**Text 1**

①Come on—Everybody’s doing it. ②That whispered message, half invitation and half forcing, is what most of us think of when we hear the words *peer pressure*. ③It usually leads to no good—drinking, drugs and casual sex. ④But in her new book *Join the Club*, Tina Rosenberg contends that peer pressure can also be a positive force through what she calls the social cure, in which organizations and officials use the power of group dynamics to help individuals improve their lives and possibly the world.

来嘛-大家都来做它。这个半邀请半强制的低语是当我们大家听到同侪压力这个词所想到的。同侪压力会导致一些不好的事情发生-酗酒、吸毒、乱性。但是在他的新书*Join the Club，*Tina Rosenberg声称通过社会治愈的方法，同侪压力也能成为一种正面力量，在组织和政府用这种集体动力去帮助个体提升他们的生活，甚至可以帮助社会。

peer pressure 同侪(chái)压力

leads to 导致

*the events that led to the start of the First World War*→导致第一次世界大战爆发的事件

contends 宣称

dynamics 动力

①Rosenberg, the recipient of a Pulitzer Prize, offers a host of examples of the social cure in action: In South Carolina, a state-sponsored antismoking program called Rage Against the Haze sets out to make cigarettes uncool. ②In South Africa, an HIV-prevention initiative known as LoveLife recruits young people to promote safe sex among their peers.

Pulitzer 奖得主Rosenberg，提供了大量的社会治愈的例子：在South Carolina，一个政府资助的戒烟运动Rage Against the Haze，开始让吸烟一点都不酷。在South Africa，一个HIV预防倡议LoveLife，招募年轻人在他们同伴中宣传性安全。

sets out 开始

①The idea seems promising, and Rosenberg is a perceptive observer. ②Her critique of the lameness of many public-health campaigns is spot-on: they fail to mobilize peer pressure for healthy habits, and they demonstrate a seriously flawed understanding of psychology. ③“Dare to be different, please don’t smoke!” pleads one billboard campaign aimed at reducing smoking among teenagers—*teenagers*, who desire nothing more than fitting in. ④Rosenberg argues convincingly that public-health advocates ought to take a page from advertisers, so skilled at applying peer pressure.

这个主意似乎大有前途，Rosenberg是一个敏锐的观察者。她曾经批评许多公共活动的致命一针见血：他们没有奖同侪压力运用在健康的习惯上，他们展现出很多对心理学理解的严重偏差。一个广告牌活动这样恳求道：“勇敢的去与众不同，请不要吸烟”，目的是减少那些渴望融入集体的青年人吸烟。Rosenberg声称公众健康的推广应该像广告家学一学，他们非常善于运用同侪压力。

promising 很有希望的，大有前途

billboard 广告牌

①But on the general effectiveness of the social cure, Rosenberg is less persuasive. ②*Join the Club* is filled with too much irrelevant detail and not enough exploration of the social and biological factors that make peer pressure so powerful. ③The most glaring flaw of the social cure as it’s presented here is that it doesn’t work very well for very long. ④Rage Against the Haze failed once state funding was cut. ⑤Evidence that the LoveLife program produces lasting changes is limited and mixed.

但是对于社会治愈的总体效果，Rosenberg缺少说服力。*Join the Club*充斥着很多不相关的细节，在同侪压力有用的社会学和生物学特征方面研究不足。社会治愈最致命的缺点是，它不能长时间很好的起作用。Rage Against the Haze 一旦政府资助断裂，就会失败。LoveLife运动产生的持续的改变的证据是有限的、含糊的。

general effectiveness 总体效果

①There’s no doubt that our peer groups exert enormous influence on our behavior. ②An emerging body of research shows that positive health habits—as well as negative ones—spread through networks of friends via social communication. ③This is a subtle form of peer pressure: we unconsciously imitate the behavior we see every day.

同侪对我们的行为产生巨大的影响，这是毋庸置疑的。一个新兴的研究机构表示，好习惯和坏习惯都会通过社交传播。这是同侪压力的一个精巧的形式：我们下意识的模范我们每天看的的行为。

body 机构

①Far less certain, however, is how successfully experts and bureaucrats can select our peer groups and steer their activities in virtuous directions. ②It’s like the teacher who breaks up the troublemakers in the back row by pairing them with better-behaved classmates. ③The tactic never really works. ④And that’s the problem with a social cure engineered from the outside: in the real world, as in school, we insist on choosing our own friends.

不确定的是专家和政府怎样才能成功的挑选同侪团体，并引导他们在品行端正的方向上行动。这就像是一位老师安排后排的问题学生和好学生坐在一起。这种策略从来没有生效过。外界的社会治愈引起的问题是：在真实的世界，在学校，我们坚持选择自己的朋友。

virtuous 品行端正的

21. According to the first paragraph, peer pressure often emerges as

[A] a supplement to the social cure.

[B] a stimulus to group dynamics.

[C] an obstacle to social progress.

[D] a cause of undesirable behaviors.

22. Rosenberg holds that public-health advocates should

[A] recruit professional advertisers.

[B] learn from advertisers’ experience.

[C] stay away from commercial advertisers.

[D] recognize the limitations of advertisements.

23. In the author’s view, Rosenberg’s book fails to

[A] adequately probe social and biological factors.

[B] effectively evade the flaws of the social cure.

[C] illustrate the functions of state funding.

[D] produce a long-lasting social effect.

24. Paragraph 5 shows that our imitation of behaviors

[A] is harmful to our networks of friends.

[B] will mislead behavioral studies.

[C] occurs without our realizing it.

[D] can produce negative health habits.

25. The author suggests in the last paragraph that the effect of peer pressure is

[A] harmful.

[B] desirable.

[C] profound.

[D] questionable.