


写作冲刺

GMAT



第2课 例题讲解

- ◆ 挑错误
- ◆ 套公式/分析因果
- ◆ 中文模板
- ◆ 英文模板



本节课授课要点

2.1

普通文章

2.2

特殊文章

2.3

难题辨析

2.4

英文高频题

2.1

普通文章

- The following appeared in the opinion column of a financial magazine:
- “On average, middle-aged consumers devote 39 percent of their retail expenditure to department store products and services, while for younger consumers the average is only 25 percent. Since the number of middle-aged people will increase dramatically within the next decade, department stores can expect retail sales to increase significantly during that period. Furthermore, to take advantage of the trend, these stores should begin to replace some of those products intended to attract the younger consumer with products intended to attract the middle-aged consumer.”

2.1

普通文章

- Q1
- The following appeared in the opinion column of a financial magazine:
- “On average, middle-aged consumers devote 39 percent of their retail expenditure to department store products and services, while for younger consumers the average is only 25 percent. Since the number of middle-aged people will increase dramatically within the next decade, department stores can expect retail sales to increase significantly during that period. Furthermore, to take advantage of the trend, these stores should begin to replace some of those products intended to attract the younger consumer with products intended to attract the middle-aged consumer.”

2.1

普通文章

- M 39 vs 25[基数]
- IMPLICATION 重要性 $M > Y$
- P [模板]
- EVALUTATION M 39% 1000 ¥
- Y 25% 10000 ¥ 所以
- $M < Y$ ——不应更换产品

2.1

普通文章

- M The argument originated from a survey showing that M devote 39 percent of their expenditure to DS, while the percentage of Y customers was merely 25.
- I In citing this, the author intended to inform us that M is a far more important/significant client group to DS than Y ones.
- P However, lacking further assumptions to support the logical line, the evidence is disqualified to justify the product-changing plan.
- E Consider, for example, M devote 1000 Dollars per month on their shopping list, while Y distribute approximately 5000 Dollars for their monthly purchase. If this situation is true, then Y would surely play a more important role than M in local retail market, therefore, the suggestion that Y products be replaced by M products would be inappropriate.

2.1

普通文章

- ◆ M On avr[范围变化]
- ◆ I 39% 1000 25% 1000
- ◆ P 模板
- ◆ E 人均 ——比人数 M 1000 Y 10000
- ◆ 注意 %说 ¥ avr说人数

2.1

普通文章

- M Expenditure
- I 作者认为 EXP 是决定 重要消费群体的 因素 尺度
- P 偷换
- E I SALE 而不是 EXP 虽然 39 25. 但是 Y 50000000 M 1000000

2.1

普通文章

- Next decade外推
- 【作者认为事务的性质在一段时间之内 不变】
- IM 在未来一定会增长，因此会一直扮演最重要消费群体的角色。
- P 外推错误/假设错误
- E 1 M 减少——经济萧条、战争。。。。。
- 2 M 增加 但是 Y 增长更快
- If 1 or 2 发生， M 可能就不是最重要消费群体，更换商品就没有好处了

2.1

普通文章

- M Sales increase
- ♦ I 中年人——一定去DS消费
- ♦ P 无因果
- ♦ E 中年人不去DS消费

2.1

普通文章

- ◆ * 短视 不考虑得失
- ◆ 注意 仍然使用因果关系进行削弱

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特殊文章

- The following appeared in the editorial section of a local newspaper:
- “In the first four years that Montoya has served as mayor of the city of San Perdito, the population has decreased and the unemployment rate has increased. Two businesses have closed for each new business that has opened. Under Varro, who served as mayor for four years before Montoya, the unemployment rate decreased and the population increased. Clearly, the residents of San Perdito would be best served if they voted Montoya out of office and reelected Varro.”

2.2

特殊文章

- ◆ 本题难点 找结论
- Clearly, the residents of San Perdito would be best served if they voted Montoya out of office and reelected Varro.”

2.2

特殊文章

- ◆ 陷阱
- ◆ 如果说“不应该弹劾M选V” 跑题！
- ◆ 必须说“本市市民无法被best served”

2.2 特殊文章

- ◆ 基本思路
- ◆ 1 现象解释 他因削弱A
- ◆ 2 现象解释 他因削弱B
- ◆ 3 以偏概全
- ◆ 4*** 让步——即使M真的不好,V真的好, 也不能使本市市民被best served

2.2

特殊文章

- ◆ 本题要点
- ◆ 1 前半部分与结论之间有GAP 需要架桥
- ◆ 2 始终使用“本市市民无法被best served”作为Evaluation的结语

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2.3 难题辨析

- Q3
- The following appeared as part of an article in the business section of a local newspaper:
- “Motorcycle X has been manufactured in the United States for more than 70 years. Although one foreign company has copied the motorcycle and is selling it for less, the company has failed to attract motorcycle X customers—some say because its product lacks the exceptionally loud noise made by motorcycle X. But there must be some other explanation. After all, foreign cars tend to be quieter than similar American-made cars, but they sell at least as well. Also, television advertisements for motorcycle X highlight its durability and sleek lines, not its noisiness, and the ads typically have voice-overs or rock music rather than engine-roar on the sound track.”

2.3 难题辨析

- 1 原文说X受欢迎是因为引擎噪音 我们需要找出条件证明“X受欢迎不是因为引擎噪音”
- 2 原文说X受欢迎不是因为引擎噪音 我们需要找出条件证明“X受欢迎是因为引擎噪音”
- 3 原文说X受欢迎不是因为引擎噪音 我们需要找出条件证明“原文作者无法证明X受欢迎不是因为引擎噪音”

2.3 难题辨析

- ◆ 是 vs. 不是
- ◆ 不是 vs. “并非不是” “至少 是”

2.3 难题辨析

- ♦ 原文：有人说是因为引擎噪音，但是肯定有其他原因。
- ♦ （我们无法判断作者到底想把X受欢迎归结为何种原因，至少这个作者否认了引擎噪音的作用）

2.3 难题辨析

- ♦ CAR = MOTORS 类比
- ♦ 作者给出事例说的是汽车
- ♦ 汽车行业中的这一个特点/规律——也可以适用于MOTOR
- ♦ 错误类比 作者认为两个行业的经验可以借鉴
- ♦ * 汽车消费者追求：舒适——引擎噪音小； motor消费者——自由、高调、重口味——引擎噪音大。不能将。。。。

2.3 难题辨析

- Advertisement = popularity ?
- AD 可能是推广手段 可能会隐藏一些被消费者喜欢的要素来迎合新的消费者
- Popularity 是熟知某一产品的消费者对产品的看法，不依赖广告
- 广告内容无法决定/说明/验证消费者到底喜欢什么
- Therefore 尽管我们仍然不知道到底X因为什么而受欢迎，至少盲目的排除引擎噪音这个因素是不对的

2.3 难题辨析

- music vs roar
- ◆ 非此即彼
- ◆ 广告里没有引擎噪音就说明EN 不是主要因素
- ◆ 有可能 艺术加工——用rock music 模拟 roar

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- The following appeared as part of an editorial in a weekly newsmagazine:
- “Historically, most of this country’s engineers have come from our universities; recently, however, our university-age population has begun to shrink, and decreasing enrollments in our high schools clearly show that this drop in numbers will continue throughout the remainder of the decade. Consequently, our nation will soon be facing a shortage of trained engineers. If we are to remain economically competitive in the world marketplace, then we must increase funding for education—and quickly.”

2.4 英文高频题

- 以前大学生→工程师
- 最近，大学适龄人群在减少 ✕
- 高中生人数减少也说明，这个趋势在将来会继续 ✕
- 所以为了增强我国的竞争力 ✕
- 加大资金对于教育投入力度 ✕

2.4 英文高频题

- Q5
- The following appeared in the letters-to-the-editor section of a local newspaper:
- “Muscle Monthly, a fitness magazine that regularly features pictures of **bodybuilders** using state-of-the-art exercise machines, frequently sells out, **according to** the owner of Skyview Newsstand. To help **maximize fitness levels** in **our town’s residents**, we should, therefore, equip our new community fitness center with such machines.”

2.4 英文高频题

- Q5
- The following appeared in the letters-to-the-editor section of a local newspaper:
- “Muscle Monthly, a fitness magazine that regularly features pictures of **bodybuilders** using state-of-the-art exercise machines, frequently sells out,???? **according to** the owner of Skyview Newsstand. To help **maximize fitness levels** in **our town’s residents**, we should, therefore, equip our new community fitness center with such machines.”

2.4 英文高频题

- Tip
- ◆ 结合结论填GAP
- ◆ 论据：有一本杂志，刊登了兄♂贵用SOA健美的照片，杂志卖得好
- ◆ 杂志卖得好——安装健身器 直接使用因果削弱
- ◆ 结论：在健身中心安装该健身器

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THANK YOU