

William Allingham, poet and editor, is known mainly through a small group of poems that regularly appear in anthologies of Irish verse. In his own day, however, Allingham was well known to poets such as Robert Browning, Dante Gabriel Rossetti, and Alfred Tennyson, and his work inspired later Irish poets, including W. B. Yeats and John Hewitt. He was born in Ballyshannon, County Donegal, Ireland and his first job was in the local bank, where his father was manager. In 1846, he took a post with the national excise service and spent the next twenty-four years working as a customs officer. He first visited England in 1843 and eventually settled there in 1863. He befriended the influential poet, critic, and editor, Leigh Hunt, to whom he dedicated his first book of poems in 1850. His most ambitious work was the verse novel, *Laurence Bloomfield in Ireland*, in which he tried to promote reform of land ownership and tenants' rights.

\* anthology 선집 \*\* excise 소비세 \*\*\* tenant 소작인

The first tunnel built under the Thames was designed by Marc Isambard Brunel (1769-1849). Brunel fled the French Revolution for New York and then London, and at one point found himself in debtor's prison. While in prison, he watched a shipworm bore a hole through a piece of wood by passing the chewed-up wood pulp through its body and excreting it as it progressed. Once released, Brunel worked on his observation, and eventually constructed a huge drill with corkscrew blades that passed dug-up material down its length as it moved forward, which was used to bore a tunnel from Wapping to Rotherhithe. The tunnel took 18 years to build, and 10 men died during its construction. When it opened, it was at first targeted by thieves who would lie in wait in the shadows for unsuspecting pedestrians. The East London Railway took over the tunnel in 1869, and it now carries the East London Underground line across the river.

\* bore 파다, 뚫다 \*\* excrete 배설하다

At Greenwich in 1796, the astronomer Maskelyne dismissed Kinnebrook, his assistant, because Kinnebrook observed the times of stellar transits almost a second later than he did. Maskelyne was convinced that all through 1794 there had been no discrepancy between the two of them. Then in August, 1795, Kinnebrook was found to be recording times about half a second later than Maskelyne. His attention was called to the “error,” and it would seem that he must have striven to correct it. Nevertheless, it increased during the succeeding months until, in January, 1796, it had become about eight tenths of a second. Then Maskelyne dismissed him. The error was serious, for upon such observations depended the calibration of the clock, and upon the clock depended all other observations of place and time.

\* stellar transit 별이 망원경의 시야를 통과하는 것 \*\* discrepancy 차이, 불일치 \*\*\* calibration 보정, 눈금 매기기

When her grandmother didn't answer right away, Kay got worried and started to say something, but before she could she watched as Teresa reached into the drawer by her bed and to Kay's astonishment, pulled out a tape recorder. What was her grandmother up to now? Where could she have gotten a tape recorder? And from the looks of it, she knew exactly how to use it. Kay had never seen her grandmother with anything like that. Teresa didn't even like using the phone. She once told Kay that she was allergic to the stuff the world made. She never said manmade. She always said "world made" so how and why ..., as the question was beginning to form Teresa said, "I made this recording so I won't forget anything. I need you to listen closely." Teresa looked at Kay to make sure she was listening. Too shocked to say anything, Kay nodded as she sat down in the chair facing her grandmother's wheelchair as Teresa played the tape.

For over a million years humans lived in small, mobile groups gathering their food from the wild and hunting animals. When resources permitted, they came together in larger groups and occasionally, when they could rely on particularly rich sources of food, they became semi-sedentary. Then, in a relatively short period of time after the end of the last ice age, about 10,000 BCE, this stable and well-balanced way of life began to change. Across the world humans slowly began to settle in one location and replace gathered plants with ones grown on special plots of land while a few animals were also domesticated. In less than ten thousand years this new, agricultural way of life had spread around the globe. Hunting and gathering groups survived but they were increasingly pushed into more marginal areas and those that the farmers could not utilize. By the twentieth century only a few groups of such people survived to be studied by anthropologists. The adoption of farming was the most fundamental change in human history and led on to all that we call civilization and recorded human history.

\* semi-sedentary 반정착민의 \*\* anthropologist 인류학자

Most historians and philosophers agree that it was the teachings of the seventeenth-century French philosopher René Descartes that ushered in the thinking of the modern age and began the unraveling of the ancient link between emotions and health. In his reaction to the religious wars and the resulting chaos that spread across Europe for most of his adult life, Descartes formulated the concepts of rationalism and the necessity of visible proof that were to become the founding principles of modern science. In that era, emotions seemed to be a thing of magic, fleeting and undefinable in the framework of the science of the day. In Descartes's orderly division of the world into rational and irrational — provable and unprovable — emotions and their relationship to health and disease clearly fell into the latter domain. And there they remained until scientific tools powerful enough to challenge the categorization could rescue them.

\* usher in ~이 시작되게 하다 \*\* unravel 풀다 \*\*\* fleeting 순식간에 지나가는

Fashions and social pressures shift. Throughout almost the first three-quarters of the 20th century, log houses in the United States, as in Norway, were considered to be rough, primitive, and low-class housing. As a consequence, weatherboards were widely used to mask earlier log construction. However, in the prosperous 1960s, when many individuals were seeking a challenge to the status quo, fashions changed and social pressure relaxed. These changes encouraged persons who wished to ride the crest of changing fashion, to seek out hidden log buildings, to remove the siding, and to enjoy the glow of their visual confirmation of society's rediscovery of its heritage. Needless to say, this was not a widely pursued innovation, but enough affluent people did do so in their quest to maintain their position as societal leaders. As a result, the log house reasserted its position as an American icon, regardless of the ethnic background of its original builders.

\* the status quo 현재 상태 \*\* ride the crest of ~으로 성공을 구가하다 \*\*\* quest 추구

A suitable way to describe how geologists perceive rocks and landscapes is the metaphor of a *palimpsest* — the term used by medieval scholars to describe a parchment that was used more than once, with old ink scraped off to allow a new document to be inscribed. Invariably, the erasure was imperfect, and traces of the earlier text survived. These remnants can be read using X-rays and various illumination techniques, and in some cases are the only sources of very ancient documents (including several of the most important writings of Archimedes). In the same way, everywhere on Earth, traces of earlier eras persist in the contours of landforms and the rocks beneath, even as new chapters are being written. The discipline of geology is similar to an optical device for seeing the Earth text in all its dimensions. To think geologically is to hold in the mind's eye what is not only visible at the surface but also present in the subsurface, what has been and will be.

\* parchment 양피지 \*\* remnant (주로 복수로) 남은 부분, 잔존물 \*\*\* contour 윤곽, 등고선

One possible disaster resulting from warmer temperatures in northern areas is a potential tipping point associated with the Greenland ice sheet. The “Atlantic conveyor belt” consists of warm water moving up the eastern coast of North America as the Gulf Stream and then sinking 10,000 feet near Greenland and moving back to the equator, where it warms and rises again. Large amounts of freshwater entering the North Atlantic off Greenland as the ice melts could shut down the conveyor belt because freshwater does not sink like saltwater. This could trigger an ice age in North America and Europe — an ironic consequence of global warming but one associated in the past with the conveyor- belt shutdown. Climate scientists worried about this possibility several decades ago and then decided about a decade ago that it was very unlikely, but they have now begun to worry about it again.

\* tipping point 티핑 포인트(균형을 깨뜨리는 극적인 변화의 시작점)

Dams affect keystone species. First they block the migration of salmon upstream to their spawning streams. Scientists have created fish ladders as well as management schemes that transport the fish around the obstacles, but these efforts have limited success. As salmon are separated from the ecological functions of a habitat, other keystone species are impacted. In this example, one such keystone species would be the grizzly bear. Without a large amount of salmon, grizzly bears cannot transport the amount of oceanic nutrients inland to help enrich soils for trees. Lack of vegetation cover then affects songbirds and small mammals. If these species disappear, the animals that hunt them disappear. Rivers that do not produce a bonanza of salmon will not attract bears. They migrate to other areas entirely, creating a gap at the center of the ecological arch.

\* spawn 산란하다 \*\* bonanza 풍부한 것

Sixty-five million years ago a meteor the size of New York slammed into the Earth. The environmental chaos that ensued is widely believed to have put paid to the dinosaurs. But it also had a less well-known effect. According to Ken Caldeira at the Carnegie Institution of Washington in California, the meteor also threw up vast amounts of sulfur, which then rained down on the ocean as sulfuric acid. The upper ocean became acidified for a brief moment, perhaps only one or two years. But that was enough. More or less every sea creature that built shells or skeletons out of calcium carbonate became either rare or extinct. A handful of corals must have survived, or we would not still have them on Earth today. But they were nonetheless too scarce to leave their imprint; they did not reappear in the fossil record for a full two million years.

\* ensue 뒤따르다 \*\* put paid to ~을 멸종시키다

It is not common for both sides of a noise barrier to look identical because it is usually only one side of the barrier that is required to reflect or absorb noise. The difference between the two sides of a barrier should be determined on aesthetic as well as acoustic grounds: each side of the barrier should be designed to integrate with the landscape character and the backdrop against which it is to be viewed. Thus, the face of the barrier that may be facing a road corridor may include a pattern or have a bright colour, whereas the other face, which could stand opposite housing, may be treated in a more discreet fashion. Here, the façade may be plain and designed to merge in with neighbouring planting. Most barrier types can be designed with this in mind with the obvious exceptions of transparent barriers and many bio-barriers. Planting on either side of the barrier should also be designed with each separate identity in mind.

\* corridor 회랑 지대(주요 도로나 강을 따라 나 있는 좁고 긴 땅) \*\* discreet 조심스러운, 신중한 \*\*\* façade 정면

The people who came before you invented science because your natural way of understanding and explaining what you experience is terrible. When you have zero evidence, every assumption is basically equal. You prefer to see causes rather than effects, signals in the noise, patterns in the randomness. You prefer easy-to-understand stories, and thus turn everything in life into a narrative so that complicated problems become easy. Scientists work to remove the narrative, to boil it away, leaving behind only the raw facts. Those data sit there, naked and exposed, so they can be reflected upon and rearranged by each new visitor. Scientists and laypeople will conjure up new stories using the data, and they will argue, but the data will not budge. They may not even make sense for a hundred years or more, but thanks to the scientific method, the stories, full of biases and fallacies, will crash against the facts and recede into history.

\* conjure up ~을 생각해 내다 \*\* budge 조금 움직이다 \*\*\* recede (서서히) 물러나다

As the sun rises in the morning, sunlight warms the ground, and the ground warms the air in contact with it by conduction. However, air is such a poor heat conductor that this process only takes place within a few centimeters of the ground. As the sun rises higher in the sky, the air in contact with the ground becomes even warmer, and there exists a thermal boundary separating the hot surface air from the slightly cooler air above. Given their random motion, some air molecules will cross this boundary: The “hot” molecules below bring greater kinetic energy to the cooler air; the “cool” molecules above bring a deficit of energy to the hot surface air. However, on a windless day, this form of heat exchange is slow, and a substantial temperature difference usually exists just above the ground. This explains why runners on a clear, windless, summer afternoon may experience air temperatures of over 50°C (122°F) at their feet and only 32°C (90°F) at their waist.

\* kinetic 운동의 \*\* thermal 열의

The idea of using cold temperatures to extend the shelf life of food has been known for centuries. The great Francis Bacon, the early seventeenth-century polymath rather than the twentieth-century painter, is generally credited with inventing the frozen chicken. It was not all he did, but certainly the only thing relevant to refrigeration. In the early spring of 1626, while on the way to Highgate in North London, for reasons unrecorded, Bacon decided to buy a chicken whose organs had been removed and stuff it with snow, thus demonstrating that refrigeration was a remarkable way of keeping food fresh for longer. Unfortunately, as the whole escapade was a spontaneous experiment, Bacon must have been unsuitably dressed for the snow. He caught a chill, which became pneumonia, and he died shortly thereafter while still at Highgate. He died a martyr to his science and sadly history does not record the fate of the world's first oven-ready frozen chicken.

\* escapade 엉뚱한 행위 \*\* polymath 박식가 \*\*\* martyr 목숨을 바치는 사람

Genetic diversity, the heritable diversity among individuals and populations within species, provides the basis for evolution. Over millions of years it has enabled forests and trees to adapt to changing conditions. Some tree species have been domesticated, but the management of forest genetic resources mainly involves tree populations that have undergone little selection by humans. The vast majority of forest genetic diversity remains undescribed, especially in the tropics. Estimates of the number of tree species vary from 80,000 to 100,000, but fewer than 500 have been studied in any depth. Until recently, studies of forest tree genetic resources have concentrated on the few species regarded as the most suitable for domestication for use in plantations and agroforestry systems to produce wood, fibre or fuel. The present and future potential of most tree species to adapt in response to novel climatic conditions or for genetic improvement for human use remains largely unknown.

\* agroforestry 산림농업

Today zoo managers recognize the need to provide a place for privacy for their charges. Most species need the opportunity to be free from the peering faces. The animal's 'flight distance'— the distance at which it will flee an approaching human — must be respected. Since animals spend much of their time foraging, wherever possible food must be hidden so that it is sought. It is unnatural to provide a wild animal with unearned food — thereby depriving it of one of its predominant activities in the wild — so every effort must be made to replicate that activity. Unfortunately, that can never be done for the large carnivores. Even if, say, one were to introduce a live zebra into a lion's area there would be no hunt — merely a short chase. And this would be as distasteful as it would be unnatural. There is no means of replicating the hunt for the large carnivores in captivity.

\* carnivore 육식 동물 \*\* forage (동물이) 먹이를 찾다

Cruise ships generally stay at ports of call between six and twelve hours, although you will find a number of itineraries with overnight port stays. This limited time allotment in port is fine for small towns and other “specialized” ports of call, such as ancient historic sites or resort islands, but it can present a problem when visiting larger cities. A pet peeve of mine, for example, is the cruise that has Rome as a day port of call. How can anyone do justice to Rome in a single day? Again, how much of a problem this is depends upon your expectations. One solution to this potential disadvantage is to select a cruise that begins and/or ends in a large city — and this is the majority of Mediterranean cruises. You can then add days at either or both ends of your cruise to allow more time for in-depth sightseeing.

\* port of call 기항지 \*\* itinerary 여행 일정 \*\*\* pet peeve 아주 싫어하는 것

Does an NBA all-star who is young, handsome, rich, and famous need to be told by his coach that he's playing well? Apparently, the answer is yes. In 1999, Chuck Daly was considered one of the best coaches in the NBA, and Penny Hardaway, one of Daly's players on the Orlando Magic, was one of the stars of the league. Hardaway hit a mild slump in his shooting and the team lost three in a row. Daly said little to him, so Hardaway concluded that the coach had lost confidence in him. In an interview with *The New York Times*, Hardaway said he had probably jumped to the wrong conclusion from the coach's silence. "I know we make all this money and everything, and you wouldn't think some of us need reinforcement. But you want to hear from your coach that you're doing well, even at this level."

Daly, known as a players' coach, solved the problem by having a private, heart-to-heart talk with Hardaway. He reminded him that he was a great player, told him to have fun, and invited him to come and talk to him any time he wanted. Hardaway broke out of his slump and the Magic went on a winning streak. Hardaway said later, "I'm not saying that was the main reason we haven't lost since, but it definitely helped. He let me know how important I was to this team."

\* streak 연속

Although tone color has a scientific explanation, its function in music is aesthetic. Music is an art of sound, and the quality of that sound has much to do with our response to it. Indeed, the concept of tonal beauty varies considerably in different periods, styles, and cultures. On the other hand, within a particular context, ideals of beauty may be quite firmly established and performers often pay extraordinary prices for instruments that can produce that ideal sound. But no instrument automatically produces a beautiful tone, so the finest violin will produce a rasping, scraping sound in the hands of a beginner. Even at the most advanced stages of accomplishment, achieving what is considered to be a beautiful tone is a criterion of a good performance.

\* rasping 귀에 거슬리는 \*\* scraping (듣기 싫은) 긁는 소리의

Although they were internally organized by machines — cameras — early photographs resembled drawings and paintings because they depicted the world according to linear perspective. The camera obscura was popular with artists because it automatically modified a scene by compressing form and emphasizing tonal mass according to Western pictorial standards. The camera was not designed as a radical device to unleash a new way of seeing, but evolved to produce a predefined look that took into consideration formulas and procedures such as composition, angle and point of view, quality of light, and selection of subject matter. *What* was being represented remained unchanged. This does not diminish the camera's importance in defining an image. As with most inventions, unforeseen side effects create unintentional changes. As imagemakers became more sophisticated they routinely used specific cameras and lenses to shape an image, and knowledgeable viewers can often trace the connections between the camera/lens and the resulting picture.

\* linear perspective 선원근법 \*\* camera obscura 암상자(초창기의 카메라) \*\*\* unleash 촉발시키다, 불리일으키다

The effectiveness of green architecture depended upon the balance of on-site energy sources with building energy conservation. The more “conservative” the building envelope, insulation and the tightness of construction, the easier it was to match essential energy loads to the availability of on-site resources. The design motto was “conservation first!” In colder climates, construction was focused on solar energy gain, heat retention using higher insulation values and double-glazing, and even movable insulation. In warmer climates attention was given to the solar control of the envelope, especially roofs and western facades, as well as to natural ventilation and daylighting. Conservation conscious design was in sharp contrast to previous modernist tendencies of spatial generosity, complexity of form, expansive glazing areas, and reliance on abundant fossil fuels and mechanical systems for heating and cooling.

\* insulation 단열[절연] 처리 \*\* glazing 창유리 \*\*\* facade (건물의) 전면[정면]

Music tourism sites and attractions generally attract two kinds of visitors: those particularly drawn for whatever reason to the memory or music of a particular performer, composer or genre (most obvious for festivals), and those who are there because the place fits into an itinerary devised for other reasons or because the visit is likely to be enjoyable. Thus, at Abbey Road, a place identified in many general guidebooks, most visitors were there because they had some appreciation of the Beatles' music, but others were there simply because it was part of an agenda that included a range of obvious London landmarks. Particular links to music sites are, however, much more idiosyncratic and dependent on personal musical taste. Wider cultural and national links may also be evident. New Orleans and the Cajun region are popular with French tourists. For French tourists, travel to New Orleans in part allows an experience of Francophone identities in the New World, just as it is more likely to be Americans who visit Jim Morrison's grave in Paris.

\* idiosyncratic (개인에게) 특유한 \*\* Francophone 프랑스어를 주 언어로 사용하는

Making a discovery, whether in the laboratory or library archives, about something that no one else in the world knows at a particular time is a thrilling experience for an undergraduate student. College students who have the opportunity to participate in undergraduate research can experience this thrill of discovery. They may identify a new bacterial strain, make a connection between previously separate concepts, or uncover long-forgotten archival documents that lead to a new understanding of an issue. Nearly every U.S. college and university includes undergraduate research experiences in the learning opportunities offered to students. Institutions of higher education of all types are implementing a number of creative approaches to facilitate innovation, problem-solving and discovery, and they see undergraduate research as a critical vehicle for achieving these objectives.

A professor sent his sociology class to a school in a slum to record case histories of 200 young boys. The sociology students concluded that each boy appeared doomed to a bleak future. More than two decades later, another sociology professor sent his class out to find out what had happened to these 200 boys. Of the 180 still surviving in that neighborhood, all of these men had achieved extraordinary success as doctors, lawyers, and productive members of the community. The professor, determined to find out how these men had beaten seemingly overwhelming odds, followed up with interviews. Each of the men credited the same particular teacher; someone who had seen great potential in each of them. This teacher's expectations, held with conviction, drove her to actively nurture and support imminent success in all her students.

\* bleak 암울한 \*\* imminent 절박한

Samuel and Pearl Oliner found large differences between European Gentiles who harbored Jews from the Nazis and those who did not: Rescuers reported close childhood associations with more people of different social classes and religions. Moreover, while growing up, they felt a sense of similarity to a wider and more varied group of people than did nonrescuers. Not only was this expanded sense of “we” related to their decisions to aid people different from themselves during the war but also, when interviewed half a century later, rescuers were still helping a greater variety of people and causes. All this suggests a piece of advice for prospective parents who want their children to develop a broadly charitable nature: Give them positive contact in the home with individuals from a wide spectrum of backgrounds.

\* Gentile 비(非)유대인

Have you ever said something to your child like the following? *Your room is a mess; I want you to clean it up before you go to the game.* Have you then wondered why she didn't do what she was told to do, right away and with a smile? You made a unilateral decision, and she was expected to carry it out according to your time frame and standards. *Because, After all, I'm the parent!* This attitude, however, fails to consider the child's point of view. When you neglect to consider your child's thoughts, feelings, needs, and possible solutions to getting the room cleaned, you do so at the risk of losing her respect and goodwill. Your child's grumbling resistance is, in effect, a natural consequence of your choice to operate without her input.

\* unilateral 일방적인 \*\* grumble 투덜거리다

The ancient Greeks had a word that lies at the heart of procrastination: *akrasia*, which means doing something against our own better judgment. When we procrastinate, we act against our own self-interests, satisfying the desire for immediate gratification by sacrificing our own longer-term goals and well-being. The essence of procrastination is to willingly put off something even though you expect the delay to make you worse off. The pile of important papers you never quite get to. The new job you put off looking for even though going to your current place of employment is the bane of your existence. Whenever we knowingly delay doing what's necessary in favor of the easier, less important task, we feed the demon of procrastination.

\* procrastination 미루는 버릇, 지연 \*\* gratification 만족 \*\*\* bane 골칫거리

In addition to gender, cultures have many other ways of dividing people into categories. Common examples include age, class, religiosity (level of religious commitment), political stance, and value system. In all these examples, dress functions as a way of marking that a person is a member of a particular category. For example, older women in both the United States and Europe have created Red Hat Societies, in which red hats and purple clothing are used to formally mark entrance into middle and older age with fun and spirited apparel. These category systems help people living within cultural groups to interact easily, with dress functioning as a sign system allowing for rapid sorting of people into known and accepted groupings important to the given culture. Rituals, ceremonial occasions marking significant events such as weddings, graduations, and important holidays, are often events which are dressed for, where categories considered important by a society are visually displayed for all to see and appreciate.

\* apparel 의복

James Banks states that “worldwide immigration is increasing racial, ethnic, cultural, linguistic, and religious diversity throughout the United States as well as in other Western nations such as the United Kingdom, France, Germany, and Australia.” Indeed, these are not the only countries that are experiencing changing populations. Banks argues that this is a time when the world “demands leaders, educators, and classroom teachers who can bridge impermeable cultural, ethnic, and religious borders, envision new possibilities, invent novel paradigms, and engage in personal transformation and visionary action.” Christine Bennett adds to this argument by stating currently, more than ever before, there is an urgent need for citizens in the world that have a strong “multicultural competence” and who aim for global goals such as social justice and economic equality in order for there to be a sustainable peace. The intensified movement of people in recent times has not gone unnoticed, and must be addressed if peaceful societies are to exist.

\* impermeable 통과할[지나갈] 수 없는

Literacy is a common end of persons nowadays but reading and writing are recent inventions, only five thousand years old. There was no selection for literacy. In order to read, we utilize brain areas originally selected to track animals. One way to put the matter is that literacy didn't initially matter one iota for fitness. It couldn't have. We were not literate for almost the entire history of our species. Furthermore, literacy does not seem to contribute to fitness, since there is an inverse correlation between fitness — as measured by birthrate, a proxy for inclusive fitness — and literacy. The birthrate is at zero or below in many parts of Europe where literacy is almost universal, and over 5 percent in places like Yemen and Niger, where literacy is low. Nonetheless, literacy seems to be really important for something else: human flourishing.

\* inverse correlation 역 상관관계 \*\* proxy 대용물, 대체품 \*\*\* not one iota 전혀[조금도] 아닌

Reformers have seen the Internet as a means of moving toward the ideal of responsive democratic governance in the area of public administration. They view the burgeoning presence of government on the Internet as an attempt to respond to citizens as clients and customers. They believe that conducting public business online provides many of the same advantages as conducting private business online. Information can be accessed and services can be delivered at the convenience of the citizen. No standing in line at a government office, no trying to reach a bureaucrat by telephone, no waiting for forms to arrive in the mail. Just as the Internet has brought dramatic changes to e-commerce, so advocates of e-government, the provision of governmental information and services online, see the Internet as a way to modernize the public sector and democratize the relationship between individual citizens and their government.

\* burgeon 급증하다 \*\* bureaucrat 관료

Even if we give robots the ability to learn what we want, an important question remains that AI alone won't be able to answer. We can make robots try to align with a person's internal values, but there's more than one person involved here. The robot has an end user (or perhaps a few, like a personal robot caring for a family, a car driving a few passengers to different destinations, or an office assistant for an entire team); it has a designer (or perhaps a few); and it interacts with society — the autonomous car shares the road with pedestrians, human-driven vehicles, and other autonomous cars. How to combine these people's values when they might be in conflict is an important problem we need to solve. AI research can give us the tools to combine values in any way we decide but can't make the necessary decision for us.

\* align with ~에 맞추다

Children, of course, have less control over their attention than adults, but when they do pay attention, they open their minds more fully to the messages presented. By the early 1950s advertisers had come to understand the commercial potential of reaching children by television. *The Howdy Doody Show*, featuring a clown and a dancing puppet, for instance, was sponsored by a famous food company, and during every show Howdy Doody would dance around a cereal box. But those were the early days. By the late 1950s, programmers had learned to create shows that in a sense served as advertisements themselves, like *The Mickey Mouse Club*, which helped nurture enduring attachments to characters like Mickey Mouse, Donald Duck, and other friends. That, in turn, helped drive sales of toys, tickets to Disney's feature films, trips to Disneyland, and so on. And by the late 1950s, toy makers began creating toys specifically designed to be advertised on television — like Mattel's first girl-directed toy, the Barbie doll, whose commercials, which ran during breaks in *The Mickey Mouse Club*, chronicled glamorous episodes in Barbie's life.

\* chronicle 연대순으로 기록하다 \*\* glamorous 화려한

With so many people sharing the most intimate details of their lives with the world, something was bound to disrupt the trajectory of online sharing. The year 2013 saw NSA (National Security Agency) leaks, hackers targeting consumer credit cards, and blanket inquiries into individuals' personal lives through their online connections, to name a few. These invasions of privacy and more have inspired whole new platforms based on giving the user a digital experience that can be anonymous, deleted, and secure. For example, app developers have created a photo messaging app that enables users to send a photo or video with text to a specific group of people and control the time limit for how long they can view the sent message from one to ten seconds. When the time limit ends, the message is no longer available and is deleted from the app's servers. In this way users can control their digital footprints.

\* trajectory 진행 과정 \*\* anonymous 익명의

One approach to social facilitation that proposes an influence in social presence is based on the idea that people generally try to present the best possible appearance to others and to make a favorable impression. This being the case, observers or coactors may not only motivate individuals to work hard at whatever task is being carried out, but also increase the person's sense of embarrassment when performance leads to failure. Failure is not likely to happen when the task is a simple or familiar one, so that the increased motivation is sufficient to produce improvement. Difficult tasks are often failed, however, at least at the beginning. Embarrassment caused by such failure may cause stress and cognitive interference of sufficient intensity to disrupt performance.

\* social presence 사회적 실재감

Name a person who's accomplished something great, and you'll find a trail of risk along their personal path to greatness. Do you think Martin Luther King, Jr., wasn't afraid? Do you suppose that JFK, Mother Teresa, Gandhi, and Nelson Mandela weren't scared about how their message would be received? These were people who heard the call, felt the fear, and moved forward regardless. They weren't afraid to turn the volume up on their lives so they could ultimately turn the volume up on their love. When you're going after anything worthwhile in life, know that you're going to eventually fall, look stupid, and make mistakes; it's part of the process of achieving. If you're not failing, you're probably not stretching yourself. The comfort zone is a place where dreams go to die, and where vitality goes to die with it.

We so often reach the conclusion, soon after we wake up, that “it’s just one of those days,” and by doing so create one of those days; or we enter a situation and predict that it’s going to be bad — boring, irritating, frustrating, or annoying — and our prediction becomes a self-fulfilling prophecy. In fact, however, we can make most days and most encounters cheerful, lively, positive, and pleasant — if we choose to bring these kinds of emotions to the situation. Emotions are contagious. Just as I am affected by other people’s moods, other people are affected by mine. If I choose to enter a room with a sense of joy and excitement, my positive mood will spread and will affect those present. And while I should certainly allow myself to experience painful emotions at times, in some situations it may be appropriate to “fake it till I make it” and imbue myself and others with positive energy.

\* imbue 스며들게 하다

You can steer a conversation in any direction that you choose. Take this example. Let's say that while you are at a friend's house, she shows you her brand-new dining room table. If you want to know if it was really expensive, would asking directly be your best bet? Usually not, because she may get a little defensive. But if you said to your friend that it's the most gorgeous table you have ever seen, what might she respond with? You guessed it — how expensive it was! If you said, "This looks like it cost a fortune. How could you spend so much on a table?" what response might you get? She would tell you about its quality and the craftsmanship that went into it. When you say it's expensive, she'll talk about the quality. If you say that it looks beautiful, she'll tell you about the cost. By asking the right questions, you can steer the conversation in any direction you want and elicit the information that you need.

\* elicit (정보·반응 등을) 이끌어 내다

In the United States, the coming of the railroads opened up local and regional markets to competition. Local producers had difficulty competing with large manufacturers, and many local companies went out of business or merged with other firms producing similar foods. The shipment of dressed beef from the Midwest to eastern cities, for instance, all but eliminated local slaughterhouses and reduced the number of butchers. In 1860, New York City had more than 2,000 butchers; only a few hundred survived in 1900. These butchers had counted on their customers' appreciation of the quality and flavor of their meats, but shoppers readily gave up locally butchered beef and pork for cheaper cuts shipped from the Midwest.

\* dressed 요리용으로 준비된

There are limits to the idea of “timeless” fashion. Fashions from the Victorian era or from Elizabethan times do not appear cool or fashionable now, no matter who wears them. Indeed, it is interesting to consider whether the concept of “cool” can be applied to historical eras in which fashion is constrained by social and gender conventions to a far greater degree than is the case in most modern liberal societies. It’s hard to imagine a woman dressed in Jane Austen-era clothes as “cool” even though she might be fashionable given the standards of the time. Historical figures who might qualify as “cool,” such as Lord Byron, are individuals who had a degree of financial and/or social freedom (usually arising from wealth and leisure) that allowed them to exercise their aesthetic choices in a way that was not possible for individuals who were more constrained by convention and circumstance. Perhaps, then, being cool is also a matter of having freedom to exercise one’s tastes, and the resources to be able to do this.

Politicians, especially those in the national spotlight, are often jokingly accused of being narcissists but, in all seriousness, their profession lends itself to this particularly destructive personality trait. For example, in order to be a successful candidate, you have to be unnaturally optimistic even in the face of probable defeat and possess high levels of self-esteem despite the constant criticism that comes with the territory. Furthermore, you are constantly given sole credit for successes — even though those successes were achieved, in part, by the work of many aides and assistants. Finally, you constantly have people relying on you, believing in you, and holding you responsible as the sole representative of a cause. All of this power can lead to an exaggerated sense of self-importance that can cause some individuals to believe that the world revolves around them. That’s when their out-of-control behaviors become easier to rationalize.

\* narcissist 나르시시스트(자기 자신을 사랑하거나, 홀륭하다고 여기는 사람) \*\* come with the territory 일상적인 일이다

Many of those who oppose globalization reserve their highest loyalties to the sovereign state, which they believe exists to protect their interests. They argue that in democratic states, such as those in Europe and North America, citizens have a voice in determining their own fates but have little or no voice in the boardrooms of giant transnational corporations, remote international bureaucracies like the EU or WTO, or economic markets, and such institutions are not accountable to citizens. Thus, anti-globalizers argue, globalization has created a democratic deficit by empowering institutions in which people have no voice and unleashing economic and cultural forces over which they have no control. Globalization, they believe, is eroding the rights and capacity of people to determine their own future. The result is alienation and anxiety, as people's lives are buffeted by remote forces beyond their control or understanding.

\* sovereign state 주권 국가 \*\* bureaucracy 관료 (체제)

A middle-aged woman sat in a clinic's sitting room waiting to be fitted for a prosthesis to replace the leg she lost in an accident. Although considerable time had passed since the accident and she had adjusted well, she continued to feel emotionally devastated by her loss. The woman watched as a young boy with a patch over his eye played with some toys. The thought of losing an eye at such a tender age made her own difficult situation seem minor by comparison. She struck up a casual conversation and eventually asked what happened to his eye. He replied, "Oh nothing. I'm a pirate." The word "pirate" transformed her immediately and changed her entire outlook. She vividly imagined the romantic thrill of sailing the high seas in search of adventure. Some time later, the little boy asked what happened to her leg. She replied proudly, "I'm a pirate too."

\* prosthesis 인공 보철물(의족·의안·의치 등)

The definition of a calorie does not refer to something that produces fat, but to something that produces energy. Calories are an important source of energy for the body and the brain. They are necessary for the growth of nails and hair and to replace skin cells. Calories produce the energy needed for walking, bicycling, reading, talking over the phone, texting and so on. Without the intake of calories, the body cannot develop energy for physical, psychological and social activities and becomes exhausted. Consuming enough calories is necessary not only for healthy physical functioning but also for psychological well-being. The intake of sufficient calories is a necessary condition to be in a positive frame of mind.

The anti-aging industry promotes a particular image of longevity that is reduced to biomechanical processes at the cellular level. Such discourse focuses on longevity as an individual body's battle against aging rather than considering aging in a broader social and historical context. In an era when care of the self comprises a vast industry, healing through nutrition and healthy diets may seem too low-tech or slow. Gaining broader cultural knowledge of medicinal foods may offer alternatives to anti-aging discourse in which bodies are subject to biomechanical processes. Traditional systems of medicine offered insights based on observation of the subtle interactions of food and environment of human bodies. We can greatly influence our well-being through diet and nutritional knowledge, not just consuming dietary supplements. Longevity is not guaranteed, but the possibility of accessible self-managed care on a daily basis through attention to one's food can enhance the quality of one's life.

\* biomechanical 생체 역학의

As early as 1907, one prominent Russian zoologist, Ilya Metchnikoff, began to question if the “all bacteria are bad” orthodoxy might be flawed. During the cholera epidemic of 1892 in France, Metchnikoff mixed bacteria together in a petri dish and found that some bacteria could stimulate cholera growth, but to his surprise found that other bacteria hindered it. This led him to speculate whether swallowing some types of helpful bacteria might be useful for preventing deadly diseases. He was also struck by the fact that some people lived to a ripe old age despite harsh rural conditions and poor hygiene associated with poverty. In Bulgaria, he noted, there were peasants in the Caucasus Mountains who lived beyond one hundred years. He observed that the oldest villagers were drinking fermented yogurt containing the bacteria *Lactobacillus bulgaricus*. Metchnikoff suggested that one secret to longevity is consuming healthy bacteria. History would prove him right.

\* orthodoxy 정설 \*\* petri dish 페트리[세균 배양용] 접시

I signaled to David, my diving teacher, that I was going down into the sea. As I slowly sank away from the lighted sea surface, I swam toward the cave wall. With a growing uneasiness, I realized that the cold was not nearly as much a problem as the dark. Underwater, it was completely, disorientingly dark. I couldn't see David, I couldn't see the bottom, and I could barely see the surface. I was breathing too fast, and my suit was too tight and confining. My panic grew at a rate almost too fast to control. I worked to calm myself: *Slow your breathing, adjust your buoyancy, move slowly.* It worked; I didn't dash to the surface, I looked at David, and out of habit only I gave him a grin and a thumbs-up, but it was enough to refocus and follow my training, adjust my buoyancy, take a slow breath, and proceed down. Now I was looking at my old invertebrate friends on the cave wall that had been the site of my very first underwater job.

\* disorientingly 방향감각을 상실케 할 정도로 \*\* buoyancy 부력 \*\*\* invertebrate 무척추동물

People are distracted. They are distracted because information is everywhere and the selection of the relevant messages becomes increasingly difficult. So, even if a piece of information was successfully delivered, it doesn't mean it's been noticed, understood, internalised and pondered. It may just be forgotten or neglected. This is why Consul Marcus Tullius Cicero said '*Repetita iuvant*' (repetitions help). And the purpose is clear: ensuring the reception of that message or piece of information. It's best to repeat messages in different channels, even if it seems a redundant exercise. But only multi-channel information can somehow guarantee that a piece of information really reaches the audience. So, do not hesitate to repeat your content in emails, intranet, staff meetings and so on. At some point it will reach the minds of your people and stick in their memory.

\* ponder 신중히 고려하다

The foundation of an effective team is the recognition that each member needs every other member, and no individual can be successful without the cooperation of others. As a young boy I was a very enthusiastic baseball fan. My favorite player was the Hall of Fame pitcher Robin Roberts of the Philadelphia Phillies. During the early 1950s, his fastball dominated the National League. My uncle, who took me to my first ball game, explained that opposing batters were so intimidated by Roberts's fastball that they were automatic "outs" even before they got to the plate. My uncle claimed that Robin Roberts was unstoppable. Even as a young boy I intuitively knew that no one was unstoppable by himself. I told my uncle that I knew how to stop Robin Roberts: "Make me his catcher."

\* plate (야구) 타석 쪽 홈베이스

People or firms that purchase services come in contact with other consumers as well as the service employees. For example, a hotel guest waits in line at the front desk or the concierge desk with other guests. In addition, the guests share facilities such as the pool, the restaurant, and the fitness center. Therefore, service firms must manage consumer interactions to the best of their abilities to ensure customer satisfaction. For example, a hotel's sales office would not want to book group business with a nondrinking religious group at the same time as a reunion of military veterans. The two groups are significantly different in behavior, and the expectation is that they would not mix well within the facilities at the same time. Similarly, restaurants separate smokers and nonsmokers, and they should try to separate other patrons that show some potential for conflict.

\* concierge (호텔의) 안내원

Great coaches know that they can get their athletes to perform well by drumming certain ideas into their heads. Foremost is the idea that the players are winners, so that they will think only of winning and never about the possibility of losing. Chances are high that they indeed will win because the image of themselves as winners will force them to concentrate only on the moves that ensure winning. This is basically the technique Jack Nicklaus, perhaps the greatest golfer of the past several decades, used to enhance his performance. Before every shot, he formed a mental picture in which he saw three things: (1) the target area the ball would land in, (2) the flight path of the ball to the target area, and (3) himself using the appropriate swing for that particular shot. In short, if athletes define themselves as winners, they are more likely to win. By the same token, if athletes define themselves as losers, they will very likely lose.

\* foremost 가장 중요한

A *lichen* is an organism consisting of a fungus and an alga living together, usually in an interdependent relationship. These hardy species are good biological indicators of air pollution because they continually absorb air as a source of nourishment. A highly polluted area around an industrial plant might have only gray-green crusty lichens or none at all. An area with moderate air pollution might support only orange crusty lichens. In contrast, areas with clean air can support larger varieties of lichens. Some lichen species are sensitive to specific air-polluting chemicals. Old man's beard and yellow Evernia lichens, for example, can sicken and die in the presence of excessive sulfur dioxide (SO<sub>2</sub>), even if the pollutant originates far away. For this reason, scientists discovered SO<sub>2</sub> pollution on Isle Royale, Michigan, in Lake Superior, an island where no car or tall factory chimney has ever existed. They used Evernia lichens to point the finger northwest toward coal-burning facilities in and around the Canadian city of Thunder Bay, Ontario.

\* lichen 이끼, 지의류 \*\* alga 조류(藻類), 말

Belize is the second smallest country in Central America in landmass, the smallest in population, yet is one of the most diverse in several ways. Subtropical in climate with a wet and a dry season, the country is located on the Caribbean Sea with Mexico to the north and Guatemala to the south and west. Most of Belize is low-lying country. The long coastline is often swampy with lagoons and many small islands. A coral barrier reef, the world's second longest, protects the coast from high sea tides, but not from frequent destructive hurricanes. The northern region is also lowland and heavily forested with old-growth hardwoods such as mahogany. These have been harvested for many years and have been important in the Belizean economy. For such a small country, there is surprising biodiversity. Belize is recognized as one of the world's ecological treasures, and as a result, ecotourism is a growing part of their economy.

\* swampy 습지의 \*\* lagoon 석호 \*\*\* barrier reef 보초(바닷속에 길게 이어져 있는 산호초)

We behave (perform roles) as we think the role or roles should be performed (e.g., daughter or son, mother or father, etc.); this is known as role-taking. We also assume that others we encounter will behave as we would behave if we were in their roles, that they will conform to a community standard or model. By adapting our behavior accordingly, the expected behavior or the perspective of the other is acting upon us. As we try to guess the intentions of the other, the other is impacting our behavior. For example, if you smile at someone while at a party, it may be your way of attempting to make the person's acquaintance. If someone smiles back at you, your assumption is that he or she has the same intentions as you — to make your acquaintance. Your behavior then may be to initiate a conversation with the person based on the smile being an assumed symbol or sign of cordiality.

\* cordiality 친근함

Which comes first, the site or the plan for the house? I advise my clients to choose the site first. This allows you to design a house to fit the land. You wouldn't buy a rug and then figure out what room it fits in later on. I believe a house should "grow" from its site and not look like it has been imported and dropped there haphazardly. If you have already selected your architect, bring him along to offer his opinion on the sites you are considering. He may well see things about a site that you may not see. The site you have in mind might not be appropriate for the house you desire. How many times have we seen houses placed awkwardly on a slope when the house design would clearly have been more comfortable on a flat site? Developments of tract houses are fertile ground for examples of house designs that were poorly fitted to their sites. These mismatches of house to site are akin to wearing a tuxedo with tennis shoes.

\* haphazardly 아무렇게나 \*\* tract house 규격형 주택

Office workers can sometimes choose their own desk setups, integrating exercise on an individual basis. But businesses have compelling reasons to incorporate such radical ideas into company policy as well. Business leaders already know that if employees exercised regularly, it would reduce health-care costs. There's no question that halving someone's lifetime risk of a debilitating stroke or Alzheimer's disease is a wonderfully humanitarian thing to do. But exercise also could boost the collective brain power of an organization. Fit employees are more capable than sedentary employees of mobilizing their God-given IQs. For companies whose competitiveness rests on creative intellectual horsepower, such mobilization could mean a strategic advantage. In the laboratory, regular exercise improves problem-solving abilities, fluid intelligence, and even memory — sometimes dramatically so. It's worth finding out whether the same is true in business settings, too.

\* debilitate 심신을 약화시키다

It is very important in the information age to understand the difference between knowledge and information. What is accessible by computer and, indeed, what is published in the journals is information. Knowledge is something that has to be constructed in the mind of the expert reader. This is what scholarship is about. Information is, these days, instantly accessible, but knowledge still takes years of dedicated study to acquire. Imagine that a freak accident wiped out an entire field of experts on a subject while all were attending a conference. How long would it take to reconstruct expertise in the field so that research could once again progress? It would probably take many years, despite the fact that their research was all published. To take another example, what do producers of science documentaries for television programmes do when they are researching their subjects? They talk to the experts rather than trying to read the journals. Quite rightly, as that is the only place that knowledge is to be found — inside the heads of the scholars.

\* freak 매우 이상한

When people want to react correctly to a persuasive message but don't have the motivation or ability to think about it deeply, there is a shortcut they can take. They can observe the responses of others to the message. For example, if under such conditions you heard a political speech and everyone in the audience around you responded enthusiastically to it, you might well conclude that the speech was a good one and become persuaded in its direction. In addition, the more consensus you witnessed among audience members, the more likely you would be to follow their lead, even if you didn't initially agree with them. It's for this reason that interrogators are taught to say to a suspect "We believe you are guilty" rather than "I believe you are guilty."

\* consensus 합의, 의견 일치 \*\* interrogator 심문자

Popular participation in conflict in the nineteenth century cannot be understood without examining the role of empire. Individuals had always gone to the colonies for profit or to settle. But individuals also participated in nineteenth-century imperial campaigns for a novel reason. Hannah Arendt later dismissively characterized imperialism as “the export of superfluous men and superfluous capital.” She was correct that colonial functionaries were often from marginal populations — Cecil Rhodes, after all, would advocate imperialism “to settle surplus population” and thus “avoid civil war” — but these marginalized individuals increasingly used their participation in colonial conflicts to make claims to membership in the home nation. Scots, for example, were excluded from membership of the *English* community, but by participating in the wars against France and the empire in India, they became part of the *British* nation, increasing the war-fighting capacity of the latter. Empire was a crucial mechanism in constructing the exchange in the nineteenth century.

\* functionary 공무원, 직원 \*\* surplus 잉여의 \*\*\* Scot 스코틀랜드 사람

Agricultural effects on water quality can occur at local, regional, and national scales. For example, increased levels of nutrients from agricultural fertilizers can stimulate algal blooms and affect the ecology of local streams. Nitrate and some chemical weed killers can move through the soil to groundwater and, eventually, to local streams. Farther downstream, these elevated nutrients can increase costs associated with treating the water so that it is suitable for drinking. Ultimately, chemicals associated with agricultural activities (such as nutrients and pesticides) and sediment (eroded soil) empty into our river mouths and can harm valuable commercial and recreational fisheries. Elevated nutrient inputs stimulate harmful algal blooms along the US coasts causing negative economic impacts.

\* algal bloom 조류(藻類)의 대증식 \*\* nitrate 질산염 \*\*\* sediment 퇴적물

Many sociologists identify themselves as researchers to the people they study. They do not worry that revealing their true identity will change their subjects' behavior. They are not overly concerned that subjects will hide secrets from them. Usually, they strive to minimize these problems by not getting too deeply involved with their subjects while simultaneously establishing a good rapport with them. This is not easy to accomplish, though. Nevertheless, such efforts have paid off, as indicated by some sociological insights that have emerged from their work. Herbert Gans, for example, became a participant observer in a poor Italian neighborhood in Boston in the late 1950s. On the surface, the neighborhood looked like a badly organized place, an urban jungle of its period. Yet Gans discovered that it was a well-organized community — an urban village rather than a jungle — where the residents enjoyed close social relationships with one another.

\* rapport (친밀한) 관계

Only 10 percent of the midlatitude rainforest in the Pacific Northwest remains untouched. Forests in their natural condition once masked the area. This has been replaced by a checkered mosaic composed of plots of bare ground, recently replanted commercial saplings, and some mature forests. This type of land cover threatens the habitat of many plants and animals. Current conditions represent a chronically degrading environmental condition. The U.S. Forest Service, under public pressure and court orders, has altered the former approved clear-cutting strategy. Now some mature trees are left standing with the hope of encouraging a more natural regeneration of forest lands. Throughout the tropics, a pattern of replacing numerous species with a few favored ones is common. In particular eucalyptus has been preferred over existing local species because it is fast growing and, when cut for coppicing, its shoots quickly develop into new tree growth. However, the oil in its leaves results in a ground litter that inhibits undergrowth with the result that soil erosion occurs. Hence, reforestation utilizing eucalyptus trees is not environmentally friendly.

\* litter 부엽토(층) \*\* coppice (어린 나무가 빨리 자라도록) 윗부분을 자르다 \*\*\* sapling 묘목

One particular problem that people sometimes struggle with is avoiding the use of masculine pronouns to refer to both men and women. Students often argue that using “he” or “his” is less cumbersome than writing “he or she” or “his or her.” As an alternative, you can rephrase a sentence to use a gender-neutral plural pronoun. The sentence “A doctor should be polite to his patients” excludes the possibility of female doctors, but “Doctors should be polite to their patients” makes the same point without the gender bias. In the same way, you can replace masculine terms to refer to humans with gender- inclusive alternatives. Instead of saying “*Man* cannot live without water,” you could say “*One* cannot live without water” or “*People* cannot live without water.” Avoiding sexist language isn’t all that difficult, but it may take conscious effort; the pay-off is more effective interpersonal communication.

\* cumbersome (어구가 길고 복잡한) \*\* sexist 성차별적인

The need for distinctiveness is a basic human need to which sport fandom can contribute. Although humans want to feel a sense of belonging with those around them, they simultaneously have a need to be different and unique. The fundamental need for uniqueness is best understood through Brewer's Optimal Distinctiveness Theory. According to this framework, individuals strive for two sometimes opposing social goals: inclusion and differentiation. These goals are best satisfied "through identification with distinctive groups that satisfy both needs simultaneously." Given that brand consumption is associated with desires to be unique, it seems reasonable that individuals use sport fandom as an opportunity to meet their need for distinction by selectively choosing to follow non-mainstream sports or less popular teams. For instance, individuals can partially meet their need for uniqueness by identifying with a distant team or rooting for an underdog.

Chunking is vital for cognition of music. If we had to encode it in our brains note by note, we'd struggle to make sense of anything more complex than the simplest children's songs. Of course, most accomplished musicians can play compositions containing many thousands of notes entirely from memory, without a note out of place. But this seemingly awesome accomplishment of recall is made possible by remembering the musical *process*, not the individual notes as such. If you ask a pianist to start a Mozart sonata from bar forty-one, she'll probably have to mentally replay the music from the start until reaching that bar — the score is not simply laid out in her mind, to be read from any arbitrary point. It's rather like describing how you drive to work: you don't reel off the names of roads as an abstract list, but have to construct your route by mentally retreading it. When musicians make a mistake during rehearsal, they wind back to the start of a musical phrase ('let's take it from the second verse') before restarting.

\* bar (악보의) 마디 \*\* reel off ~을 술술 말하다 \*\*\* retread 되밟아가다

What is wrong with pseudoscience? Certainly not just that it is basically false, since anyway all our factual theories are at best partially true. What is wrong with pseudoscience is, first, that it refuses to *ground* its doctrines and could not do it because pseudoscience makes a total break with our scientific heritage — which is not the case of scientific revolutions, all of which are partial since every new idea has to be judged by means of others that are not questioned in the given context. Second, pseudoscience refuses to *test* its doctrines by experiment proper; moreover, it is largely untestable because it tends to interpret all data in such a way that its theses are confirmed no matter what happens: the pseudoscientist, like the fisherman, exaggerates his catch and neglects his failures or excuses them. Third, pseudoscience lacks a *self-correction mechanism*: it cannot learn from either fresh empirical information (which it swallows without digesting it), new scientific discoveries (which it looks down on), or criticism (which it rejects furiously). It can make no progress because it manages to interpret every failure as confirmation and every criticism as an attack. Differences of opinion among its believers, when such disagreements arise at all, lead to endless sect splitting rather than to progress. Fourth, the primary aim of pseudoscience is not to set up, test, and correct systems of hypotheses (theories) mapping reality, but to influence things and men: it has, like magic and like technology, a primarily *practical aim* rather than a cognitive one but, unlike magic, it presents itself as science and, unlike technology, it does not enjoy the backing of science.

\* pseudoscience 의사(擬似) 과학 \*\* sect 분파, 종파

The day of the salsa contest arrived and practically all the local dance schools took part. The hostess introduced Annette and Reiner, from Diego Santiago's dance school, on stage. They walked up onto the dance floor. While they bowed to the jury and the audience, Reiner noticed that Annette was trembling with anxiety. "Don't worry," he encouraged her in a low voice. "You were born to dance. We'll be OK!" He squeezed her hand and Annette felt the warmth that radiated from his hand flowing like calming energy through her body. Her goosebumps disappeared and were replaced by excitement and joyful anticipation. Annette stood in the spotlight in front of a large crowd and felt not afraid but absolutely supported by her partner. It was as though, when he held her hand, he absorbed all her fears, leaving her with only positive feelings.

\* radiate 뵘어져 나오다 \*\* goosebumps 소름, 닭살

A big mistake many new college students make is just sitting in their rooms. Some students stay in their rooms waiting for friends to come find them, convinced that it will happen on its own. Other students remain in their rooms because they feel shy or are uncertain about how to approach other people. For the first few weeks of the semester, you should try to spend as little time as possible in your room. Walk down your residence hall corridor and look into other rooms where doors are propped open. If you see a student sitting alone in a room, knock lightly, say hello, and introduce yourself. If nothing else, get out and walk around campus. Look for groups of new students who are hanging out together and join them. Whatever you do, don't isolate yourself. Most students form friendships within the first couple of months of college, and it is much harder to join existing groups than it is to meet new people one-on-one.

\* corridor 복도 \*\* prop (받침대 등으로) 받치다

The freedom to choose one's identity is critical, since the sources of identity are shifting from "belonging" to "achievement." Speaking for many, Kymlicka says that "identification is more secure, less liable to be threatened, if it does not depend on accomplishment." But this is absurd. Achievement increasingly is the basis for a satisfying life. To be sure, some people want unconditional acceptance by their "in" group. But more and more, people in rich countries achieve many of their identities. They choose their careers, friendships, allies, mixing and matching pieces and styles. Even their ethnic, racial and national affiliations are forged in various ways, despite the fact that a person's self-image depends partly on how he's viewed by others. Indeed, the ability to make one's own self is the essence of freedom. A good society recognizes and does not pit roots and wings against one another. If roots are the necessary condition for happiness, then wings are the sufficient condition. A good life is not possible without both.

\* affiliation 소속, 가입, 입회 \*\* forge 구축하다 \*\*\* pit 싸움 붙이다

The efficient and valuable use of big data needs the personal and organizational capacity of asking the right questions and in the right way. Big data is powerful only if it is generated, combined, or supported by the creation of strong narratives, organizationally and contextually framed. This means that the big data has to be “thick,” i.e., not only quantitatively but most importantly qualitatively relevant. The arts/humanities are important in the age of digital transformation and big data because they dominate the knowledge domains of the creation and communication of narratives as well as meanings of human life. In other words, the arts and humanities are capable of embedding into big data the aesthetic human-based dimensions that ultimately make them relevant in order to identify, address, and solve key questions for sustainable societal, economic, and environmental wealth creation. The arts and humanities are essential in order to make big data, analytics, data mining, and digital transformation significant for stakeholders.

\* embed 끼워 넣다, 단단히 박아 넣다 \*\* stakeholder 이해 당사자, 주주

Once you have firmly established the habit of placing a pair of commas around a nonessential element that interrupts or changes the normal order of the English sentence, you can consider a few situations in which this mark of punctuation may safely be omitted. You are doubtless aware that the tendency of modern writers is to make considerably less use of punctuation than their predecessors did. One reason for this, of course, is that we have ceased to use the “musical notation” that was once fashionable, probably because most modern prose is designed to be read silently, to be taken in by the eye and not by the ear. These marks were never marks of actual punctuation, in the sense that they clarified meaning, and today they have almost disappeared from printing. A more important reason for the diminishing amount of punctuation in modern writing is that our writers are learning to construct their sentences in such a way that the word- symbols themselves communicate the meaning clearly.

\* punctuation 구두점 \*\* prose 산문

Like the downtown office complex, tourism has frequently developed as islands of renewal in seas of decay. The strategy of carving out sharply demarcated and defended zones for middle-class consumers of entertainment and leisure came naturally to older cities confronted with problems of crime, poverty, and physical neglect. Creating a “tourist bubble” was tempting — some might say necessary — as a way not only of securing a space for development, but for achieving an efficient application of scarce resources. In a hostile environment, zones of demarcation can solve seemingly insolvable problems of image and social control. Tourists who visit converted cities are unlikely to see the city of decline at all, except on their way from an airport. For tourists, the city can be reduced to a simulacrum, a set piece representing the city in its entirety. Thus, reduced to Harborplace or the Renaissance Center and Greektown, both Baltimore and Detroit can be presented as gleaming new places to play.

\* demarcate 경계를 설정하다 \*\* bubble (외따로 있는) 특별한 장소 \*\*\* simulacrum 복제품

Henry Cavendish was born in 1731 in Nice, where his parents had gone because of his mother's health, which continued to fail. She died two years later, after giving birth to a second son. Henry's father never remarried. When Henry was 11, he was enrolled in Hackney Academy, a progressive school outside London. From there, he proceeded to St. Peter's College (Peterhouse), Cambridge University in 1749, leaving after three years without a degree. For the next thirty-odd years, he lived at his father's house on Great Marlborough St., London. Freed from the need to support himself, he followed his inclinations, which were to study and carry out researches in the physical sciences. Around the time his father died, in 1783, he acquired two houses of his own, one in and one outside London, both of which he adapted to his scientific habit. He was a prominent member and administrator of the Royal Society of London. His manner of living was modest, and over time he accumulated an immense fortune. He died in 1810, at age 78.

Vagueness is an obstacle to efficient communication. Sometimes people who want to avoid committing themselves to a particular course of action use vagueness as a ploy. For instance, a politician asked how precisely he intends to save money in the public sector might make vague generalisations about the need for improved efficiency, which, while true, don't commit him to any particular way of achieving this. A good journalist would then press for further information about precisely how this efficiency was to be achieved, forcing him to come out from behind this veil of vagueness. Or someone who was late for an appointment but didn't want to admit that this was because he'd stopped for a drink on the way might say 'Sorry I'm late, I had something I needed to do on the way here and it took slightly longer than I expected', deliberately leaving the cause of the delay vague and exercising a particular kind of economy with the truth.

\* ploy 책략, 계략

When opposites blend, they are placed on the far ends of a continuum, and between the two extremes there is a gradation that mixes the two opposites. For instance, black and white blend into each other through shades of gray. As the amount of white decreases through shades of gray, the amount of black increases. The two opposites are always in a proportional relationship, but at any point along the continuum there is some amount of each (except at the very extremes). In contrast, a zero-sum game where the winner takes all also establishes a proportional relationship, but at any point along the continuum there is only one or the other, black or white, and each retains its full identity. In a blend, pure black and pure white are diluted when combined into gray. They both lose their identity; gray is not black and it is not white.

\* continuum 연속(체) \*\* dilute 희석하다

In sports, attendance is nearly always (98-99 percent of the time) with at least one other person. The sports fan pays a price for the right to enjoy an emotional experience with others. The fan goes to the game to be with others, to share the experience in this social exchange. More broadly speaking, unlike most other retail settings, large crowds have positive psychological effects. No line at the grocery checkout will make most shoppers happy, but no line to see a ballgame is a definite hint to a fan either that this is a terrible sporting event or that the fan has arrived at the stadium on the wrong date. The excitement of the competition and the aura of the star power of the players on the team are such that the experience is best enjoyed in the presence of others.

\* aura 기운, 매력

As writers, we need to share our experiences of writing and to encourage one another, but we also need to work independently. We may also need to do certain things which, paradoxically, do not involve words. So the point you might consider is this: if you have a piece of writing in mind, or in some half-finished state — which is actually the case for almost all writers much of the time — stop, go for a walk, draw a picture, enjoy something different, go window-shopping, or even fly-fishing, but observe, take notice, bring to your surroundings and other people an extra special level of attention, see them as unfamiliar and worth all your attention, store up what you see, hear or think, and let it lie in that part of your mind which has no obvious practical function, which isn't continually worrying about what you have to do today or next week. Writing needs that stocked reservoir of real but aimless sensations. When the time comes and you need them, they'll find you.

When asked, “what was one of your best days at work?” very few of us recount the time everything went smoothly and the big project we were working on came in on time and under budget. Considering how we work so hard to make things go well, that example should count as a pretty good day at work. But strangely, the days everything goes smoothly and as planned are not the ones we remember with fondness. For most of us, we have warmer feelings for the projects we worked on where everything seemed to go wrong. We remember how the group stayed at work until 3 a.m., ate cold pizza and barely made the deadline. Those are the experiences we remember as some of our best days at work. It was not because of the hardship, *per se*, but because the hardship was shared. It is not the work we remember with fondness, but the fellowship, how the group came together to get things done.

\* *per se* 그 자체(로)

If you're a small herbivore, it's a bad idea to run in the face of danger. Wolves could easily follow you and attack, so it's better for you to hide. Roe deer don't run very far before they turn around and try to return to their original location, and when they do, they cross their own tracks, which confuses their pursuers — which trail should they follow? Once they're safely back on home grass, roe deer hide in groups of small trees. And because herds are easier to spot than single animals, roe deer live alone. But another reason for their solitary existence is the lack of food in ancient undisturbed forests. A herd of deer would have to cover a lot of territory to find sufficient food. Travelling long distances, however, increases the risk of coming across a pack of wolves. And so the single life is better.

\* herbivore 초식동물

It was not until the advent of the Industrial Revolution — the historical period beginning in the late 1700s when the economies of the United States and many nations in Europe shifted from manual labor and hand tools to machines and factory manufacturing — that human-produced garbage became a critical issue. The full effect of the Industrial Revolution, however, was not felt until around the turn of the twentieth century, when systems of mass production and mass distribution were developed. This economic change produced many more products for people to purchase, and it also created jobs that helped to increase wealth that could be used to purchase products. As people were able to buy more and more new things, they stopped seeing value in broken and used items and began seeing these old items as trash. New forms of colorful advertising and packaging encouraged this burgeoning consumer culture.

\* burgeoning 싹트기 시작한, 급증하는

The reasons for the deficiencies in human-machine interaction are numerous. Some come from the limitations of today's technology. Some come from self-imposed restrictions by the designers, often to hold down cost. But most of the problems come from a complete lack of understanding of the design principles necessary for effective human-machine interaction. Why this deficiency? Because much of the design is done by engineers who are experts in technology but limited in their understanding of people. "We are people ourselves," they think, "so we understand people." But in fact, we humans are amazingly complex. Those who have not studied human behavior often think it is pretty simple. Engineers, moreover, make the mistake of thinking that logical explanation is sufficient: "If only people would read the instructions," they say, "everything would be all right."

When you buy from large corporations, you support the increasing consolidation of wealth and power in the hands of the few. Chain businesses often take those dollars directly away from smaller local businesses that cannot afford to lose the income. By making your purchases at local businesses, you spread that wealth out to more local people and increase your community's standard of living. This is because local businesses rely more on local suppliers and service providers, forming a kind of local economic web of interdependence that creates jobs and a thriving community. Therefore, every dollar you spend at a local business helps your community maintain its individual character, uniqueness, and diversity while supporting your neighbors in their quest for the good life. Paying in cash, rather than by credit card, can also help local businesses as they are often the ones least able to afford the hefty fees the credit card companies charge them for each and every transaction. Look in the phone book for local alternatives to large corporate chains.

\* consolidation 공고히 하기 \*\* hefty 과중한, 무거운

Nitrogen in its gaseous form is often used in situations in which it is important to keep other, more reactive atmospheric gases away. It serves industry as a blanketing gas, for example, in protecting materials such as electronic components during production or storage. To prevent the oxidation of wine, wine bottles are often filled with nitrogen after the cork is removed. Nitrogen has recently also been used in blanketing fruit after it has been picked to protect it from rotting. Apples, for example, can be stored for up to 30 months if they are kept at low temperatures in an atmosphere of nitrogen. In addition to these applications, nitrogen is used in oil production, in which it is pumped in compressed form underground to force oil to the surface. Ordinary air cannot be used for this purpose because some of the gases that make up air would react with the oil, producing undesired by-products.

\* oxidation 산화(酸化)

The bigger the group, the greater the benefits — up to a point. Communities of humans tend to be relatively stable up to around 150 people. This appears to be the optimal size for a cooperative group of humans both across the world and throughout history. It is thought to reflect limitations in how much social information a human brain can keep track of, not just regarding their own relationships, but other people's too. Our capacity to sustain larger cooperative groups than any other primate probably stems from our ability to learn not just from our own personal experience, but also from other people's experiences. Even *with* the benefit of gossip to circulate information about other people's reputations, to boost our social capacities, if a group of humans has more than 150 members, we end up losing track of who's who. That makes the maintenance of social harmony within the group much more challenging. For human cooperatives to remain stable across populations larger than 150 people, we needed to invent God (or gods).

How can we make decisions in the face of scientific uncertainty? The answer is that our plans generally have to be conditional and contextual. Scientific information can help us understand environmental issues, but the policies we create based on this understanding will always depend on further study and more confirming evidence. An approach currently favored by many natural resource managers is called adaptive management, or “learning by doing.” In adaptive management, policies are designed from the outset to use scientific principles to examine alternatives and assess outcomes. Rather than assume that what seems the best initial policy option will always remain so, adaptive management sets up scientific experiments to monitor how conditions are changing, and what effects our actions (or inactions) are having on both target and nontarget elements of the system. The goal of adaptive management is to enable us to live with the unexpected. It aims to yield understanding as much as to produce answers or solutions.

Recent research on solutions to social dilemmas provides an example of the positive value of regulatory authorities. In a social dilemma, a society must prevent citizens from engaging in actions that are individually beneficial in the short term but that hurt society in the long term. Studies suggest that one solution that groups voluntarily adopt when faced with social dilemmas is to designate formal leaders who are empowered to control the behavior of the group's members. Similarly, groups develop rules governing members' conduct to preserve valuable social relationships. These informal rules are the precursors of formalized law.

It is also important to recognize the potential dangers of giving authorities the power to affect public behavior. Authorities may use that power to limit their own interest, or the interest of a particular group or individual, over the interest of others. It cannot be assumed that authorities will be compassionately motivated and will use their power and legitimacy to promote the positive objectives outlined above. Although they can facilitate the productive exchange of resources to the benefit of all members of society, it is not inherent in the nature of authority that it will function in this way. The effects of authority depend on the motives of those exercising it.

\* precursor 선행물, 효시, 전신 \*\* legitimacy 정당성

One evening, just three days before the Olympics were to begin, my father called me into the kitchen. With a very stern look, he said, “Lisa, what do you plan to do after the Olympics are over?” His question was like a bucket of ice-cold water being poured on me. Forced to face the reality beyond the summer, I answered rather weakly, “I don’t know, Dad. I guess I’ll just have to get a job since I didn’t get into any of the schools I wanted to go to.” “Well,” he said, “you might not want to start filling out any job applications too soon.” When I gave him a confused look, he smiled broadly. “Lisa, after you go to the Olympics — you’re going to college!” Then he handed me a letter that stated that I had been accepted and was receiving financial grants to go to a four-year university! I screamed and jumped up and down. My father gave me a huge hug and we danced around the kitchen together, singing joyfully, “Go, Li-sa!! Go, Li-sa!!”

Globalization and technological innovation are key drivers of socio-economic transformations. Experts (not always decision-makers, unfortunately) know the virtues and dangers of the former, but there is much uncertainty about how the latter will affect quality of life and social inequalities. An important point is that globalization and technological innovation are not natural processes that societies must either endure or stop. Quite to the contrary, the particular ways in which globalization and innovation unfold can be shaped by policies and it is important to steer them in the direction of social inclusion. Therefore, not only should we make sure to support those who lose from the globalized economy and technological disruptions and ease their adaptation and transition to the new opportunities offered by these developments, but we can work to make the changes themselves occur in a way that generates less loss and more gain for all.

Firms in the same industry may be able to imitate and copy one another more readily if they are located together. Therefore, they may be able to respond to changes in their industry more quickly than if they were isolated from their competitors. Of course, the firm that is copied may be harmed, so in this instance, it would be better off in an isolated location, where copying would be more difficult. However, managers may not know which firm will develop leading innovations. On average, the “sharing” of information may benefit the group. In industries with numerous and scattered innovations, such as fashion or computer games, all firms may be better off if they have locations that allow them to imitate quickly. Furthermore, a firm that copies two changes is in a better position to innovate additional changes by combining or modifying changes that were taken from other firms. Thus, particularly in fast-changing industries, economies from industrial imitation, modification, and innovation tend to be important sources of localization economies.

Workers are united by laughing at shared events, even ones that may initially spark anger or conflict. Humor reframes potentially divisive events into merely “laughable” ones which are put in perspective as subservient to unifying values held by organization members. Repeatedly recounting humorous incidents reinforces unity based on key organizational values. One team told repeated stories about a dumpster fire, something that does not seem funny on its face, but the reactions of workers motivated to preserve safety sparked laughter as the stories were shared multiple times by multiple parties in the workplace. Shared events that cause laughter can indicate a sense of belonging since “you had to be there” to see the humor in them, and non-members were not and do not. Instances of humor serve to enact bonds among organization members. Understanding the humor may even be required as an informal badge of membership in the organization.

\* subservient 도움이 되는 \*\* dumpster 대형 쓰레기 수납기

As Marshall McLuhan famously said in the 1960s, we are now a post-literate society. Our culture has returned to a kind of medieval attitude toward print. Extended reading and writing is something small elite groups do. Secondary schools and universities are trying desperately to keep these activities at the centre of schooling, but even some of the most conservative Ivy League schools have replaced listening to lectures and writing essays with field work, role-playing games, online discussion, and other forms of experiential, interactive “e-learning.” Having a book published was once seen as the ultimate way of getting your message out to a wide audience. Today, a blogger can get millions of hits a day or an online video can have millions of views. If a book sells five thousand copies in Canada it is considered a bestseller. The Kony 2012 video now stands at over 96 million views — a shocking statistic for a thirty-minute video!

An Ashanti funeral is often held several weeks after a death. During this period, while the body is preserved in a mortuary, the family of the deceased works to prepare for the event. Funerals are traditionally the responsibility of a person's *abusua* (matriclan); these are relatives who are linked through common maternal ancestors. They notify distant relatives, clean and tidy up the deceased person's house, and memorialize the departed family member on posters, T-shirts, and in other images that will be distributed to mourners. When all is ready, the body is brought back to the house and prepared for the funeral, covered with kente cloth and decorated with gold jewelry. The ceremonies can last several days. They begin with a lying-in-state at the family home, which culminates in the presentation of burial gifts for use by the deceased in his or her journey to *asamando*, the land of the dead. Then come the burial and finally the great funeral, a public event honoring the deceased person with music, dancing, food, and drinks.

\* mortuary 영안실 \*\* culminate 끝나다

Some scientists compare the brain to a relay station that merely coordinates incoming signals and outgoing responses, whereas others see it as an immense computer that processes information and then arrives at an appropriate response. Francois Jacob, the French molecular biologist and Nobel laureate, suggests that the human mind is far more; it has a built-in need to *create order* out of the constant flow of information coming from its sensory organs. In other words, the brain creates a narrative, with a beginning, a middle and an end — a temporal sequence that makes sense of events. The brain selects and discards information to be used in the narrative, constructing connections and relationships that create a web of meaning. In this way, a narrative reveals more than just *what* happened; it explains *why*. When the mind selects and orders incoming information into meaning, it is telling itself a story.

\* molecular 분자의 \*\* laureate 수상자 \*\*\* temporal 시간의

In general, searching online for health information can be valid, eye-opening, educational, and even useful. While many doctors roll their eyes when they hear, “I did my research,” from a patient, sometimes that research can be sound. If a patient has a rare disease and presents articles about it, many of us will be grateful that we were saved some extra work. But the Web becomes entangled when sites angled with opinions, personal anecdotes, exaggeration, and false claims manipulate the navigator to believe what is posted. People also run into trouble when looking for information online based on preconceived notions. Here comes the Curse of the Original Belief. If you believe that megadosing on vitamin C will prevent colds, you will seek out (and easily find) sites promoting this notion. If you think that juice cleanses are the way to better health and well-being, it’s easy to find websites supporting this. If delaying vaccines is your cup of tea, online sources abound. If you’re debating whether to eat only organic food, plenty of available information will support this.

\* entangle 뒤얽히게 하다 \*\* angle 왜곡하다 \*\*\* juice cleanse 해독 주스

Beethoven himself raised the cash to visit Vienna at the age of 16 in the hope of persuading Mozart to give him lessons. Of an actual meeting with Mozart, there is no evidence outside the fields of romantic biography. But he did, or so it seems, hear Mozart play, and complained of the ‘choppiness’ of his style — a description which has to be matched against Mozart’s own statement that his piano music was meant to ‘flow like oil’. Yet Beethoven may well have been right. Mozart, for all his youthfulness, already had such crookedly arthritic fingers that observers remarked on his inability to cut his meat. If Beethoven had been able to prolong his stay in Vienna, he would surely have met Mozart in the end. But a summons home to his mother’s deathbed prevented his persistence from being put to the test.

\* choppiness 푹푹 끊어짐 \*\* crookedly 구부러져서 \*\*\* arthritic 관절염에 걸린

It appears that Internet customers rarely secure the lowest price. According to a popular price comparison website, 80 percent of Internet customers pay more than they have to. It seems that use of the Internet to obtain better value is restrained by loyalty to particular websites. Once they are familiar with a site, consumers may return to it later because it is easy to use and saves time. A consumer might agree that a book might be cheaper elsewhere but still use the online bookstore they're familiar with because of convenience — this convenience can be seen as considerable, as often customers allow trusted sites to store their credit card and delivery details, so purchasing really is a single click. Similarly, buyers normally use one online grocer because of the trouble of getting to know another site. In short, habits take over.

Findings from several studies on nonpatient groups such as university students suggest that simply looking at everyday nature, as compared to built scenes that lack nature, is significantly more effective in promoting restoration from stress. One early study focused on students who were experiencing mild stress because of a final course exam. A self-ratings questionnaire was used to assess restorative influences of viewing either a diverse slide sample of unblighted built settings lacking nature, or slides of undistinguished nature settings dominated by green vegetation. Results suggested that the nature views fostered greater psychological restoration as indicated by larger reductions in negative feelings such as fear and anger/aggression and much higher levels of positive feelings. Also, the scenes with vegetation sustained interest and attention more effectively than did the urban scenes without nature.

\* built scene 인공적인 경관 \*\* unblighted 손상되지 않은

Leonardo da Vinci had a keen interest in the reality and the wonders of nature as a broad and dynamic whole. The subject matter of his inspired paintings was almost more wondrous than reality. Da Vinci was also deeply curious about the small details that might be able to explain the human-perceived wonders he painted. This can be readily seen both in his drawings of anatomical structures in biology and his refined representations of mechanical structures in physics. He published amazingly detailed drawings of human anatomy, where, as one biographer noted, he paid “attention to the forms of even very small organs and hidden parts of the skeleton.” Da Vinci is even credited with being the first in the modern world to introduce the idea of controlled experimentation — the core concept of science — and, for this, he has been considered by some writers to be the Father of Science. Probably more than any other scholastic luminary of that time, he recognized the relationship between the whole and its parts.

\* anatomical 해부의 \*\* luminary 전문가

Many traditional sports remain important elements of contemporary national sporting cultures. Sumo, despite recent image problems, remains immensely popular and important in Japan. Similarly, sepak takraw and combat sports like muay thai, *silat*, and *arnis* remain permanent fixtures of Southeast Asia's sporting landscape. In many cases, however, what are commonly assumed to be traditional sporting practices actually represent hybrid amalgamations of traditional games and imported sporting values and practices. Judo, for instance, dates from only 1882 and was developed as a modernization of traditional styles of jujitsu. Similarly, muay thai adopted the ring, system of rounds, gloves, and weight divisions after concerns about high levels of death and injuries during the early 20th century, while sepak takraw took its current form in the 1930s, with the addition of a net and court adopted from badminton to the traditional pastime of kicking a rattan ball.

\* amalgamation 융합체 \*\* rattan 등나무

Although Mobile Healthcare Network (MHN) applications provide numerous opportunities and benefits, they raise various security and privacy issues. Since the health information, e.g., phenomena, health condition, emergency, is relatively sensitive for users, any inappropriate disclosure may violate user privacy and even result in property loss. Users may also worry about their critical health data being tampered with when their health data are stored in the untrusted cloud servers. Moreover, some malicious attackers misbehave in MHNs to disrupt the effectiveness or mislead other users' preferences. Without appropriate security and privacy protections, users may not accept MHN applications.

\* tamper with (부당하게) 변경하다 \*\* malicious 악의적인

I remember as a student going to a speed-reading course of the type that was in vogue in the 1970s. We were led to believe that you could train your eye and brain to take in whole blocks of text — scores of words at a time — and that reading word by word was primitive and inefficient. It was the course that was a waste of time, however. The idea that you can take in the full meaning of large numbers of words in a single glance has been shown to be wrong: yes, you can quickly understand the main point of a whole block of text at a single glance, and you can race through a book getting a pretty good idea of what the author is saying. But the faster you go, the more you miss. So if friends boast that they can read thick novels in an afternoon, test them on what they remember of the details. You probably can gather the plot by racing through a novel, but you'll miss much of the subtleties of the language, the scenes and the narrative.

\* vogue 유행 \*\* subtleties 중요한 세부 사항[요소]들

Strangely enough, volcanic events have been linked to changes in the El Niño cycle. Scientists at the National Center for Atmospheric Research have discovered a strong statistical link between El Niño and tropical volcanic eruptions. In the years following a major eruption, they argue, the chance of El Niño doubles compared with a standard year. It is not entirely clear at this point how volcanoes trigger El Niños, but the answer may lie in the global cooling that accompanies large eruptions. According to climatologist Michael Mann, the cooling effect of volcanoes would be more notable in the western part of the Pacific Ocean, thus reducing the temperature differential between the eastern and western Pacific and setting the stage for El Niño. Since the El Niño in turn influences the formation of tropical cyclones, these findings suggest that tropical volcanoes may play a role in cyclonic weather as well.

\* cyclone 사이클론(인도양의 열대성 저기압) \*\* climatologist 기후학자

On his long journey home after the Trojan War, the hero Odysseus came to an island where the goddess Circe advised him to avoid the Sirens, beautiful winged monsters whose irresistible song lured mariners to their death. Forewarned but undaunted, Odysseus sailed into peril anyway. His plan: He would listen but not give in. The cunning hero packed his men's ears with beeswax and commanded them to tie him to the ship's mast. There he stood as they sailed into dangerous waters; the Sirens called to him, and he heard their song. As Circe had predicted, he longed to go to them, to cast away everything he held dear. He shouted at his men, ordered, then begged them to set him free, but the mast was strong, the rope held fast, and his men couldn't hear his pleas. And so Odysseus did not perish, but emerged on the other side of the Siren song wiser, more sensible, and prepared to complete his journey home.

\* undaunted 의연한 \*\* beeswax 밀랍 \*\*\* mast 돛대

The concentration of large-scale economic activity has resulted in the formation of multinational companies. These have their headquarters in one country but their commercial activities are conducted throughout the world. Incentives for them to do this include access to raw materials and (in the case of firms locating in the third world) the availability of cheap labour. Such multinational companies possess considerable influence over the operations of the government of the countries in which they invest, thereby undermining the economic and political independence of such countries. In return for providing jobs and revenue derived from taxing their operations, multinational companies may demand concessions from governments as the price for their investment in that country. They may seek direct or indirect control over a country's political system to ensure that government policy is compatible with the needs of the company. If these conflict, the government may suffer: in Guatemala, for example, President Jacobo Arbenz's quarrels with the American United Fruit Company resulted in his replacement by an American-backed military government in 1954.

\* concession (특히 정부나 고용주가 집단·단체 등에 부여하는) 이권이나 혜택 \*\* compatible 합치하는

Although from very early on infants show discrimination of their mother's voice and scent, they do not exhibit a clear preference for any particular caregiver. Infants are not attached to their caregivers at birth. Any caregiver responding to their needs would be as effective; infants tend to respond similarly to any individual who tends to their signals or interacts with them. Yet, from the beginning, babies contribute to their interactions and exchanges with others. Built-in bias to orient toward, look at, and listen to certain stimuli will contribute to paying attention to and eventually developing preference for those who interact with him and provide care on a regular basis. The infant uses characteristic reflexive responses in his behavioral repertoire (e.g., crying, head-turning, reaching, grasping) when interacting with others. These behaviors typically have as a consequence to increase the time the baby is in proximity with those around him.

\* in proximity 가까이, 근접하여

Perhaps one of the most iconic memory studies was by Neisser and Harsch in 1992, in which they looked at flashbulb memories related to the *Challenger* explosion. They gave 106 students in an introductory psychology class a questionnaire asking them to recall how they heard about the *Challenger* explosion, which had happened within the last twenty-four hours. They were given seven specific questions about what they were doing and how they felt at the time. Two and a half years later, the same students were given a follow-up questionnaire. In this survey they were also asked to rate their confidence in the accuracy of their memory on a scale from 1 to 5.

Of the seven details they previously recorded, on average the students could remember only 2.95 of them. A quarter of the students scored zero out of seven, and half scored two or less. In fact, only a quarter of the students even remembered taking the survey previously. Despite their terrible recall of the event, the average score of confidence in the accuracy of their memories was as high as 4.17 out of 5. Other studies have also shown the lack of any relationship between confidence in a memory and its accuracy. We tend to think that vividness and confidence predict accuracy, but they don't.

The clear lesson here is that we all need to be humble when it comes to the accuracy of our own memories. Failure to appreciate the true nature of memory can create great mischief.

\* iconic 매우 유명한

\*\* flashbulb memory 섬광 기억(놀라운 사건에 대한 생생하면서도 비교적 영속적인 기억)