



**Keep It Simple and Short**

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**30제**

A great change occurred with the arrival of the phonograph. Recorded music privatized and decontextualized what had often been a social event — and church music or sailors' songs could now be heard while dressing in the morning, while Beethoven was transformed into “wall paper.” / At its simplest level music was heard, but performers were no longer seen. Sounds of all sorts could thus be integrated into everyday life as a kind of aural background — but more often to enhance a mood or decorate some setting than as a focused object of attention. Claude Debussy in 1913 fretted that recorded music could be bought as easily as “one can buy a glass of beer.” And with no hint of irony, the first issue of Gramophone (1923) called for listening to recorded music while shaving.

\* decontextualize: 탈맥락화하다 \*\* fret: 걱정하다

Sometimes, it seems that people simply like to try new things— they are interested in variety seeking, in which the priority is to vary one's product experiences, perhaps as a form of stimulation or to avoid being bored. Variety seeking is especially likely to occur when people are in a good mood, or when there is relatively little stimulation elsewhere in their environment. / In the case of foods and beverages, variety seeking can occur due to a phenomenon known as sensory-specific satiety. Put simply, this means the pleasantness of a food item just eaten drops while the pleasantness of uneaten foods remains unchanged. So even though we have favourites, we still like to sample other possibilities. Ironically, consumers may actually switch to less preferred options for variety's sake even though they enjoy the more familiar option more.

\* satiety: 포만(감)

The more important a sporting event is, the more stressful we are likely to find it. It is probably true to say, for example, that most footballers would find themselves more anxious competing in the World Cup than in a 'friendly'. However, we must remember that it is the importance of the event to the individual that counts. / This does not necessarily depend on the status of the competition. For example, athletes who know they are being watched by talent scouts, or perhaps by their family for the first time, may feel particularly anxious. Marchant and his colleagues carried out an experiment in which event importance was artificially set up. Pairs of golfers competed for either three new balls (low importance) or a new pair of golfing shoes (high importance). As expected, those competing for the new shoes experienced more anxiety than those competing for golf balls.

Culture is the primary factor affecting the way in which man responds to the environment, and since there is a wide variety of cultures, there is a wide variety of cultural responses, even to the same environment. / For example, in the Fijian Islands of the Pacific, two distinct cultures can be identified, each with a different relationship with the environment. On the one hand, there is the old Melanesian culture whose members utilize the environment to grow a small range of subsistence crops and whose wants are very limited. In contrast, there are the new Melanesians, largely Indian immigrants, who have a much more Westernised view of the environment, growing cash crops such as sugar cane for export. Similar contrasts can be found throughout the world, between Chinese and Malay in Malaysia, African and European in Kenya, and Indian and Latino in Mexico.

\* subsistence: 생계

Many environmental problems are local in scale, and people confronted them before the word 'environment' existed. For example, the common practice in medieval Europe of tossing sewage into the street caused an environmental problem that was largely local in scope. My neighbor who insists on playing heavy metal music at all hours also causes a local environmental problem. / Noise is ubiquitous in modern life, and we do not often think of it in this way, but it has many of the hallmarks of a classic pollutant. It causes people to lose sleep and to stay away from home, and it generally degrades their quality of life. There is evidence that persistent exposure to high levels of noise can even raise blood pressure and serum cholesterol. Noise pollution can spread out from being a matter of one household affecting another, to being a serious urban problem.

\* ubiquitous: 어디에나 있는 \*\* degrade: (질적으로) 저하시키다

In sport, it has been assumed that the original form of the game is naturally attractive and therefore satisfies consumer needs. An analysis of sporting organisations in Australia shows this to be an outdated view. / Many sports have modified rules to make their games more attractive, and in the case of cricket matches, which have traditionally been played for 4 – 5 days, one-day matches have become an important part of the range of product offerings. One-day international matches played throughout an Australian summer have more readily satisfied consumer need for compressed entertainment and a quick result. At junior levels, many sports have been significantly modified to satisfy the desire of many more young people to participate in the game. Inherent in this change has been the recognition that juniors wish to develop game skills through actual participation, to have fun, and in general to be with their friends through the sport setting.

\* product offering: 제품[상품]군

Single-person households and “empty nesters” have different lifestyles and preferences than larger families. Singles, especially, spend heavily on foodservice, both for convenience and for social occasions. The increasing domination of these smaller all-adult households and single-person households has implications for restaurant patronage patterns. / For instance, the use of takeout has grown among both families with children and adult-only households (singles and couples). But these different types of households tend to be interested in different types of takeout, and for different reasons. While the family with kids may order a crowd-pleasing, inexpensive meal such as a large pizza or a bucket of chicken, the single adult might be more likely to stop on the way home after work for a sophisticated green salad that’s “too much trouble” to make for just one person. Adults who live alone or with one other person are more likely to rely on takeout as a routine pattern of sourcing food, whether they are in an older age group or a younger one.

\* empty nester: (장성한 자녀가 집을 떠난 뒤) 둘만 사는 부부 \*\* patronage: (식당 등에 대한 고객의) 애용

Developmental limitations in expressive and receptive language skills, limited vocabulary knowledge, and limitations in abstract thinking ability contribute to young children's difficulty in communicating effectively. Perhaps the major therapeutic power of play that has been described in the literature is its communication power. / In play, children are able to express their conscious thoughts and feelings better through play activities than by words alone. Children are naturally comfortable with expression through concrete play activities and materials. Use of symbolic representation and expression through dolls and puppets provides emotional distance from emotionally charged experiences, thoughts, and feelings. Through indirect expression in play the child can gain awareness of troublesome affects and memories and begin the process of healing.

Successful learning depends on numerous factors. The learner's store of knowledge and experience certainly contributes, as does the learner's attitude toward reading. Many people may share the same experience, read the same book, or hear the same lecture, but thinking and learning differ from individual to individual because of what each person brings to the experience. Individuals relate to a common body of knowledge in different ways because of what they already know — or don't know. / Converting to the metric system, for example, will probably be difficult for learners who were taught measurements in inches, feet, and miles. Similarly, understanding conflicts in another nation can be difficult when learners do not know the climate, geography, and history of that nation. If learners cannot find reluctance in a subject, they are likely to ignore it. Thus, teachers must become aware of their students' previous knowledge of and experiences with a particular concept in content subjects.

Uncertainty is a basic fact of life. Despite uncertainty, people must make predictions about the world. Will the car you are considering buying be reliable? Will you like the food you order? When you see an animal in the woods, what should you do? One source of information that reduces uncertainty is category membership. / Although all Xpress Sportscars are not exactly the same, they are so similar that you can predict with some confidence that the new Sportscar you are considering will be reliable. Kansas City style barbecue ribs are not identical, but they taste more similar to one another than they do to roast chicken or tofu dishes. Knowing the category of an entity therefore serves to reduce the uncertainty associated with it, and the category reduces uncertainty to the degree that the category members are uniform with respect to the prediction you want to make. This category-based induction is one of the main ways that categories are useful to us in everyday life

Whereas addressing conflicts openly, directly and freely in an individualistic culture is the norm, in a collective culture, conflict can be a terrifying experience for those involved. Individuals in a collective culture view conflict as a threat to the group harmony. / Since they are part of the group, this makes it a threat to their own harmony and, worse still, if they are the cause of the conflict, they feel responsible for one of the most negative outcomes in a collective working culture. As a result, collective cultures are, by nature, conflict avoidant. Although this has its advantages in protecting group harmony, it has its disadvantages in making it difficult, particularly for an outsider, to know if they have group consensus or not. Most members of highly collective cultures would rather agree to something they do not believe in than risk creating a conflict.

A tight-knit community can minimize the problem of street crime. However, informal social control also poses a threat to the diversity of behavior that exists in a pluralistic society, even though it may curb violent crime. Still, street crime would decline if interaction among the residents of a community were more frequent, and if social bonds were stronger. / A sense of responsibility for other citizens and for the community as a whole would increase individuals' willingness to report crime to the police and the likelihood of their intervention in a crime in progress. Greater willingness of community residents to report crime to the police might also prevent the need for civilian police patrols. More interaction in public places and human traffic on the sidewalks would increase surveillance of the places where people now fear to go. More intense social ties would reinforce surveillance with a willingness to take action against offenders.

\* curb: 억제하다 \* surveillance: 감시

Good writers are not passive; they don't simply record immediate responses. They look closely, ask questions, analyze, make connections, and think. Learning to see with a writer's eye benefits not just those who write for a living but all professionals. In any career you choose, success depends on keen observation and in-depth analysis. / A skilled physician detects minor symptoms in a physical or follows up on a patient's complaint to ask questions that lead to a diagnosis others might miss. A successful stockbroker observes overlooked trends and conducts research to detect new investment opportunities. A passerby might assume a busy store must be successful, but a retail analyst would observe what merchandise people are purchasing and how they are paying for it. If all the shoppers are buying discount items and paying with credit cards, the store could be losing money on the sales.

It is important to remember that body image does not necessarily have anything to do with the actual appearance or abilities of your body. For many people, body image does not conform to their bodies' physical realities. / This is especially true for people who have negative body images. For example, many people see themselves as overweight, when in reality they are not. Some people with strong, athletic bodies truly believe they are weak and incapable. On the other hand, some people see themselves as healthy and slim when their bodies are actually unhealthy and overweight. Distorted body images like these can be a sign of other emotional or psychological issues in a person's life and can have a significant impact on physical and mental health.

Biographies of human beings are generally about real people, not fictional or mythological characters. Therefore the biographer has a responsibility to the truth, and should tell us what actually happened in a person's life. This looks like a solid, unarguable rule for biography. But there are many ways of breaking it. Plenty of biographers dramatize their narratives with descriptions of emotions, highly coloured scene-setting, or strategies of suspense. / Some go further, and deploy full-scale fictional methods: invented meetings between author and subject, imaginary episodes, musings on the identity of the biographer, and hypothetical conversations. Some biographies read more like fiction than history. This can attract readers, but can also give the genre a bad name. John Updike once remarked that most biographies are just 'novels with indexes.'

\*deploy: 효율적으로 사용하다 \*\*musing: (깊은) 생각, 숙고

As children gain experience listening to stories, they begin to develop an understanding that stories follow a regular sequence. This idea can be reinforced by repeated readings of the same story (generally at the child's request), as children become so familiar with the story that they can easily predict what will happen next. / Sometimes writers of picture books build predictability into the text with repeated actions or phrases or by using the same sentence structure over and over again. Like patterned language, predictable structures make stories easier for children to listen to and comprehend. They also allow authors to introduce more surprising or unusual elements successfully within a carefully constructed familiar context. The contrast between the predictable and the surprising elements often delights adults as well as children.

Rap music flourished without access to the music establishment. Most rap is performed by artists in their own homes, using inexpensive, widely accessible equipment, in contrast to the sound studios and sophisticated recording equipment of other musical genres. / Rap music is mainly disseminated on homemade cassettes and by locally owned independent record companies. For a decade, the major recording companies resisted rap, and even in the mid-1990s only a small portion of the music on the Billboard rap singles chart was produced by the major labels. The radio industry (which usually makes or breaks the success of any piece of music) ignored rap because its audience is not a priority for radio advertisers to reach. For example, New York does not have a single rap station, although it has two full-time classical radio stations.

\* disseminate: 보급하다, 널리 퍼뜨리다

Over the past decade there has been a surge of empathic thinking and action around the globe driven by political activists, advice columnists, and religious leaders. / Protesters in the Occupy movement in Britain and the United States erected Empathy Tents and ran workshops on empathic activism. Hundreds of thousands of schoolchildren have been taught empathy skills through Roots of Empathy, a Canadian education program that has spread to Britain, New Zealand, and other countries, that brings babies into the classroom and turns them into teachers. A German social entrepreneur has established a worldwide network of museums where blind guides have taken more than seven million visitors around exhibits that are in total darkness, to give them the experience of being visually impaired. All these initiatives are part of a historic wave of empathy that is challenging our highly individualistic, self-obsessed cultures, in which most of us have become far too absorbed in our own lives to give much thought to anyone else.

\* surge: 급증, 급등 \*\* visually impaired: 시각 장애가 있는

When we purchase a lunch from a food vendor, we exchange money for the material food. At the same time we exchange information regarding the relationship between the vendor and ourselves, ranging from happiness to indifference to anger. / Although the food will be consumed and require further material exchanges for additional consumption, the relationship between the vendor and us has the capacity to evolve and grow. The relationship will most likely grow towards greater cooperation and shared oneness through intentionally communicating in loving manners that acknowledge and appreciate the value the vendor adds to our lives in these material and relationship exchanges. Consequently, the food provides physical nourishment, while the relationship can evolve to provide emotional, social, and spiritual nourishment. Future purchases exchange similar quantities of money, while the relationship can increase qualitatively in a variety of important ways.

People hate to lose something more than they like gaining something of equal value. Given this near-universal truth about the human psyche, it may not be surprising that many acts of dishonesty and cheating in the real world are born from fear of losing something we value. / Pressure to avoid getting an “F” in a class leads many students to bring cheat sheets into exams more so than does the possibility of getting an “A.” Pressure to avoid losing market share tempts those in business to break laws more often than does setting new sales records. Not owing the government additional money is a bigger motivator for cheating on taxes than is getting a bigger refund. Sure, in all these cases gains like the bigger sales figure or the bigger refund may motivate people to cheat, but the point is that they’ll never be as motivating as avoiding a loss of equal amount.

\* psyche: 마음, 정신

Many people I've met say they never write letters or anything at all because they've learned that they always make mistakes. Communication is not like cooking, where you only get one chance to get it right. In cooking, there is a recipe to follow and the food comes out bad if you stray from it. What those people I met didn't know until I told them this is that nobody gets it right the first time, or the second, or the third. Everybody needs to write and revise, then rewrite and revise again, and keep that process up until finally it's as good as it's going to get. / The secret to writing letters, speeches, or any planned communication is to work at it until you have revised the whole thing at least seven times. The first draft of almost anything (letter, essay, speech, document), is never going to be your best work. Personal letters may be the exception in some cases, but even they often need to be rewritten before mailing. Quality comes with rewriting.

\* stray: 벗어나다

For the first time in history, shortly after the millennium, the majority of the global population became urban rather than rural. Cities have grown rapidly, and urban growth will continue to accelerate in the years ahead. New and existing cities alike will have to make crucial changes to the assumptions for planning and prioritization. / Greater focus on the needs of the people who use cities must be a key goal for the future. This is the background for the focus on the human dimension of city planning. Cities must urge urban planners and architects to reinforce pedestrianism as an integrated city policy to develop lively, safe, sustainable and healthy cities. It is equally urgent to strengthen the social function of city space as a meeting place that contributes toward the aims of social sustainability and an open and democratic society.

\* the millennium: 2000년에 시작된 새 천 년(cf. millennium 천 년) \*\* pedestrianism: 보행자 우선주의, 도보주의

Teachers who are new to the integration of social media into their teaching practice often make the mistake of focusing on a particular tool they want to use with their class instead of on the purposes or intended outcomes of a teaching and learning episode. / For example, a teacher may become attracted to blogs and decide to use blogs for anything and everything, regardless of the suitability of the blogging format for what the teacher wants students to achieve. It is crucial that you determine the broader purpose of the teaching and learning episode first. Only when you have established what it is that you want students to achieve, do, or understand can you go about finding the best way for them to accomplish that. If you decide that using social media does best support your purposes, you then need to move on to planning your teaching and learning episode, supporting student learning, and writing up rubrics to clarify your expectations.

\* teaching and learning episode: 수업 \*\* rubric: 평가 척도, 기준

There is no doubt that mountainous areas with low valleys among them tend to have higher species richness than surrounding areas of flat land. This is partly because there are more different environments, each with its own characteristic set of species. / For one thing there are different climate zones on a mountain, but only one climate in a flat lowland area. For example, in the Santa Catalina Mountains of Arizona, many different plant species occur in the same mountains but at distinct altitudes, each species at its own climatic optimum. A similar of species composition with elevation is found in the Siskiyou Mountains of Oregon, and in fact on almost any set of high mountains, simply because there is a wide range of climates there. Even on a very local scale, a varied landscape can have microclimatic differences adding to species richness.

\* optimum: 최적 조건; 최적의

Friendship provides the ways to social and cognitive development. Through gossip with friends about other children, for example, children learn about peer norms, including how, why, and when to display or control the expression of emotions and other behaviors. As Piaget pointed out, friends are more likely than nonfriends to criticize and elaborate on one another's ideas and to elaborate and clarify their own ideas. / This kind of openness promotes cognitive skills and enhances performance on creative tasks. One demonstration of this was provided by a study in which teams of 10-year-olds, half of them made up of friends and the other half made up of nonfriends, were assigned to write a story about rain forests. The teams consisting of friends engaged in more constructive conversations (e.g., they posed alternative approaches and provided elaborations more frequently) and were more focused on the task than were teams of nonfriends. In addition, the stories written by friends were of higher quality than those written by nonfriends.

\* pose: 제기하다

Bruce Chatwin, in his fascinating book *The Songlines*, demonstrates how songs served to divide up the land, and constituted title deeds to territory. Each totemic ancestor was believed to have sung as he walked, and to have defined the features of the landscape in so doing. Song was the means by which the different aspects of the world were brought into consciousness, and therefore remembered. / As Chatwin observed, aboriginals used songs in the same way as birds to affirm territorial boundaries. Each individual inherited some verses of the ancestor's song, which also determined the limits of a particular area. The contour of the melody of the song described the contour of the land with which it was associated. As Chatwin's informant told him: 'Music is a memory bank for finding one's way about the world.'

\* title deed: (부동산의) 권리증(서) \*\*totemic: 신성한 상징물(토템)을 믿는 신앙의 \*\*\* contour: 음조 곡선, 윤곽

While the practice of self-diagnosis online may have a positive outcome, such as locating a therapist who specializes in the disorder, it may also encourage “Cyberchondria,” a term coined by White and Horvitz. This condition occurs when symptoms are interpreted to be evidence of a disorder when in fact they are common symptoms that may not indicate a disorder at all. An analogy in physical medicine is the self-diagnosis of a brain tumor based on a headache. / Although brain tumors are quite rare (approximately 0.2% in the population), 25% of sites that resulted from a search for “headache” gave brain tumor as a potential cause. Such information is likely to provoke unnecessary alarm. In mental health, most people experience anxiety at times, but it is also a symptom of serious disorders. Without contextual information, for example a complete history, it is unwise to form a diagnostic opinion based on limited information.

\* cyberchondria: 사이버 건강 염려증

There were practical and symbolic differences between exchanging dry food and wet food. In contrast to dry food, which a receiver can pick up without a giver touching it, wet food is hard to share without the other person “contaminating” it with his or her mouth, hand, or with eating utensils (fork or chopsticks) with his or her saliva attached. / In my observation, kids often showed disgust for food that another person had touched with his or her hands. Because a physical substance of a giver is attached, the exchange of these foods seemed to engender the notion of pollution in kids’ minds, and threaten their body and self-integrity. By preadolescent age, kids have developed the notion of homo clausus, the sense of self that is encapsulated in one’s body and is clearly cut off from others. Violation to this bodily boundary would arouse in them fear and disgust.

\* saliva: 침, 타액 \*\* encapsulate: 소중히 보호하다

Thinking sometimes is described as the process that makes symbolic representations of our external environment. It ordinarily is thought of as occurring in the brain and it is about a world existing outside the brain. At other times thinking is engaged in something else that we might characterize as imagination. / It reorganizes the symbolic stuff (images, concepts, ideas, and words) in the internal landscapes of the mind. These imaginative reorderings eventually may enable us to predict new situations in our environment and thus make adaptive responses. They can lead us to create scientific conceptions of the universe, to compose symphonies, to write novels, or to make no particular response at all. Having a mind means that an organism forms neural representations which can become images, be manipulated in a process called thought, and eventually influence behavior by helping predict the future, plan accordingly, and choose the next action.

A whole range of physical activity accompanies music. Playing a musical instrument, alone or in a group, not only creates sound but also literally moves people—that is, they sway, dance, walk, work in response. Even if we cannot see them move very much, their brains and bodies are responding as they hear and process the music. / How odd it would be for a rock band to perform without moving in response to their music, in ways that let the audience know they were feeling it. This was demonstrated many years ago by the new-wave rock band Devo when its members acted like robots. In one way or another movement and music connect in the repertory of every culture. Sometimes the movement is quite loose, suggesting freedom and abandon, and at other times, as in Balinese dance, it is highly controlled, suggesting that in this culture controlling oneself is beautiful and admirable.