。根据题干定位到第五段，里面提到由科学家和教师组成的非营利组织——美国国家科学教育中心去年进行了一项研究，研究了全美州立公立学校在科学课上如何应对气候变化，结果给美国只有一半的州给出了 B+ 或更高的评分。



(looking at how state public schools across the country address climate change in science classes, gave barely half of US states a grade B+ or higher)。由此可知有另一半的州对气候变化教育的评价不高，通过打分表示不满，所以显示州立公立学校中的气候教育不足。故选 A。

24. According to Branch, state-level science standards in the US

- A. Call for regular revision.
- B. Require urgent application.
- C. Have limited influence.
- D. Cater to local needs.

**【24】** C. Have limited influence. 解析：该题为细节题。根据题干中的 Branch 和 state-level science standards 定位到第六段。里面提到：在一个将决策权下放给地方学校董事会的国家，制定州级科学标准只是一个有限的基准。(only one limited benchmark in a country). limited benchmark 对应选项当中的 limited influence，由此证明州科学标准影响有限。故选 C。

25. It is implied in the last paragraph that climate change teaching in some schools

- A. Agree to major public demands.
- B. Reflects teachers personal biases.
- C. May misrepresent the energy sector.
- D. Can be swayed by external forces.

**【25】** D. Can be swayed by external forces. 解析：该题为细节题。根据题干信息定位到最后一段。最后一句话提及其中包括由自由主义智库和能源行业协会赞助的教材。(they include materials sponsored by libertarian think-tanks and energy industry associations.)，因此证明气候变化教育会受到外部力量的支配。故选 D。

## Text 2

26. Which of the following is true of New England?

- A. Its housing supply is at a very low level.
- B. Its communities are in need of funding.
- C. Its rental vacancy rate is going up slowly.
- D. Its home prices are under strict control.

**【26】** A Its housing supply is at a very low level 解析：该题为事实细节题，问关于新英格兰哪点是正确的，文中提到：随着房价创纪录的高和历史性的低库存（with record-high home prices and historically low inventory）。所以 Its housing supply is at a very low level 住房供应处于非常低的水平以及 historically low inventory 历史性的低库存是同义替换，故选 A。

27. The bill mentioned in Paragraph 2 was intended to

- A. curb short-term rental speculation.
- B. ensure the supply of cheap housing.
- C. punish illegal dealings in housing.
- D. allow a free short-term rental market.

**【27】** D allow a free short-term rental market 解析：该题为细节题，问第 2 段提到的法案旨在，文中提到：法案将城镇制定限制短期租赁的立法成为非法。（a bill that would've made it illegal for towns to create legislation restricting short-term rentals）。所以该法案不希望限制短期租赁，故选 D。

28. Compared with Castle, Taylor is more likely to support

- A. further investment in local tourism.
- B. an increase in affordable housing.
- C. strict management of real estate agents.

D. a favorable policy for short-term workers.

**【28】** B an increase in affordable housing 解析：该题为细节题，与 Castle 相比，Taylor 更有可能支持，文中提到：没有足够的可负担住房，泰勒说：“雇主很难吸引员工，工人也很难找到住处。”（Without enough affordable housing ..., “employers are having a hard time attracting employees, and workers are having a hard time finding a place to live,” Taylor said）。所以 Taylor 认为需要增加可负担住房，故选 B。

29. What does Horn emphasize in Paragraph 5?

- A. The urgency to upgrade short-term rental facilities.
- B. The efficient operation of the local housing market.
- C. The necessity to stop developers from evading taxes.
- D. The proper procedures for renting out spare houses.

**【29】** C The necessity to stop developers from evading taxes 解析：该题为细节题，在第 5 段中 Horn 强调了什么，文中提到：霍恩说：“我认为问题是，一个开发商如果真的在建造酒店，却把它伪装成不是酒店，难道不应该像酒店一样受到对待、征税和监管吗？”（“I think the question is, shouldn't a developer who's really building a hotel, but disguising it as not a hotel, be treated and taxed and regulated like a hotel?” Horn said.）所以 Horn 认为有必要阻止开发商为了避税和避开监管而在建造酒店的过程中伪装成不是酒店，故选 C。

30. Horn holds that imposing registration requirements is

- A. an irrational decision.
- B. an unnecessary measure.
- C. an unfeasible proposal.
- D. an inadequate solution.



**【30】** D an inadequate solution 解析：该题为细节题，Horn 认为强制执行登记要求是，文中提到：霍恩表示，类似的登记要求可能会让其他陷入困境的城市和城镇受益。然而，解决这个问题的唯一途径是创造更多的住房。（Horn said similar registration requirements could benefit other struggling cities and towns. The only way to solve the issue, however, is by creating more housing.）说明 Horn 认为类似的登记要求其实并不是一个合适的解决方案，故选 D。

### Text 3

31. The author mentions two books in paragraph to present

- A. An ongoing conflict
- B. An intellectual concept
- C. A prevailing sentiment
- D. A literary phenomenon

**【31】** A. An ongoing conflict 解析：该题为例证题。题干问作者提及两本书的目的是什么。例证题论据出现在开头，论点应该往后找，下一句话提到这两本书都将于下周由企鹅兰登书屋出版，该公司目前正与水石书店发生对峙，(Both of these books are published next week by Penguin Random House, a company currently involved in a stand-off with Waterstones.)，因此证明目前出版社和书店正在发生冲突。故选 A。

32. why did Waterstones shops retire PRH books to their relevant sections?

- A. To make them easily noticeable
- B. To comply with PRH's requirement
- C. To respond to PRH's business move
- D. To arrange them in systematic way

**【32】** C. To respond to PRH's business move 解析：该题为细节题。题干问为什么

Waterstones (水石书店) 会把 PRH 的书退到相关的专柜。根据题干信息定位到第二段最后一句。这一段开头提到: 这个问题(31 题中提到的冲突)始于去年年底, 当时企鹅兰登书屋(PRH)证实, 它已经向水石书店推出了“非常高的”信用额度限制。(The problem began late last year, when Penguin Random House confirmed that it had introduced a credit limit with Waterstones “at a very significant level”). 因此证明水石书店把书退回是为了应对 PRH 的信用额度限制。故选 C。

33. what message does the spokesperson for Waterstones seem to convey?

- A. Their customers remain loyal
- B. The credit limit will be removed.
- C. Their stock is underestimated.
- D. The book market is rather slack

**【33】**A. Their customers remain loyal 解析: 该题为细节题。根据题干 spokesperson 定位到第三段第一句。答案句在这一段倒数后两句, 里面提到: “我们的商店现在重新开张了, 我们希望恢复正常, 我们将被允许适当地购物。当然, 我们的商店非常繁忙, 图书销售也非常好。我们 5 月份的月度图书销量超过了 2018 年以来的任何一个月。(Certainly, our shops are exceptionally busy and book sales are very strong. The sales for our May Books of the Month surpassed any month since 2018.”)。说明虽然水石书店收到信贷条款有所减少, 但是图书销量非常好, 印证了他们仍然有忠实的顾客。故选 A。

34. what can be one consequence of the current dispute?

- A. Sales of books by mid-list PRH writers fall off considerably.
- B. Lesser-known PRH writers become the target of criticism
- C. Waterstones staff hesitate to promote big-name author's books.
- D. Waterstones branches suffer a severe reduction in revenue.

**【34】**A. Sales of books by mid-list PRH writers fall off considerably. 解析: 该题为细节题。根据题干当中的 dispute 定位到第四段。第二句提到知名 PRH 作者可能会受到一些影响, 但那些通常依赖水石书店员工热情推广不太知名作家作品的中



游作家，将会祈祷这场纠纷结束。(it's those mid-list authors, who normally rely on Waterstones staff's passion for promoting books by lesser-known writers, who will be praying for an end to the dispute.)。因此能印证居中作家的书籍销量大幅下滑，处于不利地位。故选 A。

35. Which of the following statements best represents Lownie's view?

- A. Small publishers ought to stick together.
- B. Big publishers will lose their dominance.
- C. The publishing industry is having a hard time.
- D. The merger of publishers is a worrying trend.

**【35】D.** The merger of publishers is a worrying trend. 解析：该题为细节题。根据题干当中的 Lownie 定位到倒数第二段。答案句在最后一段：我们将看到，这种多元化(=merger)是否是当前出版商需要足够大的规模来接纳所有来客的牺牲品。作者在担忧是否这种多元化会成为牺牲品(We shall see whether that plurality is a casualty of the current need among publishers to be big enough to take on all-comers.)，因此证明出版商的多元化是一个令人担忧的趋势。故选 D。

#### Text 4

36. According Paragraph 1, the careers of scientists can be determined by

- A. how many citations their works contain.
- B. how many times their papers are cited.
- C. the prestige of the people they work with.
- D. the status they have in scientific circles.

**【36】B** how many times their papers are cited 解析：该题为细节题，问科学家的职业生涯由什么决定，第一段末句提到：科学家的职业生涯及其机构的声誉取决于他们所发表论文的数量和声誉，但更重要的是，这些论文所吸引到的引用。(but even more so on the citations attracted by these papers) 所以职业家的生涯最关键的因素是他们论文被引用的次数。

37. The support service consultancies tend to



- A. recommend journals to their clients.
- B. list citation patterns for their clients.
- C. ask authors to include extra citations.
- D. advise contributors to cite each other.

**【37】** C ask authors to include extra citations 解析：该题为细节题，问支持服务的咨询公司往往会，文中提到：提供支持服务的咨询公司有时会建议撰稿人在他们的文章和同事的文章中添加一些引文。（support service consultancies ... sometimes advise contributors to add a number of citations to their articles and the articles of colleagues）。include extra citations 是 add a number of citations 的同义替换，故选 C。

38. The function of the “milk cow” journals is to
- A. boost citation counts for certain authors.
  - B. help scholars publish articles at low cost.
  - C. instruct first-time contributors in citation.
  - D. increase the readership of new journals.

**【38】** A boost citation counts for certain authors 解析：该题为细节题，问“奶牛”期刊的作用是什么，文中提到：这些期刊可以像奶牛一样，每期的每篇文章都可以引用一篇特定的论文或一系列论文。（These journals can act as milk cows where every single article in an issue may cite a specific paper or a series of papers）。每期的每篇文章都可以引用特定或者一系列论文，也就是为某些作者增加引用次数，故选 A。

39. What can be learned about Scopus from the last two paragraphs?
- A. It fosters competition among citation providers.
  - B. It has the capability to identify suspicious citations.

C. It hinders the growth of “international” journals.

D. It is established to prevent citation manipulation.

**【39】** B It has the capability to identify suspicious citations 解析：该题为推理细节题，问从最后两段中可以得知 Scopus，文中提到：Scopus 本身拥有检测这种弊端所需的所有数据。（Scopus itself has all the data necessary to detect this malpractice）。这里 B 项 identify suspicious citations（发现可疑的引用）和原文 detect this malpractice（发现这种不当行为）是同义替换，故选 B。

40. What should an author do to deal with citation manipulators?

A. Take legal action.

B. Demand an apology.

C. Seek professional advice.

D. Reveal their misconduct.

**【40】** D Reveal their misconduct 解析：该题为细节题，问作者应该如何处理引文操纵者，文中提到：当编辑、审稿人或支持服务机构要求你添加不适当的参考文献时，不要强迫自己，并将请求报告给期刊。（when an editor, a reviewer, or a support service asks you to add inappropriate references, do not oblige and do report the request to the journal）。这里 D 项 reveal their misconduct（揭露他们的不当行为）和原文 do report the request to the journal（将请求报告给期刊）是同义替换，故选 D。

### Part B

[A] This year marks the 150th anniversary of a series of Yellowstone photographs by the renowned landscape photographer William Henry Jackson. He captured the first-ever shots of iconic landmarks such as the Tetons, Old Faithful and the Colorado Rockies. Jackson snapped them on a late 19th-century expedition through the

Yellowstone Basin that was conducted by the head of the U.S. Geological and Geographical Survey of the Territories, Ferdinand V. Hayden. The team included a meteorologist, a zoologist, a mineralogist, and an agricultural statistician.

[B] Two centuries ago, the idea of preserving nature, rather than exploiting it, was a novel one to many U.S. settlers. One of the turning points in public support for land conservation efforts — and recognizing the magnificence of the Yellowstone region in particular — came in the form of vivid photographs.

[C] As an effective Washington operator, Hayden sensed that he could capitalize on the expedition's stunning visuals. He asked Jackson to print out large copies and distributed them, along with reproductions of Moran's paintings, to each member of Congress. "The visualization, particularly those photographs, really hit home that this is something that has to be protected," says Murphy.

[D] Throughout the trip, Jackson juggled multiple cameras and plate sizes using the collodion process that involved coating the plates with a chemical mixture, exposing them and developing the resulting images with a portable darkroom. The crude technique required educated guesses on exposures times, and involved heavy, awkward equipment--several men had to assist in its transportation. Despite these challenges, Jackson captured dozens of striking photos, ranging from majestic images like his now-famous snapshot of Old Faithful, to casual portraits of expedition members at the camp. While veterans of previous expeditions had written at length about stunning sights, these vivid photographs were another thing entirely.

[E] The well-documented Yellowstone journey officially began in Ogden, Utah on June 8, 1871. Over nearly four months, dozens of men made their way on horseback into Montana and traversed along the Yellowstone River and around Yellowstone Lake. That fall, they concluded the survey in Fort Bridger, Wyoming.

[F] Though Native Americans (and later miners and fur trappers) had long



recognized the area's riches, most Americans did not. That's why Hayden's expedition aimed to produce a fuller understanding of the Yellowstone River region, from its hot springs and waterfalls to its variety of flora and fauna. In addition to the entourage of scientists, the team also included artists: Painter Thomas Moran and photographer William Henry Jackson were charged with capturing this astounding natural beauty and sharing it with the world.

[G] The bill proved largely popular and sailed through Congress with large majorities in favor. In quick succession, the Senate and House passed legislation protecting Yellowstone in early 1872.

[H] Perhaps most importantly, these images provided documentary evidence of the park's sights that later made its way to government officials. Weeks after completing the expedition, Hayden collected his team's observations into an extensive report aimed at convincing senators and representatives, along with colleagues at government agencies like the Department of the Interior, that Yellowstone ought to be preserved (and that his department deserved additional funds).

41 A 42 E 43 H 44 45

**【41】 B**

首先排除 AEH 选项，其次，C、D 中出现了 Jackson 非全名，所以排除，F 中出现 Hayden 非全名排除，G the bill 表示前面出现过，排除，H perhaps most importantly, these images 可知前面出现过 images，可排除，答案只能是 B。

**【42】 F**

第二段 A 中出现 The team included..... F 中出现 In addition to the entourage of scientists, the team also..... 根据逻辑关系可知，F 紧跟 A 后，所以答案是 F

**【43】 D**

D 中出现 Throughout the trip 与 E 中的 The well-documented Yellowstone

journey..... 同义复现。以及 D 中出现 images, H 中出现 these images。所以答案是 D

**【44】 C**

He asked Jackson to print out large copies and distributed..... to each member of Congress. 讲到打印出大量得复印品分发给国会, 让国会参与。

**【45】 G**

The bill proved largely popular and sailed through Congress with large majorities in favor. 表示保护最后通过国会的议案, 进行立法。CG 为捆绑选项。

**Part C**

**【46】** AI can also be used to identify the lifestyle choices of customers regarding their hobbies, favourite celebrities, and fashions to provide unique content in marketing messages put out through social media.

考察知识点: 介词短语; 非谓语动词短语

人工智能还可以用来识别客户的生活方式选择, 包括他们的爱好、最喜欢的名人和时尚, 从而在社交媒体上发布的营销信息中提供独特的内容。

**【47】** Some believe that AI is negatively-impacting on the marketer's role by reducing creativity and removing jobs but they are aware that it is a way of reducing costs and creating new information.

考察知识点: 宾语从句; 并列句

一些人认为, 人工智能通过削弱创造力和减少工作岗位, 对营销人员的作用产生了负面影响, 但他们意识到这是一种降低成本和创造新信息的方式。

**【48】** Algorithms used to stimulate human interactions are creating many of these

concerns, especially no-one is quite sure what the outcomes of using AI to interact with customers will be.

考察知识点：过去分词短语；宾语从句

用于刺激人类互动的算法正在产生许多这样的担忧，尤其是没有人能确定使用人工智能与客户互动会带来什么样的结果。

**【49】** If customers are not willing to show data, AI will be starved of essential information and will not be able to function effectively or employ machine learning to improve its marketing content and communication.

考察知识点：条件状语从句

如果客户不愿意显示数据，人工智能将缺乏必要的信息，进而无法有效运作，也无法利用机器学习来改善其营销内容和传播方式。

**【50】** The non-intrusive delivery of the marketing messages in a way that is sensitive to the needs of the target customer is one of the critical challenges to the digital marketer.

考察知识点：宾语从句

以一种对目标客户需求敏感的方式非侵入式地传递营销信息是数字市场营销人员面临的关键挑战之一。

### Section III Writing

#### Part A

**51】 Directions:**

Write a notice to recruit a student for Professor Smith's research project on campus sports activities.

Specify the duties and requirements of the job.



You should write your answer in about 100 words on the ANSWER SHEET.

**Do not** use your own name in the notice; use “Li Ming” instead.(10 points)

### 参考范文

#### Notice

June 10, 2023

A research is to be conducted by Professor Smith, which is on campus sports activities. We hereby issue a notice to recruit a student to assist this job.

The responsibilities and qualifications are as follows. First and foremost, since the project will last two months from July 10, the volunteer student is supposed to be involved in the whole process, including organizing experimental subjects and recording research data. In addition, those students are preferred who master sound knowledge of sports and have participated in former campus sports activities. Moreover, teamwork spirit, diligence and critical thinking are some of the prerequisite qualities for the research work.

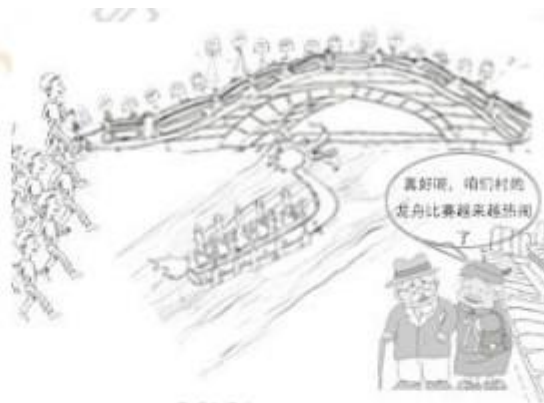
Those who are interested in being volunteers may email us at students' union@university.edu.cn before June 10, 2023.

Li Ming

### Part B

**【52】** Write an essay of 160-200 words based on the picture below. In your essay, you should

- 1) describe the picture briefly,
- 2) interpret the implied meaning, and
- 3) give your comments.



### 参考范文

Here is a picture, interesting and with profound implication. As is vividly depicted in the photo, two elderly people are watching the dragon boat races, which successfully captures our eyes. They are satisfied and delighted to see the growing popularity of Dragon Boat Race with an increasing number of people getting involved. Apparently, what the drawing has subtly conveyed is supposed to be given further analysis.

Actually, the cartoon shows a heated phenomenon, namely, the inheritance of traditional festivals and culture. Theoretically, this issue can be analyzed from several perspectives, but for my part, the following three are of utmost importance. First of all, the comprehensive and continuous development of our economy might exert great influence, which allows residents to lead a full and varied life and participate in festival celebrations. In addition, this situation may exist based on the fact that our country has been sparing no efforts to protect and carry forward traditional festivals and customs. Furthermore, the role of the media is also noteworthy whose publicity and coverage further expand the public's attention to traditional festivals and customs, especially among young people.

Based on the above discussions, we can conclude that traditional Chinese festivals indeed deserve much concern and full-scale consideration. It is highly suggested that all sectors of society make own parts to look forward to the further progress and prosperity of traditional Chinese festivals and culture.