



北京大学 2019 年招收攻读硕士学位研究生

入学考试模拟试题（一）

科目代码： 619 科目名称：英汉互译

一、 英译汉

1、将下列文章中的划线句翻译为中文。

The people who are closest to a thing are often the most wary of it. Technologists know how phones really work, and many have decided they don't want their own children anywhere near them.

A wariness that has been slowly brewing is turning into a region-wide consensus: The benefits of screens as a learning tool are overblown, and the risks for addiction and stunting development seem high. The debate in Silicon Valley now is about how much exposure to phones is O.K. (82 words)

Some of the people who built video programs are now horrified by how many places a child can now watch a video.

Asked about limiting screen time for children, Hunter Walk, a venture capitalist who for years directed product for YouTube at Google, sent a photo of a potty training toilet with an iPad attached and wrote: "Hashtag 'products we didn't buy.'"

Athena Chavarria, who worked as an executive assistant at Facebook and is now at Mark Zuckerberg's philanthropic arm, the Chan Zuckerberg Initiative, said: "I am convinced the devil lives in our phones and is wreaking havoc on our children."

Ms. Chavarria did not let her children have cellphones until high school, and even now bans phone use in the car and severely limits it at home. She said she lives by the mantra that the last child in the class to get a phone wins. Her daughter did not get a phone until she started ninth grade.

"Other parents are like, 'Aren't you worried you don't know where your kids



are when you can't find them?" Ms. Chavarria said. "And I'm like, 'No, I do not need to know where my kids are every second of the day.'" For longtime tech leaders, watching how the tools they built affect their children has felt like a reckoning on their life and work. (65 words)

This idea that Silicon Valley parents are wary about tech is not new. The godfathers of tech expressed these concerns years ago, and concern has been loudest from the top. But in the last year, a fleet of high-profile Silicon Valley defectors have been sounding alarms in increasingly dire terms about what these gadgets do to the human brain. Suddenly rank-and-file Silicon Valley workers are obsessed. No-tech homes are cropping up across the region. Nannies are being asked to sign no-phone contracts.

And there are those in tech who disagree that screens are dangerous. Jason Toff, 32, who ran the video platform Vine and now works for Google, lets his 3-year-old play on an iPad, which he believes is no better or worse than a book. This opinion is unpopular enough with his fellow tech workers that he feels there is now "a stigma." (144 words)

2、将下列文章中的划线句翻译为中文。

Scientists have long cautioned that, as the planet warms—it is roughly 1°C hotter today than before the industrial age's first furnaces were lit—weather patterns will go berserk. An early analysis has found that this sweltering European summer would have been less than half as likely were it not for human-induced global warming.

Yet as the impact of climate change becomes more evident, so too does the scale of the challenge ahead. Three years after countries vowed in Paris to keep warming "well below" 2°C relative to pre-industrial levels, greenhouse-gas emissions are up again. So are investments in oil and gas. In 2017, for the first time in four years, demand for coal rose. Subsidies for renewables, such as wind and solar power, are



dwindling in many places and investment has stalled; climate-friendly nuclear power is expensive and unpopular. It is tempting to think these are temporary setbacks and that mankind, with its instinct for self-preservation, will muddle through to a victory over global warming. In fact, it is losing the war. (119 words)

Insufficient progress is not to say no progress at all. As solar panels, wind turbines and other low-carbon technologies become cheaper and more efficient, their use has surged. Last year the number of electric cars sold around the world passed 1m. In some sunny and blustery places renewable power now costs less than coal.

Optimists say that decarbonization is within reach. Yet, even allowing for the familiar complexities of agreeing on and enforcing global targets, it is proving extraordinarily difficult. (26words)

One reason is soaring energy demand, especially in developing Asia. In 2006-16, as Asia's emerging economies forged ahead, their energy consumption rose by 40%. The use of coal, easily the dirtiest fossil fuel, grew at an annual rate of 3.1%. Use of cleaner natural gas grew by 5.2% and of oil by 2.9%. Fossil fuels are easier to hook up to today's grids than renewables that depend on the sun shining and the wind blowing. (65 words) Even as green fund managers threaten to pull back from oil companies, state-owned behemoths in the Middle East and Russia see Asian demand as a compelling reason to invest.

The second reason is economic and political inertia. The more fossil fuels a country consumes, the harder it is to wean itself off them. Powerful lobbies, and the voters who back them, entrench coal in the energy mix. Reshaping existing ways of doing things can take years. (39 words) In 2017 Britain enjoyed its first coal-free day since igniting the Industrial Revolution in the 1800s. Coal generates not merely 80% of India's electricity, but also underpins the economies of some of its poorest states (see Briefing). Panjandrums in Delhi are not keen to countenance the end of coal, lest that cripple the banking system, which lent it too much money, and the railways, which depend on it.



Last is the technical challenge of stripping carbon out of industries beyond power generation. Steel, cement, farming, transport and other forms of economic activity account for over half of global carbon emissions. They are technically harder to clean up than power generation and are protected by vested industrial interests. Successes can turn out to be illusory. Because China's 1m-plus electric cars draw their oomph from an electricity grid that draws two-thirds of its power from coal, they produce more carbon dioxide than some fuel-efficient petrol-driven models. Meanwhile, scrubbing CO₂ from the atmosphere, which climate models imply is needed on a vast scale to meet the Paris target, attracts even less attention. (111 words)

二、 汉译英

1、将下列文段翻译为英文。

如果说美国最激烈的真人秀是国家政治，那么商场上的不和在中国则是最热门的话题。政府的运作是在黑箱中进行的，不允许媒体审查和公众讨论，但商界的敌对情绪是公开的。在商业大亨中，中国互联网企业的掌门人是最炙手可热的明星，其中包括京东和阿里巴巴的掌门人。刘强东的形象是个直言不讳、厉行纪律的人。早在他于明尼苏达州被捕之前，他就因其丰富多彩的私人生活和直言不讳的讲话方式而成为新闻人物。而马云更像是一个太极大师，擅长温和的策略，也像一个思想上的领路人。近期马云将在一年后从董事长位置上退休的消息，导致阿里巴巴的股价应声下跌。(256 字)

2、将下列文段翻译为英文。

韩国的美貌标准很严格，要求女性要有白皮肤，大眼睛，高鼻梁和纤瘦的长腿。很长一段时间里，数百万韩国人拼命变成一个模样，来追逐韩国社会对于美丽的狭隘却主流的定义。但在过去的几个月中，这种潮流已经开始变化了。韩国的女权主义觉醒比以往更广泛了，许多女性已经开始选择放弃化妆品、口红和染



发。此前，女性需要在上班之前提前两小时起床，确保自己带着完美的妆容出门。如今，一场反对不切实际的美貌标准的运动正在发展，许多女性反对迫使自己早上花数小时化妆、晚上进行繁琐护肤流程的社会价值观。厌倦了繁琐流程的韩国女性已经开始在社交媒体上播放摧毁化妆品的视频，此外还有数千个粉碎化妆品的帖子展示着女性对主流美貌标准的抵制。（298 字）

三、 编译

请阅读下面的 3 篇文章，透彻理解其涵义后，根据要求作答。（50 分）

缩写/编译为中文，目标读者是你的一位美国留学生同学，他中文水平流利。他平时爱玩游戏，但不了解中国游戏行业，希望能有所了解。

不超过 800 字，不得直接按照原文翻译。

China's Gaming Companies No Longer Focusing On Male-Only Players

Feb 27, 2018, 09:32pm, Forbes

<https://www.forbes.com/sites/ywang/2018/02/27/chinas-gaming-companies-no-longer-focusing-on-male-only-players/#1c476c041fbd>

Who's spending the most on gaming online? In China, the answer might just surprise you.

While male gamers have traditionally dominated the world's biggest gaming market, more and more females in China are starting to splash the cash online -- and the country's gaming powerhouses have been reaping the benefits. In recent months, games designed for a female audience have achieved unprecedented popularity, though more hardcore games are also proving popular and attracting record numbers of female players.

For example, Love and Producer, a mobile-based game developed by Suzhou-based Pape Games, has hooked legions of Chinese women mostly in their 20s. Essentially a dating simulation, players assume the role of a female TV producer tasked with saving a production company by trying to revive a hit show. In doing so,



they can vie for the attention of virtual boyfriends -- the four male protagonists within the game with different traits and personalities -- along the way. Love and Producer has been downloaded a combined 55 million times from Android and the iOS App Store since its December release, becoming the second-most popular smartphone game in the country, according to ASO 100, a Beijing-based data provider. Fans have spent as much as 600 million yuan (\$95 million) on the title in the past three months, as they race to buy digital items to unlock new options within the game, and go on virtual dates with their favorite in-game heart-throbs, estimated Cui Chenyu, an analyst at IHS Markit.

“The plot of this game satisfies all the fantasies about being in love,” said Du Xin, 33, a woman who works for a chemical company in Beijing and says she has spent \$80 on Love and Producer. “I don’t play a lot of games, and it kind of surprised me that I actually paid for this one.”

Love and Producer isn’t the only title embraced by Chinese females: Japan’s Tabi Kaeru, or Travel Frog, has ignited Chinese social media in recent months. It topped the download charts on both Android and Apple’s App Store in China -- with the majority of those players being female, according to analysts -- thanks to its simple but oddly addictive game play. You essentially help your frog along his journey by packing his backpack, picking clovers -- which act as in-game currency -- and then wait to receive photos and souvenirs from his trip.

For Liao Xuhua, analyst at Beijing-based consultancy Analysys International, Tabi Kaeru hits the mark among women because for a number of reasons: the beautiful design, the relaxing gameplay, and the sense of companionship it brings.

“For female players, it isn’t so much about winning battles or building up scores, but finding a good psychological experience,” Liao said.

And China’s gaming giants are starting to pay attention to what female users want as they broaden the appeal beyond males aged between 18 to 35, who still represent the lion’s share of the country’s \$27.5 billion gaming market that counts



some 600 million gamers. But according to Niko Partners, a consultancy, the gap is “narrowing significantly” as more females are starting to play games and spend more for them.

For example, half of the 200 million players of Honor of Kings -- a wildly popular multiplayer battle game developed for mobile by Chinese web giant Tencent -- are female, according to Analysys International. Developers have adapted gameplay, added more female heroes that players can use in their virtual fights, and enhanced the game’s social appeal so players can share their gaming stats -- a formula that has resonated well among female gamers looking for a more nuanced experience, according to Analysys International’s Liao.

“Honor of Kings is one of the few games I have tried,” said Yang Xue, 23, a female employee at a television station in the northern city of Huhehaote. “The graphics look really nice and the game has an immersive experience.”

The growing number of China’s female gamers also means there will probably be more female-oriented titles in future -- though they’re more likely to come from smaller studios rather than giants like Tencent or NetEase, who want to develop games for everyone, said IHS Markit’s Cui. However, she noted that Chinese females are also starting to come to Battlegrounds, last year’s top-selling shooting game developed by South Korean studio Bluehole that Tencent is now distributing in China, as it has easier gameplay and features plenty of social interaction potential.

What’s more, this growth in the number of female gamers doesn’t appear to be happening at the same rate elsewhere. While females in other countries do play games -- with puzzle game Candy Crush Saga being a favorite for women in the U.S. -- they haven’t flocked to mid-core or hardcore battle arena titles like Honor of Kings. According to Amsterdam-based consultancy Newzoo, puzzles are the top choice for mobile games for 48% of women surveyed in 13 countries including Canada, Belgium and the U.S., while men choose genres like strategy, sports and shooting. Globally, the ratio of women playing battle arena games on smartphones is just 32%



-- much lower than the 50% for Tencent's Honor of Kings in China.

"Western countries don't have a lot of games with female-oriented designs or features that will make them pay," Cui said. "It is in Asia where companies are paying attention to this demographic. In China, there are a lot of female gamers and they have big spending potential."

China's \$32.5B Gaming Market is Driving Mobile Esports to New Heights

Posted on May 20, 2018

<https://twitchmag.com/chinas-32-5b-gaming-market-is-driving-mobile-esports-to-new-heights/>

The thriving professional gaming industry may have its roots in South Korea, but it has sprawled to unprecedented levels in neighboring China—so much so that it has surpassed the U.S. market. Asia now makes up half of the global gaming market, according to gaming market researcher Newzoo.

While classic titles like League of Legends have an unsurprising stronghold in China, mobile esports games like Clash Royale and Tencent-owned Arena of Valor are propelling the country's obsession and redefining the industry—36% of the world's gaming market is now on mobile devices, with 183 million mobile gamers in China.

Such fast growth makes China's esports industry the new frontier for game publishers like Supercell, which is hoping to reinvigorate its two-year-old mega hit title Clash Royale by investing in a new league in which nearly 7,000 players compete for \$1 million prize money.

For Korean-U.S. esports startup Gen.G, which grooms and trains gamers to be international champions, the multiplayer online battle game "Clash" is a foot in the door of China's \$32.5 billion gaming market. With hubs in California and Seoul, Gen.G—short for Generation Gaming—was listed as a South Korean startup to watch in 2018, and recently set up its first mobile esports team of five players in Shanghai to take on the "Clash" league of 36 teams. But that is only the beginning.



Arnold Hur, Gen.G's chief growth officer, expects esports will match regular sports in popularity in China and elsewhere in Asia, because those of any skill level can play. The rise of mobile is also giving rise to new demographics of game players, such as older users and people with disabilities. "With esports, even if I'm bad at it, I can be immediately matched with somebody at my skill level and have a great match," he says. Gen.G was recently re-branded from KSV.

But pro esports is serious business. The industry made an estimated \$660 million in 2017, with 16% of it from China alone, according to Newzoo data. He believes more companies are ready to invest in dedicated players. Perhaps game publishers used to see esports as a marketing ploy, but now they are finding it critical to the success of their games and their company to invest into creating esports divisions, Hur says.

Leagues not only help market games, but also extend the lifespan of older games. More accessible than some traditional sports, esports offers the opportunity for people to watch and be inspired by esports stars and later have an opportunity to mimic them, Hur says.

While South Korea remains a crucial hub for esports as home of the best players and training infrastructure, Arnold believes that game publishers are already putting the U.S. and China on equal footing when considering how to design and market their games. "But I think in the next five years, you're going to have to think about Asia first because the player base, the fan base, everything here is growing so quickly."

Mobile Frontier

In terms of playing and practicing, mobile gaming puts much more emphasis on strategy than coordination, meaning players spend more time studying their rivals and their game setups compared to PC gamers.

Gen.G's Shanghai team—dubbed "Gen.G Clash Royale"—is all Chinese with no major market entry barrier, but the company faces new hurdles in having to quickly



adjust to mobile. The shift away from PC presents a new frontier from logistics during competitions, from setting up live streams to different practice strategies.

“A lot of infrastructure is just now getting built, versus in traditional esports, which have structure and professionally [have] been doing this since the Starcraft days,” Hur says. “Even things like how to see the best competitions, what plays they’re doing, how to analyze it, who really understands it—it’s all brand new.”

China’s Rise

The rise of esports in China first started with hobby gamers competing in the late 1990s on PC games like Starcraft or Counter Strike, notes Weiwei Geng, Gen.G’s China managing director. Powered by a tech revolution and rising incomes, affluent, entrepreneurial young people in the early 2010s began to reject the family business and launching their own—including esports teams. “They didn’t worry about making profit,” Geng says. “That’s their passion, they have money, they have resources, they have social connections, the network, so they upped the standard and quality of esports 2.0 in China.”

Still, there was a certain stigma against dedicating so many hours to gaming. But the scene saw a profound change in 2016 after the government, which held a longtime stance against gaming and entertainment, recognized China’s global competitiveness in the industry and pledged its support to develop and invest in esports.

“Then the whole scene started to change. People weren’t shy that they were in this business,” Geng says. Teams have been more aggressively pursuing the traditional franchise model of getting land approved, building up stadiums, and creating a home-away game structure. “A whole bunch of very positive, business-friendly things can happen.”

This year, major companies like JD and Edward Gaming have entered the fray, with the latter raising \$15 million from basketball legend Yao Ming to fund esports, while Tencent sprawls into TV shows, miniseries and short films based on esports’



players lives.

With it, the company started seeing a massive Chinese fan base for Gen.G's players, such as ones on its megastar teams Seoul Dynasty, Samsung Galaxy and Lunatic-Hai. Their fan base has grown from 90% Korean to 90% overseas, largely thanks to China, Hur says. Now they are actively working on connecting players with overseas fans including streaming on Twitch with Chinese and English live translations.

Where's The Competition?

Despite the boom in esports and mobile gaming inviting huge competition, the scene is still nearly all Chinese. Chinese companies often enter South Korea to build esports teams, but little traction goes the other way, Hur says.

"I think China being difficult, the very high entry, that scares a lot of the teams and companies," says Geng. But fortunately for the founders of Gen.G, who knew each other from Contest of Champions and Kingdom of Camelot hit game publisher Kabam, they had experience running a 300-person office in Beijing, a market that saved the global company a few times on China's untempered demands.

"The team knew that if you can figure it out and do it right, the benefit of getting to China can be huge," add Geng, who was Kabam's Beijing general manager.

Just as Los Angeles-based esports organization Cloud9 has built successful teams in the U.S. and Europe, Gen.G wants to build a global team with a strong Asian presence. "So far, we're the first movers into this, but I'm sure if we're successful, there's going to be a lot of competition," Hur says.

China's frenzy over League of Legends championship sheds light on esports growth

Posted on Nov 05, 2018

<https://techcrunch.com/2018/11/05/league-of-legends-championship-china-frenzy/>



When China's Invictus Gaming defeated European squad Fnatic in the League of Legends 2018 finals this past Saturday, China's social media platforms became awash in ecstasy and pride.

"It's like winning an Olympic gold, a teenage dream come true," writes one thirty-something audience of the competition on his WeChat feed.

Many others share that sentiment. So far, the hashtag #IG 冠军, which means "IG the champion," has generated over one million threads on Weibo, China's equivalent of Twitter with over four million monthly active users. This is a critical moment for China's first-generation of players who grew up under parents and teachers who too easily dismissed all kinds of video games.

IG's victory marks the first time a Chinese team has won the world championship for LoL – fondly called so by fans – the world's most played PC game according to research firm Newzoo. The role-playing and monster-slaying title is run by Riot Games Inc, a Los Angeles-headquartered studio that WeChat operator Tencent fully bought out in 2015.

It wasn't just gamers and the youth cheering for IG. Chinese mainstream media also rushed to congratulate. An op-ed from the communist party paper Guangming Daily called IG's victory "an alternative path to the national sports dream."

China has a history of obsessing over sports, evident in its generous spending on the Summer Olympics back in 2008 and the upcoming 2022 Winter Olympics. Now esports – or competitive video gaming – as an officially recognized sporting event, is gaining ground among policymakers.

Esports in China has grown from a 53.2 billion yuan (\$7.72 billion) industry in 2016 into one that's estimated to earmark 88.7 billion yuan (\$12.87 billion) in revenue in 2018, according to research firm Gamma Data. Local officials across the country want a share of the booming market. In some cases, the governments have shelled out billions of yuan to turn their no-name towns into "esports hub" that would house competitions and gaming companies in hope of stimulating local economies.



Private companies have joined in the game, too. Tencent, China's largest gaming company by revenue, has invested in NYSE-listed Huya and Douyu, two of China's leading esports livestreaming services. IG itself is an esports organization that Wang Sicong, son of China's once richest man Wang Jianlin, founded in 2011 and catapulted to today's stardom.

But China's relationship with video games overall has always been murky. While the government is rooting for professional gaming, it's tightening control over leisure ones, condemning game publishers like Tencent for "poisoning" juveniles with blockbuster titles.

"The Chinese government treats esports and leisure games very differently," a staff in the esports division of a major global gaming studio who asks to remain anonymous told TechCrunch. "I don't think IG's victory will cause big changes to the government's attitude."

Tencent, which earns two-thirds of its revenue from online gaming, lost \$17.5 billion in market valuation when China's state newspaper slashed its popular Honor of Kings, widely regarded a mobile copycat of LoL. This year, a hiatus in game license approvals again puts pressure on Tencent stock prices and profitability.

For esports and League of Legends alone, however, IG's glory could mean a brighter future.

"At least now we will see League of Legends' popularity continue into a couple more years. Esports' development may also benefit from the event," suggests the gaming company staff.