

# 考研英语（一） 2015—2024 年翻译

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## 2015 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Write your answer on the ANSWER SHEET. (10 points)

Within the span of a hundred years, in the seventeenth and early eighteenth centuries, a tide of emigration—one of the great folk wanderings of history—swept from Europe to America. (46) This movement, driven by powerful and diverse motivations, built a nation out of a wilderness and, by its nature, shaped the character and destiny of an uncharted continent.

(47) The United States is the product of two principal forces—the immigration of European peoples with their varied ideas, customs, and national characteristics and the impact of a new country which modified these traits. Of necessity, colonial America was a projection of Europe. Across the Atlantic came successive groups of Englishmen, Frenchmen, Germans, Scots, Irishmen, Dutchmen, Swedes, and many others who attempted to transplant their habits and traditions to the new world. (48) But the force of geographic conditions peculiar to America, the interplay of the varied national groups upon one another, and the sheer difficulty of maintaining old-world ways in a raw, new continent caused significant changes. These changes were gradual and at first scarcely visible. But the result was a new social pattern which, although it resembled European society in many ways, had a character that was distinctly American.

(49) The first shiploads of immigrants bound for the territory which is now the United States crossed the Atlantic more than a hundred years after the 15th-and-16th-century explorations of North America. In the meantime, thriving Spanish colonies had been established in Mexico, the West Indies, and South America. These travelers to North America came in small, unmercifully overcrowded craft. During their six- to twelve-week voyage, they survived on barely enough food allotted to them. Many of the ships were lost in storms, many passengers died of disease, and infants rarely survived the journey. Sometimes storms blew the vessels far off their course, and often calm brought unbearably long delay.

To the anxious travelers the sight of the American shore brought almost inexpressible

relief. Said one recorder of events, "The air at twelve leagues' distance smelt as sweet as a new-blown garden." The colonists' first glimpse of the new land was a sight of dense woods. (50) The virgin forest with its richness and variety of trees was a real treasure-house which extended from Maine all the way down to Georgia. Here was abundant fuel and lumber. Here was the raw material of houses and furniture, ships and potash, dyes and naval stores.

### 参考答案

46. 在各种强大动机推动下的这场迁移，在荒野中开创了一个国家，并且从本质上说，塑造了这片未知大陆的特点与命运。
47. 美国是两种主要力量作用的产物，一是具有不同思想、风俗和民族特点的欧洲各民族的迁入，二是一个改变这些特性的新国家的影响。
48. 但是美洲特有地理条件的效力，不同民族群体间的相互影响，以及在一片荒蛮新大陆上维持旧世界秩序的巨大困难，导致发生了一些意义深远的变化。
49. 在“十五、十六世纪北美大陆探险”过去一百多年后，首批载着移民驶向如今美利坚合众国这片疆土的船只，横穿过了大西洋。
50. 郁郁葱葱、树种繁多的原始森林是座真正的天然宝库，它从缅因州一路延伸到了佐治亚州。

## 2016 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Write your answer on the ANSWER SHEET. (10 points)

Mental health is our birthright. (46) We don't have to learn how to be mentally healthy; it is built into us in the same way that our bodies know how to heal a cut or mend a broken bone. Mental health can't be learned, only reawakened. It is like the immune system of the body, which under stress or through lack of nutrition or exercise can be weakened, but which never leaves us. When we don't understand the value of mental health and we don't know how to gain access to it, mental health will remain hidden from us. (47) Our mental health doesn't really go anywhere; like the sun behind a cloud, it can be temporarily hidden from view, but it is fully capable of being restored in an instant.

Mental health is the seed that contains self-esteem—confidence in ourselves and an ability to trust in our common sense. It allows us to have perspective on our lives—the ability to not take ourselves too seriously, to laugh at ourselves, to see the bigger picture, and to see that things will work out. It's a form of innate or unlearned optimism. (48) Mental health allows us to view others with sympathy if they are having troubles, with kindness if they are in pain, and with unconditional love no matter who they are. Mental health is the source of creativity for solving problems, resolving conflict, making our surroundings more beautiful, managing our home life, or coming up with a creative business idea or invention to make our lives easier. It gives us patience for ourselves and toward others as well as patience while driving, catching a fish, working on our car, or raising a child. It allows us to see the beauty that surrounds us each moment in nature, in culture, in the flow of our daily lives.

(49) Although mental health is the cure-all for living our lives, it is perfectly ordinary as you will see that it has been there to direct you through all your difficult decisions. It has been available even in the most mundane of life situations to show you right from wrong, good from bad, friend from foe. Mental health has commonly been called conscience, instinct, wisdom, common sense, or the inner voice. We think of it simply as a healthy and helpful flow of intelligent thought. (50) As you will come to see, knowing that mental health is always available and knowing to trust it allow us to slow down to the moment and live life happily.

## 参考答案

46. 我们不必学习如何保持心理健康；这种能力与生俱来，正如我们的身体知道如何愈合伤口或长好断骨一样。
47. 心理健康其实不会离我们而去；宛如云朵背后的太阳，虽然可能会暂时从我们的视线中隐去，但它完全能在转瞬间再焕光芒。
48. 心理健康可以让我们在他人遇到困难时心怀同情，遭受痛苦时心怀善意，不论他们是谁，都能给予其无条件的关爱。
49. 尽管心理健康是我们生活的万能良药，但它又再寻常不过，因为你会发现，它一直在那里指引你做出所有艰难的抉择。
50. 你终会明白，懂得心理健康总是可获得的，并懂得信赖它，会让我们放慢脚步活在当下，快乐地生活。

## 2017 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

The growth of the use of English as the world's primary language for international communication has obviously been continuing for several decades. (46) But even as the number of English speakers expands further there are signs that the global predominance of the language may fade within the foreseeable future.

Complex international, economic, technological and cultural changes could start to diminish the leading position of English as the language of the world market, and UK interests which enjoy advantage from the breadth of English usage would consequently face new pressures. Those realistic possibilities are highlighted in the study presented by David Graddol. (47) His analysis should therefore end any self-contentedness among those who may believe that the global position of English is so stable that the young generations of the United Kingdom do not need additional language capabilities.

David Graddol concludes that monoglot English graduates face a bleak economic future as qualified multilingual youngsters from other countries are proving to have a competitive advantage over their British counterparts in global companies and organisations. Alongside that, (48) many countries are introducing English into the primary-school curriculum but British schoolchildren and students do not appear to be gaining greater encouragement to achieve fluency in other languages.

If left to themselves, such trends will diminish the relative strength of the English language in international education markets as the demand for educational resources in languages, such as Spanish, Arabic or Mandarin grows and international business process outsourcing in other languages such as Japanese, French and German, spreads.

(49) The changes identified by David Graddol all present clear and major challenges to the UK's providers of English language teaching to people of other countries and to broader education business sectors. The English language teaching sector directly earns nearly £1.3 billion for the UK in invisible exports and our other education related exports earn up to £10



billion a year more. As the international education market expands, the recent slowdown in the numbers of international students studying in the main English-speaking countries is likely to continue, especially if there are no effective strategic policies to prevent such slippage.

The anticipation of possible shifts in demand provided by this study is significant: (50) It gives a basis to all organisations which seek to promote the learning and use of English, a basis for planning to meet the possibilities of what could be a very different operating environment. That is a necessary and practical approach. In this as in much else, those who wish to influence the future must prepare for it.

## 参考答案

46. 但尽管讲英语的人数在进一步增加，仍有种种迹象表明这一语言的全球主导优势在可预见的未来可能会衰落。
47. 因此，他的分析会终止一些人的自满情绪，这些人可能认为英语的全球地位十分稳固，因而英国的年轻人无需母语以外其他的语言能力。
48. 许多国家正在把英语纳入小学课程，但英国的大、中、小学生却似乎没有得到更多熟练掌握其他语言的鼓励。
49. 大卫·格拉多尔指出的这些变化，明显给“向其他国家的人提供英语教学”的英国个人和组织机构、乃至教育行业广泛的业务部门，都带来了巨大的挑战。
50. 它为追求促进学习英语和使用英语的所有机构提供了一种基础，该基础用于计划应对一个非常不同的操作环境所带来的各种可能。

## 2018 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

Shakespeare's lifetime was coincident with a period of extraordinary activity and achievement in the drama. (46) By the date of his birth Europe was witnessing the passing of the religious drama, and the creation of new forms under the incentive of classical tragedy and comedy. These new forms were at first mainly written by scholars and performed by amateurs, but in England, as everywhere else in western Europe, the growth of a class of professional actors was threatening to make the drama popular, whether it should be new or old, classical or medieval, literary or farcical. Court, school, organizations of amateurs, and the traveling actors were all rivals in supplying a widespread desire for dramatic entertainment; and (47) no boy who went to a grammar school could be ignorant that the drama was a form of literature which gave glory to Greece and Rome and might yet bring honor to England.

When Shakespeare was twelve years old the first public playhouse was built in London. For a time literature showed no interest in this public stage. Plays aiming at literary distinction were written for schools or court, or for the choir boys of St. Paul's and the royal chapel, who, however, gave plays in public as well as at court. (48) But the professional companies prospered in their permanent theaters, and university men with literary ambitions were quick to turn to these theaters as offering a means of livelihood. By the time that Shakespeare was twenty-five, Lyly, Peele, and Greene had made comedies that were at once popular and literary; Kyd had written a tragedy that crowded the pit; and Marlowe had brought poetry and genius to triumph on the common stage—where they had played no part since the death of Euripides. (49) A native literary drama had been created, its alliance with the public playhouses established, and at least some of its great traditions had been begun.

The development of the Elizabethan drama for the next twenty-five years is of exceptional interest to students of literary history, for in this brief period we may trace the beginning, growth, blossoming, and decay of many kinds of plays, and of many great careers. We are amazed today at the mere number of plays produced, as well as by the number of

dramatists writing at the same time for this London of two hundred thousand inhabitants. (50)

To realize how great was the dramatic activity, we must remember further that hosts of plays have been lost, and that probably there is no author of note whose entire work has survived.

## 参考答案

46. 在他出生之际，欧洲正经历着宗教戏剧的衰退，以及在古典悲剧和喜剧推动下新戏剧形式的诞生。
47. 上过文法学校的男孩都知道，戏剧这种文学形式曾给希腊和罗马带去辉煌，或也将为英国带来荣耀。
48. 但是专业剧团在他们的固定剧场里蓬勃发展，而大学里有文学抱负的人们迅速转向这些剧场，视其为一种谋生手段。
49. 一种本土的文学戏剧已然形成，其与公共剧场的联盟已经建立，至少其部分的伟大传统也已然开启。
50. 要了解当时的戏剧活动是何等繁荣，我们还必须记得，大量剧作都已失传，并且恐怕没有哪位知名作家的全部作品幸存至今。

## 2019 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Write your answers on the ANSWER SHEET. (10 points)

It was only after I started to write a weekly column about the medical journals, and began to read scientific papers from beginning to end, that I realised just how bad much of the medical literature frequently was. I came to recognise various signs of a bad paper: the kind of paper that purports to show that people who eat more than one kilo of broccoli a week were 1.17 times more likely than those who eat less to suffer late in life from pernicious anaemia. (46) There is a great deal of this kind of nonsense in the medical journals which, when taken up by broadcasters and the lay press, generates both health scares and short-lived dietary enthusiasms.

Why is so much bad science published? A recent paper, titled “The Natural Selection of Bad Science”, published on the Royal Society’s open science website, attempts to answer this intriguing and important question. It says that the problem is not merely that people do bad science, but that our current system of career advancement positively encourages it. What is important is not truth, but publication, which has become almost an end in itself. There has been a kind of inflationary process at work: (47) nowadays anyone applying for a research post has to have published twice the number of papers that would have been required for the same post only 10 years ago. Never mind the quality, then, count the number.

(48) Attempts have been made to curb this tendency, for example, by trying to incorporate some measure of quality as well as quantity into the assessment of an applicant’s papers. This is the famed citation index, that is to say the number of times a paper has been quoted elsewhere in the scientific literature, the assumption being that an important paper will be cited more often than one of small account. (49) This would be reasonable if it were not for the fact that scientists can easily arrange to cite themselves in their future publications, or get associates to do so for them in return for similar favours.

Boiling down an individual’s output to simple metrics, such as number of publications or journal impacts, entails considerable savings in time, energy and ambiguity. Unfortunately, the

long-term costs of using simple quantitative metrics to assess researcher merit are likely to be quite great. (50) If we are serious about ensuring that our science is both meaningful and reproducible, we must ensure that our institutions encourage that kind of science.

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## 参考答案

46. 医学期刊中有大量这类没有意义的文章，一经广播公司和非专业报刊传播，这类文章就会引起人们对健康问题的恐慌，以及对某些饮食的短暂追捧。
47. 如今任何一个申请科研岗位的人都必须发表论文，其数量是仅仅十年前申请同一岗位所要求论文数量的两倍。
48. （科学界）为遏制这一倾向已做出了一些努力，比如在评定岗位申请者的论文时，试图引入一项结合数量和质量的评估标准。
49. 要不是因为科研人员能轻易安排在将来的出版物中引用自己的文章或让同行这样做以回报（自己给予其的）类似的好处，这项措施本该是合理的。
50. 如果我们真想保证我们的科研既有意义，其过程又可复制，我们就必须确保我们的体制能激励这样的科研（方式）。



## 2020 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

Following the explosion of creativity in Florence during the 14th century known as the Renaissance, the modern world saw a departure from what it had once known. It turned from God and the authority of the Roman Catholic Church and instead favoured a more humanistic approach to being. Renaissance ideas had spread throughout Europe well into the 17th century, with the arts and sciences flourishing extraordinarily among those with a more logical disposition. (46) With the Church's teachings and ways of thinking being eclipsed by the Renaissance, the gap between the Medieval and modern periods had been bridged, leading to new and unexplored intellectual territories.

During the Renaissance, the great minds of Nicolaus Copernicus, Johannes Kepler and Galileo Galilei demonstrated the power of scientific study and discovery. (47) Before each of their revelations, many thinkers at the time had sustained more ancient ways of thinking, including the geocentric view that the Earth was at the centre of our universe. Copernicus theorized in 1543 that all of the planets that we knew of revolved not around the Earth, but the Sun, a system that was later upheld by Galileo at his own expense. Offering up such a theory during a time of high tension between scientific and religious minds was branded as heresy, and any such heretics that continued to spread these lies were to be punished by imprisonment or even death.

(48) Despite attempts by the Church to suppress this new generation of logicians and rationalists, more explanations for how the universe functioned were being made at a rate that the people could no longer ignore. It was with these great revelations that a new kind of philosophy founded in reason was born.

The Church's long-standing dogma was losing the great battle for truth to rationalists and scientists. This very fact embodied the new ways of thinking that swept through Europe during most of the 17th century. (49) As many took on the duty of trying to integrate reasoning and scientific philosophies into the world, the Renaissance was over and it was time for a new

era—the Age of Reason.

The 17th and 18th centuries were times of radical change and curiosity. Scientific method, reductionism and the questioning of Church ideals was to be encouraged, as were ideas of liberty, tolerance and progress. (50) Such actions to seek knowledge and to understand what information we already knew were captured by the Latin phrase “sapere aude” or “dare to know”, after Immanuel Kant used it in his essay “An Answer to the Question: What is Enlightenment?”. It was the purpose and responsibility of great minds to go forth and seek out the truth, which they believed to be founded in knowledge.

## 参考答案

46. 随着教会的教义和思维方式因文艺复兴而黯然失色，中世纪和近现代两个时期之间的鸿沟已经弥合，进而出现了全新的、尚未探索的知识领域。
47. 在他们取得每项新发现之前，当时的许多思想家一直沿袭着更加古老的思维方式，包括地心说，即认为地球是宇宙的中心。
48. 尽管教会屡屡企图打压这些新一代的逻辑学家和理性主义者，但关于宇宙运行原理的阐释还是不断涌现，其速度之快让世人再也无法视而不见。
49. 当很多人承担起试图将理性思维和科学思想融入大千世界这一责任时，文艺复兴即告结束，新的时代从此开启。
50. 这些探求知识、理解已知信息的行为，在拉丁语中可表达为 *sapere aude*，意为“勇于求知”。

## 2021 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

World War II was the watershed event for higher education in modern Western societies. (46) Those societies came out of the war with levels of enrollment that had been roughly constant at 3%-5% of the relevant age groups during the decades before the war. But after the war, great social and political changes arising out of the successful war against Fascism created a growing demand in European and American economies for increasing numbers of graduates with more than a secondary school education. (47) And the demand that rose in those societies for entry to higher education extended to groups and social classes that had not thought of attending a university before the war. These demands resulted in a very rapid expansion of the systems of higher education, beginning in the 1960s and developing very rapidly (though unevenly) during the 1970s and 1980s.

The growth of higher education manifests itself in at least three quite different ways, and these in turn have given rise to different sets of problems. There was first the *rate of growth*: (48) in many countries of Western Europe, the numbers of students in higher education doubled within five-year periods during the 1960s and doubled again in seven, eight, or 10 years by the middle of the 1970s. Second, growth obviously affected the *absolute size* both of systems and individual institutions. And third, growth was reflected in changes in the *proportion of the relevant age group* enrolled in institutions of higher education.

Each of these manifestations of growth carried its own peculiar problems in its wake. For example, a high growth rate placed great strains on the existing structures of governance, of administration, and above all of socialization. When a faculty or department grows from, say, five to 20 members within three or four years, (49) and when the new staff are predominantly young men and women fresh from postgraduate study, they largely define the norms of academic life in that faculty. And if the postgraduate student population also grows rapidly and there is loss of a close apprenticeship relationship between faculty members and students, the student culture becomes the chief socializing force for new postgraduate students, with

consequences for the intellectual and academic life of the institution—this was seen in America as well as in France, Italy, West Germany, and Japan. (50) High growth rates increased the chances for academic innovation; they also weakened the forms and processes by which teachers and students are admitted into a community of scholars during periods of stability or slow growth. In the 1960s and 1970s, European universities saw marked changes in their governance arrangements, with the empowerment of junior faculty and to some degree of students as well.

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## 参考答案

46. 二战结束时，那些西方社会适龄人群的入学率为 3%到 5%，这是战前几十年基本恒定未变的水平。
47. 在那些社会中产生的对接受高等教育的需求，扩大到了 一些战前从未想过上大学的群体和社会阶层。
48. 在许多西欧国家，接受高等教育的学生数量在 20 世纪 60 年代期间经过五年的时间翻了一番，之后经过七、八或十年的时间到了 20 世纪 70 年代中期又翻了一番。
49. 且当绝大多数新教职员工为刚完成研究生学业的年轻人时，他们就在很大程度上决定了所在院系的学术生活规范。
50. 高增长率增加了学术创新的可能性，但同时也弱化了在稳定或缓慢增长期接纳教师和学生进入学者团体所需的形式和流程。

## 2022 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Write your answer on the ANSWER SHEET. (10 points)

Between 1807 and 1814 the Iberian Peninsula (comprising Spain and Portugal) was the scene of a titanic and merciless struggle. It took place on many different planes: between Napoleon's French Army and the angry inhabitants; between the British, ever keen to exacerbate the emperor's difficulties, and the marshals sent from Paris to try to keep them in check; between new forces of science and meritocracy and old ones of conservatism and birth. (46) It was also, and this is unknown even to many people well read about the period, a battle between those who made codes and those who broke them.

I first discovered the Napoleonic code-breaking battle a few years ago when I was reading Sir Charles Oman's epic *History of the Peninsular War*. In volume V he had attached an appendix, "The Scovell Ciphers." (47) It listed many documents in code that had been captured from the French Army of Spain, and whose secrets had been revealed by the work of one George Scovell, an officer in British headquarters. Oman rated Scovell's significance highly, but at the same time, the general nature of his *History* meant that (48) he could not analyze carefully what this obscure officer may or may not have contributed to that great struggle between nations or indeed tell us anything much about the man himself. Keen to read more, I was surprised to find that Oman's appendix, published in 1914, was the only considered thing that had been written about this secret war.

I became convinced that this story was every bit as exciting and significant as that of Enigma and the breaking of German codes in the Second World War. The question was, could it be told?

Studying Scovell's papers at the Public Record Office, London, I found that he had left an extensive journal and copious notes about his work in the Peninsula. What was more, many original French dispatches had been preserved in this collection, which, I realized, was priceless. (49) There may have been many spies and intelligence officers during the Napoleonic Wars, but it is usually extremely difficult to find the material they actually

provided or worked on.

As I researched Scovell's story, I found far more of interest besides his intelligence work. His status in Lord Wellington's headquarters and the recognition given to him for his work were bound up with the class politics of the Army at the time. His story of self-improvement and hard work would make a fascinating biography in its own right, but represents something more than that. (50) Just as the code-breaking has its wider relevance in the struggle for Spain, so his attempts to make his way up the promotion ladder speak volumes about British society.



## 参考答案

46. 即使是对许多熟读这段历史的人来说，他们甚至也不知道——这也是一场编码者和破译者之间的较量。
47. 附录列出了许多加密文件，都是从入侵西班牙的法国驻军那里缴获的，而这些文件的秘密则是通过英军司令部一位名叫乔治·斯科维尔的军官的工作得以破解的。
48. 他无法详细分析这位鲜为人知的军官对那场国家间的大规模战争是否起到作用，也无法确切告诉我们更多有关这位军官本人的情况。
49. 拿破仑战争期间可能有过很多间谍和情报官，但通常很难找到他们实际提供或处理过的材料。
50. 正如密码破译在争夺西班牙的斗争中有更广泛的意义，他谋求晋升的种种努力也充分说明了当时英国社会的现实。

## 2023 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

There has been some exploration around the use of artificial intelligence (AI) in digital marketing. For example, AI can be used to analyse what type of advertising content or copy would be appropriate to 'speak' to a specific target customer group by revealing information about trends and preferences through the analysis of big data. (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. At the same time AI can also be used to generate content for social media posts and chat sites.

The main disadvantage of using AI to respond to customers is that there are concerns about trusting personal interactions to machines, which could lead not only to the subsequent loss of interpersonal connections, but also to a decrease in marketing personnel. (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. By allowing AI to develop content some brand marketers may find that they are losing control over the brand narrative. (48) Algorithms used to simulate human interactions are creating many of these concerns, especially as no-one is quite sure what the outcomes of using AI to interact with customers will be.

For AI to be successful, data needs to be accessible, but the use of personal data is becoming more regulated and the automated sharing of data is becoming more difficult. (49) If customers are not willing to share 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. Therefore, unless customers are prepared to sign release agreements, the use of AI may become somewhat restricted in the future. Not only can AI help to create the marketing content, but it can also provide a non-intrusive way of delivering the content to the target customers. Data can be gathered on where the customer can be engaged, such as location, devices used, website interactions, and sites visited, to display marketing messages in

appropriate forms, including emails, social media posts, pop-up advertisements, and banners at an appropriate frequency. (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.

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## 参考答案

46. 人工智能还可以用于识别客户的生活方式选择，包括他们的兴趣爱好、最喜爱的名人以及时尚风格，进而在通过社交媒体投放的营销信息中提供个性化内容。
47. 有些人认为，人工智能使创造力下降、工作岗位消失，从而对营销人员的角色产生负面影响；但是，他们也意识到，人工智能也是一种降低成本、创造新信息的方式。
48. 用于模拟人际互动的算法正在引发许多这样的担忧，尤其是对于使用人工智能与客户交互的结果如何，还没人有十足的把握。
49. 如果客户不愿意共享数据，人工智能就得不到所需的必要信息，也就无法有效运作或利用机器学习来改进其营销内容和交互方式。
50. 敏锐感知目标客户需求，从而以一种不令人反感的方式推送营销信息，是数字营销人员面临的重要挑战之一。

## 2024 年英语一翻译

### Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Write your answers on the ANSWER SHEET. (10 points)

“Elephants never forget”—or so they say—and that piece of folklore seems to have some foundation.

The African savanna elephant, also known as the African bush elephant, is distributed across 37 African countries. They move between a variety of habitats, including forests, grasslands, woodlands, wetlands and agricultural land. (46) They sometimes travel more than sixty miles to find food or water, and are very good at working out where other elephants are—even when they are out of sight. Using tracking devices, researchers have shown that they have “remarkable spatial acuity.” When finding their way to waterholes, they headed off in exactly the right direction, on one occasion from a distance of roughly thirty miles. What is more, they almost always seem to choose the nearest waterhole. (47) The researchers are convinced that the elephants always know precisely where they are in relation to all the resources they need, and can therefore take shortcuts, as well as following familiar routes.

Although the cues used by African elephants for long-distance navigation are not yet understood, smell may well play a part.

Elephants are very choosy eaters, but until recently little was known about how they selected their food. (48) One possibility was that they merely used their eyes and tried out the plants they found, but that would probably result in a lot of wasted time and energy, not least because their eyesight is actually not very good.

(49) The volatile chemicals produced by plants can be carried a long way, and they are very characteristic: Each plant or tree has its own particular odor signature. What is more, they can be detected even when they are not actually visible. New research suggests that smell is a crucial factor in guiding elephants—and probably other herbivores—to the best food resources.

The researchers first established what kinds of plant the elephants preferred either to eat or avoid when foraging freely. They then set up a “food station” experiment, in which they

gave the elephants a series of choices based only on smell. (50) The experiment showed that elephants may well use smell to identify patches of trees that are good to eat, and secondly to assess the quality of the trees within each patch. Free-ranging elephants presumably also use this information to locate their preferred food.

Their well-developed hippocampal structures may enable elephants, like rats and people, to construct cognitive maps.

## 参考答案

46. 它们有时跋涉 60 多英里去寻找食物或水，并且非常善于推断其他大象的位置——即使其他大象在其视线之外。
47. 研究人员确信，大象总是确切地知道它们与所有所需资源的相对位置，因此，它们不但能沿着熟悉的路线走，还能走捷径。
48. 一种可能的解释是，它们仅利用眼睛来寻找植物并试吃，但这可能会浪费大量的时间和精力，尤其是因为它们的视力实际上并不是很好。
49. 植物所产生的易挥发的化学物质能被传播很远的距离，而且这些化学物质还十分独特：每种植物或树木都有自己特有的气味特征。
50. 实验表明，大象很可能利用嗅觉来识别适合食用的树丛，以及评估每一片树丛中树木的质量。