

1 강 01 로큰롤 음악과 기존 음악의 연속성

Back in the late 1960s Dave Laing wrote that rock-"n"-roll was far from a radical break with preceding musical traditions. // new or revolutionary
 how "many singers in the mid-fifties were able to ride high on the rock wave with only minimal changes in their customary style" // such continuities

1 강 02 서방에 대한 오해로 인한 Nikita Khrushchev의 돌발 행동

One of the most celebrated political images in modern times is that of Soviet Premier Nikita Khrushchev pounding his shoe on the podium while delivering a speech at the United Nations in 1960. something far different in mind. Khrushchev, who had rarely been outside the Soviet Union, had heard that people in the West loved passionate political debate.
 So he gave his audience what he thought they wanted — he pounded his shoe to make his point. What became the very image of the irrational Russian - a simple cross-cultural misunderstanding.

1 강 03 영화 영상의 연속성

But the film image, no matter how well / is not meant to be an isolated thing or self-sufficient as is a painting or photograph. / when joined with others in a continuity of time.
 not, but in association, in sequence.
 Because of this, movement is a vital factor in image composition.

1 강 04 인터넷을 이용한 소수 민족의 언어 보존

using web-based technology // to save endangered languages.
 This talking dictionary now contains 14,000 words and, with the language on the Internet,
 Other communities with endangered languages are also embracing social media
 as a vehicle for saving their languages.

1 강 05 인간이 색을 인지하는 방식

In real life one's perceptual mechanism takes all sorts of liberties with colors.
tones/ down: one doesn't normally much notice/ are seen in a generalized way: not observe
 Moreover, the brain grasps a black-and-white image of a familiar object as if it were in color;
In real life, one generally sees the colors one expects to see.



1 강 06 어린이들이 좋아하는 유형의 장난감

they can do things *with*;

Children are most absorbed by situations in which they can express themselves and discover something about the world. / That is why // come up with new uses for mundane objects

1 강 07 일에 있어 결단력 결여가 미치는 영향

improvising or changing strategies

In many endeavors such lack of initiative can only lead to disaster.

Unless the team is willing to shift to an alternative route, should the circumstances demand it, they might pay for it dearly.

1 강 08 인류학자와 소비자 행동의 관계

Anthropological consultation / influence their behavior.

In other words, anthropologists / affects consumer behavior

Daniel Miller cautions against anthropologists becoming too involved in analyzing consumable products. Rather, Miller suggests that anthropologists remain true to their anthropological goals — in this case, attempting to understand consumer behavior.

Miller discovered that shopping created and maintained social relationships between family members and other kin, as well as pets.

2 강 01 사색의 여유를 누리지 못하는 사람들

difficult to slow down?

the inheritors of a work ethic which encourages us to believe that time must be used 'productively' and 'efficiently.' // just thinking / an extended pause // The time for contemplation

2 강 02 의사들의 지식 및 자유의지와 행동의 불일치

CCU on-call room is so illuminating.

cardiologist seems like a medical contradiction.

the cognitive disconnect between intention and consumption.

34 percent of cardiologists report being overweight, with 4 percent actually obese.

Forces beyond knowledge and free will

2 강 03 영국 식민지 시절 아메리카에서 신문들의 역할

newspapers were a driving force behind anti-British feeling // joined in protest against British

The papers resented the fact // Serious unrest // only increased resentment.



2 강 04 온라인에서의 인간관계

social networks differ from offline connections // tend to be cumulative // strongly influenced by the medium / manage our direct relationship // monitor all of their relationships
are much more aware of the everyday lives of people we might have forgotten or lost touch with in our face-to-face social networks.

2 강 05 천재들의 지능을 이용한 지위 향상

boost one's status through intelligence-indicating products
to rent the intelligence of others.// hiring craftsmen
the genius required to design such products is rare, is in great demand, and hence is very expensive.
the value of commissioning works from the greatest geniuses

2 강 06 소비자 만족 평가

Consumers' satisfaction evaluations / tied to specific consumption situations
satisfaction differs from an attitude, which(attitude) is relatively enduring and less dependent on the specific situation.
feelings tend to have more influence on satisfaction judgments early on,
thoughts have more influence on satisfaction judgments as time goes on.
a post-decision evaluation can differ from a pre-decision evaluation

2 강 07 지나친 관대함의 문제점

giving so far that it was compromising her reputation and her productivity.
so generous and giving with her time that she fell into the trap of being more of a pushover.
so committed to helping clients that she bent over backward to meet their requests.
being a giver became a career-limiting move.

2 강 08 인간과 동물의 본질적 차이: 사고력 부재

beasts do not have thought, // some are more perfect than others, no differently than among men
never been observed that any brute beast arrived at such perfection / can be attributed to thought alone,
not to a natural impulse. // For speech is the only certain sign of thought concealed in the body,
this can be taken to be the true differentia between man and brutes.

3 강 01 아마추어와 전문가의 모호한 경계

The "amateur" virtuosity have proven themselves capable or exceptional in their professional fields and now wish to apply their skills to causes they care about in new fields.
Indeed, the capabilities of professionals and amateurs can overlap significantly.



3 강 02 권위에 대한 반발의 표현방식

If authority is represented by a series of symbols, opposition to that authority is symbolically represented by an inversion of those symbols.

If authorities have short hair, then long hair is a symbol of opposition to that authority.

3 강 03 기업과 고객의 관계에 있어 개인적 충성심의 중요성

As customers get more awareness about a business firm, they **learn themselves to behave in an efficient manner.**

In most industries, the cost benefits of loyalty spiral directly from the way the long-term customers and the long-term employees interact and learn from one another.

This human factor, the personal loyalty, is a powerful element in customer relationship.

3 강 04 인간의 체계적인 탐구활동

This tendency to select a slightly more complex puzzle indicates that human exploratory behavior is highly systematic.

Humans, it appears, do not explore their environment randomly.

3 강 05 십대의 역동적인 정체성변화

In studying symbolic consumption, **it is critical to take into account the dynamic nature of the self-concept.**

Girls adjust their props and costumes to mirror the characters they want to display.

In this way, girls are torn between their past childhood selves and their emerging adult selves.

Mobile upload albums reveal an oscillation between a childlike identity and a more mature, adult identity.

3 강 06 감춰진 생각을 드러나게 하는 방법

3강6번 소재-

One of the techniques for getting behind the conscious veil people like to keep in front of themselves, particularly where you suspect that they are putting on a show for your benefit, is to switch the focus of the conversation from them to “other people.”

3 강 07 득실효과

The timing of positive versus negative behavior seems to influence attraction.

In fact, people are more attracted to individuals who are consistently negative than to people who initially behave positively and then switch to negative behavior.

People who start out being nice get our hopes up, so the let down we experience when we discover that they are not nice makes it worse than if they had acted badly from the start.

3 강 08 맥락에 따라 달라지는 단어의 의미

Moreover, these terms tend to morph into absolute labels on habits, foods, and drinks.

the use of *healthy* and *unhealthy* lacks context in most cases.

The context boils down to what your metric for “health” is.



4 강 01 관리자들이 행동을 꺼리는 경향

The fact that corporations can function without anyone actively giving them a direction ~ to avoid having to take action. Remember, credit goes up and blame goes down.
So there is no real incentive to take a risk.
In a corporation, an action is often all risk, with no real reward.

4 강 02 인류학자가 우연히 만남을 통해 얻는 지식

the anthropologist often finds that some of his best interviews are the result of chance encounters.
Thus, in this chance meeting, the anthropologist learned something about certain myths and rituals, about family relationships, and about the network of factions in the village.

4 강 03 감정 표현의 억제와 건강의 관계

In Japan there is an important crucial distinction between *hon-ne*, which roughly translated means 'honest feeling' and *tatemae*, which means 'polite face'.
Yet despite this distrust of unguarded emotional display, citizens of Japan can expect on average to live up to the age of 75 in full health
, but we should reflect on how this fits with the apparently strong connection between emotional repression and systemic illness in the West.

4 강 04 개의 후각과 다른 감각들의 관계

But dogs use other senses, too, and the brains of both humans and dogs tend to amplify one sense at a time.
Surprised by the vision of an unfamiliar silhouette barging into the house, these dogs were using their eyes instead of their noses.

4 강 05 영국 영어와 미국 영어의 차이

In America, bombed = failed, miserably
But in the United Kingdom
just the opposite reaction would result. bombed = to succeed., a line of credit,

4 강 06 미래 학교의 특징

anything anyone wanted to learn // whenever he wanted to try to learn it.
Not only could anybody who wanted to learn anything try to learn it whenever he wanted, he could redo lessons as many times as necessary, without failing any tests or being subject to ridicule from teachers or other students.



4 강 07 외계 생명체의 존재에 관한 믿음의 변화

Until the turn of the twentieth century there was a general belief among scientists that many other life-harboring worlds existed.

During the twentieth century, the mood began to swing against the idea that life is common.

This mood of skepticism

4 강 08 현지 조사 연구를 위한 장비 준비

The types and amount of measurement equipment the researcher takes with him into the field depend largely upon the purpose of his fieldwork, the climate, the nature of the geography, and the nature of the maps and data he can obtain from others.

An important step in planning equipment needs, therefore, is to seek the advice of those who have done similar research in nearby areas.

5 강 01 Food Talk Radio

Food Talk Radio - it is now an increasingly crowded one.
a full-fledged obsession for many.

subsequently grown

Covering everything from food politics to favorite recipes, and studded with culinary celebrity guests, The Splendid Table has been a mainstay for anyone wanting to be informed, challenged, and entertained through talk about food here and abroad.

5 강 02 아이들의 집중력 향상 방법

How can children learn to focus their attention / work on attention by playing the right kinds of games,
Some of the most successful recent self-control programs/ used play to improve children's skills
if they pretended to be / if they pretended they were going to

5 강 03 인류의 농경사회로의 정착 과정

Humans have been around for // procreate and survive
due to harsh global climatic conditions

But not all farm plots were the same; regional variations

This eventually led to specialization;

Because each farmer was producing only one crop, and more than he needed, marketplaces and trading emerged and grew, and with them came the establishment of cities.



5 강 04 인터넷의 발달로 인한 산업 간 경계의 붕괴

Newspapers, magazines, and books were once thought of as part of the publishing industry, very different from radio and television broadcasting.

But once the Internet took hold, along with enhanced and inexpensive computer power and displays, it became clear that all of these disparate industries were really just different forms of information providers, so that all could be conveyed to customers by a single medium.

This redefinition collapses //but the way by which they are distributed has changed,

The collapsing of industries is still taking place, and what will replace them is not yet clear.

5 강 05 미국 사회에서의 신 직업군인 사무직의 등장

as *other descriptions of office life* at the time did, was the sense that office work was unnatural.

the early clerical worker didn't seem to fit.

an unfamiliar figure, an unexplainable phenomenon.

clerks had become the fastest-growing population.

the city's third largest occupational group

5 강 06 자원 부족의 악순환

increasing links among energy, food, and water.

creating a destructive cycle of dependence. / cut back on hydroelectric power generation at the lake.

Electricity prices nearly doubled, / The drought that began as a threat to food sources became an

electricity problem and, eventually, an even more profound food problem. *Cycles like these* can end in

political unrest and disasters for whole population

5 강 07~08 종(種)에 따라 다르게 인식되는 사실

You know the world is not what it seems, and all it takes is one great optical illusion to prove it.

what they see is not what you see.

all experience the same real thing but react to differing internal representations.

Your perception isn't the only perception out there, and if the inputs can be fooled, then the image is not to be trusted.

6 강 01 타마린의 습성

6 강 02 정확한 지도 제작에 기여한 고대 그리스의 두 학자

Two Greek scholars have a particular importance in the history of cartography: Eratosthenes and Ptolemy.



6 강 03 전제와 결론

No matter how good an argument is, the truth of the conclusion cannot be established if any of the argument's premises is false.

The acceptability of premises rests on whether they represent knowledge commonly believed to be true.

Another important factor is the variability of the data underlying the premise.

However, the variability of the data suggests that the conclusion is wrong.

6 강 04 Y세대의 특징

6 강 05 의사소통 형식으로서의 음악과 언어

Music has been called a language, though whether it actually is or not has been the subject of sometimes heated philosophical debate.

6 강 06 강우와 아프리카의 생태계

Thus, as the years pass, the climate regulates the amount of plant growth, the availability of plant foods regulates the number of grazing animals, and the number of grazing animals regulates the size of predator populations.

6 강 07~08 고객의 인식에 영향을 미치는 마케팅 전략

With taste being more or less equal, what is it that elevates the luxury brand?

Customer perception. Customers invest in pricey bottled water because they perceive it as more valuable.

Just as important, they take pride in being associated with it.

To create its desired image, the luxury brand and similar brands incorporate clever use of language in their marketing.

These masterful words evoke positive images with which customers aspire to associate.

In short, strategic language contributes to the luxury brand's perceived worth, and to the reasons why it rises far above the perceived value of generic bottled water brands.

7 강 01 인간만이 가진 질문 능력

If you are going to start thinking about questions, it is helpful to understand what a fundamental shift it was for humans to learn how to ask them.. // However, unlike humans, a great ape has never proven that it can ask questions. // but he can't actually ask

As a result, the ability to form a question might be the key cognitive transition that separates apes, and all other beings, from mankind.

(a fundamental shift = the key cognitive transition)



7 강 02 감정의 경험과 연관된 음식에 대한 선호

People tend to like particular foods associated with happy occasions — such as hot dogs at ball games or cake and ice cream at birthday parties. // develop aversions and dislike

Similarly, children learn to like and dislike

7 강 03 서랍이나 캐비닛의 효과적인 정리 방법

A common mistake when trying to organize a space

To create an organizational system that is easy to use and will last, try pulling everything out of the space you're organizing.

It also becomes a motivating factor of its own.

7 강 04 바람직한 상품 진열

In both cases, logic should have dictated that the displays be tailored to the shoppers who use them, not to the designers who made them.

7 강 05 반복 행동을 통한 습관 형성

Why does repetition create a habit? Psychologist Gordon Logan has argued that creating a habit involves shifting from effortful thinking to retrieving the correct action directly from memory.

however, a memory is stored away

When you get enough of those memories in your system,

7 강 06 과학에 관한 인식에 영향을 미치는 공상과학

There are many factors affecting opinions about science among the general population, and young people in particular, including its presentation in school, documentaries, news stories, and science fiction.

7 강 07~08 기억을 돕는 색인 카드의 사용

The Dutch psychologist Willem Wagenaar conducted a long-term experiment on time-tagging and memory.

The memory aids varied greatly in value.

it makes an enormous difference

“Where?” and “Who?” proved helpful indications, whereas knowing “When?” turned out to be useless in every instance.



8 강 01 또래 중재 프로그램과 그 효과

Peer mediation programs are a popular example of a restorative program in schools. peer mediators guide them through a process that moves from blaming each other to developing and committing to solutions that are acceptable to all parties. to be effective in improving student attitudes toward conflict, They have also reduced the number of school suspensions for fighting and improved students' ability to manage conflicts.

8 강 02 음악에 담긴 수학적 원리

Mathematics - it is also in the very essence of this art. How to choose the musical notes, musical notes from the proportions between tight strings. They created a link between music and mathematics

8 강 03 호흡 불균형이 가져올 수 있는 증세

There is a rate of breathing that provides a healthy balance of matching the supply and demand of oxygen in your body, breathing rate is outside the bounds of the healthy balance, then side effects can start kicking in to work against you. Going beyond the healthy balance of breathing // with every breath you breathe out, breathe out too much of the carbon dioxide, //getting symptoms of hyperventilation such as light-headedness.

8 강 04 자원봉사 활동을 통한 인간관계 확대

Volunteering can help you meet lots of different people. volunteering will probably have different things to offer than do most of your peers in school their biggest rewards is getting to know people from different walks of life. Whatever your choice of volunteer work, you're almost sure to meet someone you wouldn't have otherwise met.

8 강 05 낮잠을 자는 다양한 이유

napping offers a practical solution referred to as replacement or compensatory naps. may choose to nap in anticipation of sleep loss, or to avoid feelings of sleepiness later on. This type of napping **has been termed as appetitive or recreational.**

8 강 06 자세 교정을 통한 목소리 문제의 해결

chronic voice problems and went in search of a solution to save his voice and career. he studied his body in the mirror, watching his posture during movements very closely how the position of his head shifted, placing increasing levels of stress on his neck and his breathing. by correcting negative postural and attitudinal patterns he could influence his health concerns



8 강 07~08 창의력과 혁신을 가져올 수 있는 전통 지식

Creativity and innovation are not the sole preserve of knowledge workers in glassy offices, most innovation where the needs are greatest
 knowledge held within 'traditional' societies can be new as well as old
 the world's knowledge and innovation 'hotspots' are urban areas located almost exclusively in Europe, many other innovation hotspots, some in the most remote and isolated regions of the world.
 innumerable opportunities to harness local knowledge and innovation for trade and development are missed.

9 강 01 여성과 아동의 노동에 대한 19세기 유럽과 미국의 관점

Gendered assumptions gave women but not men protection from hazardous work and gave men but not women the right to weigh risks against rewards in deciding for themselves how to earn a living.

9 강 02 우연한 해저 유물 발굴

9 강 03 노예제도가 고대 로마 사회에 끼친 영향

the results of slavery were to be seen not only in the way of life of very rich Romans; they also influenced directly the lives of the ordinary people.
 It is not difficult to see how this state of affairs upset the business and industrial life of Ancient Rome and blocked its development and progress.
 Because of slavery there was not the mass demand for everyday goods that is a feature of our times.

9 강 04 동물성 식품의 유용성과 희귀성

animal foods are more critical for sound nutrition than plant foods.
 Rather, my argument is that while plant foods can sustain life, access to animal foods bestows health and well-being above and beyond mere survival.
 Animal foods get their symbolic power from this combination of utility and scarcity.

9 강 05 영화배우 Sylvester Stallone의 삶

9 강 06 정보 공유의 효과

So he passed out copies of the company's financial statement, went over it line by line, and indicated how much money was going to be needed to finance future growth.
 Everyone started asking questions and requesting more information.
 Sutera could see people becoming "as interested in all facets of the company as I was."



9 강 07~09

인종차별에 항거했던 한 인권운동가와 경찰의 우정

10 강 01

의도적 무능

The game of incompetence is a major problem for many people.

That “someone” is usually a rescuer playing another game.

10 강 02

‘나’의 사용과 ‘우리’의 사용이 주는 서로 다른 느낌

The use of pronouns such as “I” and “we” tells a lot about strength and warmth, as well as offering clues about gender, education, and status.

or instance, that the overuse of “I” suggests self-centeredness or egocentrism, which asserts strength but weakens warmth.

Conversely, the use of “we” generally demonstrates an awareness of other people and offers a way to show that you recognize or even understand their thoughts and feelings.

10 강 03

기생에 의한 생존

But from a broader perspective, most life is “parasitic.”

Thus all life is parasitic, for the good of one organism means the harm of another.

10 강 04

발효 빵의 탄생

The earliest breads were not very different from breads cooked around the world today.

The idea of leavening — raising bread to make it fluffier and lighter with gas bubbles from yeast — is fairly ancient too.

10 강 05

George Berkeley

There was much more to his life than that.

He did, however, after his death, have a West Coast university named after him — Berkeley in California.

10 강 06

Trobriand 제도의 원주민들과 주술

Malinowski realized that what made the difference was control.



11 강 01 표정에 있어서 인간과 동물의 유사성

the expression of emotions via facial expressions is relatively invariable, the context in which those emotions are cued and expressed is very context specific, and has to do with socialization, individual relationships, and other factors.
like humans, nonhuman animals — especially primates — can mimic the facial expressions of other animals.

11 강 02 성인의 행동에 영향을 주는 요소

How one behaves at any point in adulthood is strongly affected by one's past experiences and the issues one is facing.
Some might interpret her behavior as an inability to cope with her current life situation when that is not the case at all;
For example, problems with early morning awakenings may indicate depression in a young adult but may simply be a result of normal aging in an older adult.

11 강 03 집단이 개인의 행동에 미치는 영향

When you are given a group assignment, do you work harder or less hard than you would alone? Why?
One effect of groups on individual behavior is social facilitation.
the presence of other people increases our levels of arousal, or motivation.
Social facilitation may be influenced by evaluation apprehension as well as arousal -
When giving a speech, we may "lose our thread" if we are distracted by the audience and focus too much on its apparent reaction.

11 강 04 영화의 주관적 해석

subjective interpretations by developing a film around a riddle or puzzling quality.
attempts to pose moral or philosophical questions r
a thorough analysis of these elements will be required for interpretation
subjective interpretation is required
Individual interpretation should be supported by an examination of all elements.

11 강 05 나이 차이에 따라 달라지는 문제 해결 전략

the way we solve everyday problems is the context in which the problem occurs.
age differences reveal that younger adults are more likely to use a similar strategy across problem-solving contexts:
Researchers argue that as we grow older and accumulate more everyday experience, we become more sensitive to the problem context and use strategies accordingly.



11 강 06 초기의 인식이 관계 지속 여부에 미치는 영향

initially reduce uncertainty as a way to find out how we feel about a person or an interaction.

the driving force behind whether we try to seek further information.

Thus, when someone reveals negative information

to predict negative outcome values and to cut off communication with that person. his desire to continue reducing uncertainty about her would be low.

11 강 07~08 행동을 변화시킬 수 없는 비판

I noticed a flash from the driver's brake lights and the car slowed to a safe speed.

by being critical of her. // had treated her with kindness and the driver had responded with kindness.

I had been a critic, whereas Gail had treated her with appreciation.

12 강 01 도와주는 것의 즐거움이 갖는 본질적 의미

Empathy hooks us into the other's situation.

Yes, we derive pleasure from helping others, but since this pleasure reaches us *via* the other, and *only* via the other, it is genuinely other-oriented.

12 강 02 환경에 따른 사막 메뚜기의 개체 수와 행동 양식의 변화

The desert locust lives in two remarkably different styles depending on the availability of food sources and the density of the local locust population.

12 강 03 환자들의 개인적인 이야기 청취의 중요성

The goal is empathy,

Being a good doctor, Dr. Rita Charon says, requires narrative competence

— “the competence that human beings use to absorb, interpret, and respond to stories.”

12 강 04 잔디에 대한 인간의 본능적인 선호

Perhaps the allure of the lawn is in the human genes.

Encoded in our DNA is a preference for an open grassy landscape resembling the shortgrass savannas of Africa on which we evolved and spent our first few thousand years.

12 강 05 바이킹의 항로 찾기 기술

However, the Vikings may have had another navigation aid.

Scandinavian sagas refer to *sun stones*.



12 강 06 기억을 보조할 기술 개발

their technology is an extension of lifelogging, using wearable aids to record your life experiences

12 강 07~09 들리지 않는 것을 듣는 능력의 중요성

“To hear the unheard,” he remarked, “is a necessary discipline for achievement.

For only when an individual has learned to listen closely with his or her inner ear, to spiritually discern and translate all that is being said or communicated, will he or she be able to uncover the ancient secrets to success, prosperity, and happiness.”

13 강 01 가족내에서 부모와 자녀 사이의 관계 변화

Today, we work hard to shield children from life’s hardships.

But throughout most of our country’s history, we did not. Rather, kids worked.

Yet change was slow.

It wasn’t until our soldiers returned from World War II that childhood, as we now know it, began.

13 강 02 창의 경영을 위한 인재 등용

He shows that companies will focus more on exploring new possibilities, and less on exploiting old knowledge, when a significant percentage of members don’t follow the code.

This means it is smart to hire slow learners, to tolerate deviants, eccentrics, and just plain original thinkers, even though they will come up with many ideas that are strange mutations, dead ends, and utter failures.

13 강 03 부의 추구하고 사회적 지위 추구 간의 관계

Even though people seek both social status and affluence, their primary goal is to attain social status.

A case can be made, in particular, that their pursuit of affluence is instrumental:

they pursue it not for its own sake but because increased affluence will enhance their social standing.

impress other people // people despised rather than admired

13 강 04 공급 부족으로 인한 기다리는 시간의 증가가 가격에 미치는 영향

In these cases, the time we wait literally becomes the cost of the product.

The resale price, I learned, was simply calculated by how long the original buyer had to wait in line.

it is not only the Eastern Europeans who equate waiting time with value.



13 강 05 성공적으로 생존 전략을 통달한 개

Domesticated species don't command our respect the way their wild cousins often do.

Evolution may reward interdependence, but our thinking selves continue to prize self-reliance.

So what does the dog know about getting along in this world that its wild ancestor doesn't?

The big thing the dog knows about - is us: our needs and desires, our emotions and values, all of which it has folded into its genes as part of a sophisticated strategy for survival.

13 강 06 과학 기술의 변화로 인한 불평등 심화 현상

But when we look at the data and research, we conclude that none of these are the primary driver of growing inequality.

Instead, the main driver is exponential, digital, and combinatorial change in the technology that supports our economic system. // income inequality has actually grown

13 강 07~08 비가공식품과 가공식품의 가격 차이

One result of overabundance is pressure to add value to foods through processing.

value-enhancing activities.

With this kind of pricing distribution, food companies are more likely to focus on developing added-value products than to promote consumption of fresh fruits and vegetables, particularly because opportunities for adding value to such foods are limited.

14 강 09 생활양식의 변화에 따른 물품 형태의 변화

in a shifting pattern of life / adaptability were dominant criteria.

that tradition was not static, but constantly subject to minute variations appropriate to people and their circumstances.

specific manifestations could be adapted in various minute and subtle ways to suit individual users' needs.

This basic principle of customization allowed a constant stream of incremental modifications to be introduced, which, if demonstrated by experience to be advantageous, could be integrated back into the mainstream of tradition.

14 강 10 포식자의 탐색과 피식자의 보호색

predators concentrate their search on telltale signs, ignoring everything else.

also a cost to paying too close attention, since you can become blind to the alternatives.

The benefit of concealing coloration is not that it provides a solid guarantee of survival, but that it consistently yields a small edge in the chance of living through each successive threatening encounter.

the prey will be completely overlooked.



14 강 11 전쟁의 무기로 사용되는 식량

food can also be a weapon of war.

The provision or withholding of food is viewed as a legitimate tactic of war, Food can be withheld by preventing it from being grown and harvested, rendering it unfit for human consumption.

informally referred to as the "rules of war," international humanitarian law has moved toward prohibiting deliberate starvation of civilian populations.

to avoid food wastage as a means of contributing to the war effort were commonplace by the mid-20th century.

14 강 12 음식에 대한 감각적 분석과 판단

Food intake is essential for the survival of every living organism.

humans use all their five senses to analyze food quality.// a complex sensory analysis

the final decision about ingestion or rejection of food is made.

this complex interaction between different senses is inappropriately referred to as 'taste' although it should be better called flavor perception, because it uses multiple senses.

14 강 13 지능과 반응 시간

People who believe that individual differences in intelligence can be traced back to sheer speed of information processing have tended to use simple reaction time and related tasks.

In a simple reaction-time paradigm, the individual is required simply to make a single response as quickly as possible following the presentation of a stimulus.

Despite such early support, the levels of correlation obtained between measures of simple reaction time and various standard measures of intelligence have been weak.

There seems to be much more to intelligence than pure speed.

14 강 14 원숭이의 뇌 신경 세포에서 일어나는 모방 효과

conducting experiments in motor neurons and were being helped by some monkeys whose brain activity was being monitored.

electrical activity in its brain was triggered as though it was actually consuming the ice cream.

the monkey was not eating but only watching.

the neurons in the monkey's brain fired as if it was also eating the peanut. Time after time, neurons in the prefrontal cortex reacted to the perception of the actions that were observed.

14 강 15~17 딸의 곤경을 현명하게 해결한 엄마

has trouble thinking on her feet and feels awkward in social situations.

her daughter is unusually quiet on the drive home. / confesses that she really doesn't want to do what she's been asked.

try to think of something else she could do instead / enough practice will give her confidence

she is relieved that she can contribute in her own way.



15 강 01 서둘러 하는 일처리의 문제점

But speeding up can actually slow us down, / And it's not just our efficiency that is reduced. The quality of the experience suffers too, as we become less aware or 'mindful'. Hurrying up doesn't just give us less time, it can also drain the pleasure and benefit from the time that we do have. there are almost certainly areas of our life that could be enhanced by a little go-slow behavior.

15 강 02 공상과학소설 속의 집단지성을 가진 동물

15 강 03 관례에서 벗어난 작사, 작곡의 기억 강화 효과

Some songwriters flout customary principles, and this itself can become a memory aid. But we remember it for its distinctiveness.

15 강 04 경제 성장과 부의 불균형한 분배

Now, economic growth should be a value-neutral means toward the real goals: **it's important to remember that growth in some places has too often required the exploitation of others.** we do have enough stuff to meet the basic needs of everyone in the world; it's just not distributed well enough. We have a shortage of sharing rather than a lack of enough.

15 강 05 즐거운 경험의 특성

Enjoyable experiences are usually described as having a cluster of related subjective dimensions. Aside from the balance of challenges and skills, enjoyable experiences provide clarity of goals: knowing what must be done from one moment to the next. /Another dimension is immediacy of feedback: A person always knows how well he or she is doing.

15 강 06 여성 농부가 남성 농부에 비해 수입이 적은 이유

As a rule, women farmers work longer hours and have lower incomes than do male farmers. **Rather, it is due to restricting socio-cultural factors.**

15 강 07~08 오픈 스페이스의 역할

Open space and resource lands can be used to define natural boundaries between urban areas and rural areas. Moreover, open space designation can complement other regulatory efforts to shape urban growth patterns and limit urban expansion. At the same time, linear open spaces can provide visual or physical connections between different neighborhoods, activity centers, and open space areas.



16 강 09 | 기술발전에 따른 개인 정보 유출 문제

In the past, personal information that a business collected about a customer was kept on paper records. However, electronic data storage has become very sophisticated, and the sharing or release of personal information is becoming much easier and more widespread.

16 강 10 | 수업에 지장을 주는 학생들의 말을 줄이는 방법

Students become involved in disruptive talk for several reasons. Even though these reasons are both numerous and varied, the teacher can control the environment to the extent that much of what can be viewed as the causes for such talk is eliminated. Teachers should observe this type of student behavior and determine the need for further elaboration. Another cause for idle, disruptive talk is unmotivating lessons. Teachers will be able to diminish much unwanted talking by developing motivating, participatory instruction which holds the interest of the students.

16 강 11 | 혹독한 자연환경에 놓여 있는 역사 유물

Historic sites in extreme climates and harsh environments are the most prone to the natural elements and their erosive process

16 강 12 | 자동차 조립라인을 착안하게 된 계기

Henry Ford conceived of his famous assembly line, the process of manufacturing followed the so-called English System. / the parallels.

16 강 13 | 애완동물을 얻는 다양한 출처

The type of animal you are interested in bringing into your home may greatly influence where you acquire your pet. Being informed of the general pros and cons for the most commonly used sources of finding a pet can be valuable to you and your family in making this decision.

16 강 14 | 깨진 유리창의 역설

Reliance on monetary statistics to convey well-being renders one liable to accept and even encourage destruction in order to increase production. The paradox where it would not have been otherwise. In short, the vandal, crude and thoughtless as he seems, has actually helped to generate trade and stimulate the economy.

