

2016 考研英语二翻译解析

新东方 闻雯

本文选自 2015-6-15 由 Rebecca Rupp 发表在 *National Geographic* (《国家地理》) 网站上的一片题为 *Surviving the Sneaky Psychology of Supermarkets* 的文章, 原文地址 <http://theplate.nationalgeographic.com/2015/06/15/surviving-the-sneaky-psychology-of-supermarkets/>

出卷老师对原文进行了一定的改动, 共有以下几处

原文:



On a larger scale, the supermarket is designed to inveigle customers into spending as much time as possible within its doors.

真题: 删除了 "On a larger scale", 把超纲词 "inveigle" 换成了 "lure"

原文: The rationale for all these delaying tactics is simple

真题: The reason for this is simple

原文:

According to brain-scan experiments conducted by Paul Mullins and colleagues of Bangor University, Wales,

真题: 只保留了 "According to brain-scan experiments"

真题：

The supermarket is designed to lure customers into spending as much time as possible within its doors. The reason for this is simple: The longer you stay in the store, the more stuff you' ll see, and the more stuff you see, the more you' ll buy. And supermarkets contain a *lot* of stuff. The average supermarket, according to the Food Marketing Institute, carries some 44,000 different items, and many carry tens of thousands more. The sheer volume of available choice is enough to send shoppers into a state of information overload. According to brain-scan experiments, the demands of so much decision-making quickly become too much for us. After about 40 minutes of shopping, most people stop struggling to be rationally selective, and instead began shopping emotionally—which is the point at which we accumulate the 50 percent of stuff in our cart that we never intended buying

参考译文：

超市市场的设计是为了吸引消费者在里面待得尽可能久。原因很简单：你在超市里待的时间越长，你看的商品就越多，一旦你看的商品多了，你买的也就越多。超市市场里的商品琳琅满目。根据美国食品市场营销协会(Food Marketing Institute)，一个普通的超市市场大约有四万四千种不同的商品，而许多超市市场的商品达到好几万种。可供选择的机会多到让消费者处于信息过载状态。大脑扫描实验表明，快速做出过多的决定对我们来说要求太高。在购物大约 40 分之

后，大部分消费者已经不能理性消费了，转而开始感性消费——就在这一刻，我们开始在购物车里放东西，其中 50%的东西是之前根本没打算买的。

