

<<2000-2010考研英语历届真题与>>

图书基本信息

书名：<<2000-2010考研英语历届真题与解析>>

13位ISBN编号：9787512400269

10位ISBN编号：7512400268

出版时间：2010-3

出版单位：北京航空航天大学

作者：张沛 编

页数：207

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

前言

考研英语复习必须有计划、有步骤、有重点地进行。

研究生入学考试的试题一年不同于一年，但题型和测试范围却相对固定并有据可循。

在英语复习中，考生必做的一项工作便是对历届试题反复进行自我测试，同时进行分析和总结，找出出题者的意图和出题规律，熟悉五种出题方法、试题内容范围和结构特点，找到相应的应试技巧，并有计划地做一些模拟试题，这样便能做到在考试中胸有成竹，稳操胜券。

作者本着这个目的，在本书中为考生提供了2000-2010年的考题及详解，帮考生总结出应试规律，从而使考生能够在考试中取得优异的成绩。

<<2000-2010考研英语历届真题与>>

内容概要

《2000-2010考研英语历届真题与解析(非英语专业)》将2000-2010年的考研英语试题汇集在一起,并给出答案与解析,便于考生及英语学习者熟悉考研英语历届真题,掌握英语知识及应用技巧,并在考研中取得优异的成绩。

书籍目录

2010年全国硕士研究生入学统一考试英语（一）试题2010年试题答案与解析2009年全国硕士研究生入学统一考试英语试题2009年试题答案与解析2008年全国硕士研究生入学统一考试英语试题2008年试题答案与解析2007年全国硕士研究生入学统一考试英语试题2007年试题答案与解析2006年全国硕士研究生入学统一考试英语试题2006年试题答案与解析2005年全国硕士研究生入学统一考试英语试题2005年试题答案与解析2004年全国硕士研究生入学统一考试英语试题2004年试题答案与解析2003年全国硕士研究生入学统一考试英语试题2003年试题答案与解析2002年全国硕士研究生入学统一考试英语试题2002年试题答案与解析2001年全国硕士研究生入学统一考试英语试题2001年试题答案与解析2000年全国硕士研究生入学统一考试英语试题2000年试题答案与解析

章节摘录

In his book *The Tipping Point*, Malcolm Gladwell argues that "social epidemics" are driven in large part by the actions of a tiny minority of special individuals, often called influentials, who are unusually informed, persuasive, or well connected. The idea is intuitively compelling, but it doesn't explain how ideas actually spread.

The supposed importance of influentials derives from a plausible-sounding but largely untested theory called the "two-step flow of communication": Information flows from the media to the influentials and from them to everyone else. Marketers have embraced the two-step flow because it suggests that if they can just find and influence the influentials, those select people will do most of the work for them. The theory also seems to explain the sudden and unexpected popularity of certain looks, brands, or neighborhoods. In many such cases, a cursory search for causes finds that some small group of people was wearing, promoting, or developing whatever it is before anyone else paid attention. Anecdotal evidence of this kind fits nicely with the idea that only certain special people can drive trends.

In their recent work, however, some researchers have come up with the finding that influentials have far less impact on social epidemics than is generally supposed. In fact, they don't seem to be required at all. The researchers' argument stems from a simple observation about social influence: With the exception of a few celebrities like Oprah Winfrey—whose outsized presence is primarily a function of media, not interpersonal, influence—even the most influential members of a population simply don't interact with that many others. Yet it is precisely these non-celebrity influentials who, according to the two-step-flow theory, are supposed to drive social epidemics, by influencing their friends and colleagues directly. For a social epidemic to occur, however, each person so affected must then influence his or her own acquaintances, who must in turn influence theirs, and so on, and just how many others pay attention to each of these people has little to do with the initial influential. If people in the network just two degrees removed from the initial influential prove resistant, for example, the cascade of change won't propagate very far or affect many people. Building on the basic truth about interpersonal influence, the researchers studied the dynamics of social influence by conducting thousands of computer simulations of populations, manipulating a number of variables relating to people's ability to influence others and their tendency to be influenced. They found that the principal requirement for what is called "global cascades"—the widespread propagation of influence through networks—is the presence not of a few influentials but, rather, of a critical mass of easily influenced people.

编辑推荐

《2000-2010考研英语历届真题与解析(非英语专业)》汇总11年全真试题 精心编写答案解析
深入点拨应试技巧

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>