



T3-2 professional sports television contracts

Today, professional sports television contracts make millions of dollars for sports leagues and teams alike. Advertising support is the key to these contracts as advertisers pay a television network for air time and the television network then pays the league/team for broadcast rights. Advertising support has also made it possible for teams to expand the length of their seasons, pay ever-increasing player salaries, play games against teams that would have been too costly to play without support, and even move teams to larger, more profitable places. In addition, televising sporting events has influenced how each sport is played. Television time-outs (when advertising can be aired) have been added, changing the pace of the game. Game locations and times are also changed so that networks can get the biggest viewing audience (thereby charging more for advertising during the game).

✓ Translation

오늘날 프로 스포츠 텔레비전 계약은 스포츠 리그와 팀 양자 모두에게 거액을 벌게 해 준다. 광고주들은 방영 시간에 대해 방송국에 돈을 지불하고, 그러면 텔레비전 방송국은 중계권에 대해 리그나 팀에 돈을 지불하므로, 광고 지원은 이러한 계약의 핵심 요소가 된다. 광고 지원은 또한 팀들이 시즌 길이를 늘리고, 늘어가기만 하는 선수 봉급을 지불하며, 지원 없이는 너무 비용이 많이 들어 경기를 할 수 없었을 팀과 경기를 벌이고, 심지어 팀을 더 크고 더 수익이 있는 장소로 이전하는 것을 가능하게 하였다. 게다가, 스포츠 행사를 텔레비전으로 중계하는 것은 각각의 스포츠 경기가 진행되는 방식에 영향을 미쳤다. 텔레비전 타임아웃(광고가 방송될 수 있는 시간)이 추가되어, 경기의 진행 속도를 바꾸었다. 경기 장소와 시간 또한 방송국이 가장 많은 시청자를 확보할(그렇게 하여 경기 시간 동안의 광고에 대해 더 많은 돈을 청구할) 수 있도록 바뀌게 된다.

✓ Note





✓Voca

- contract 계약
- air time 방영[방송] 시간
- broadcast right 중계권, 방영권
- expand 늘이다
- profitable 수익이 있는
- televise 텔레비전으로 중계하다
- location 장소
- viewing audience 시청자
- thereby 그렇게 하여
- charge (돈을) 청구하다
- tremendous 막대한, 엄청난

✓해변

Today, professional sports television contracts make millions of dollars for sports leagues and teams alike.

(A) Advertising support has also made it possible for teams to expand the length of their seasons, pay ever-increasing player salaries, play games against teams that would have been too costly to play without support, and even move teams to larger, more profitable places.

(B) In addition, televising sporting events has influenced how each sport is played. Television time-outs (when advertising can be aired) have been added, changing the pace of the game. Game locations and times are also changed so that networks can get the biggest viewing audience (thereby charging more for advertising during the game).

(C) Advertising support is the key to these contracts as advertisers pay a television network for air time and the television network then pays the league/team for broadcast rights.

✓Reminding

Today, professional sports television contracts make millions of dollars for sports leagues and teams alike. _____ support is the key to these contracts as advertisers pay a television network for air time and the television network then pays the league/team for broadcast rights. Advertising support has also made it possible for teams to expand the length of their seasons, pay ever-increasing player salaries, play games against teams that would have been too costly to play without support, and even move teams to larger, more profitable places. In addition, televising sporting events has influenced how each sport is _____. Television time-outs (when advertising can be aired) have been added, changing the pace of the game. Game locations and times are also changed so that networks can get the biggest viewing audience (thereby charging more for advertising during the game).





T3-3 morality admits of exceptions

Many people seem to think that a universal conception of morality requires that we find moral principles that admit of no exceptions. For instance, if it is truly wrong to lie, it must always be wrong to lie, and if one can find a single exception, any notion of moral truth must be abandoned.

But the existence of moral truth does not require that we define morality in terms of invariable moral principles. Morality could be a lot like chess: there are surely principles that generally apply, but they might admit of important exceptions. If you want to play good chess, a principle like "Don't lose your Queen" is almost always worth following. But it admits of exceptions: sometimes sacrificing your Queen is a brilliant thing to do; occasionally, it is the only thing you can do.

✓ Translation

많은 사람들이 도덕성이라는 보편적 개념은 우리가 어떠한 예외도 허용하지 않는 도덕적 원칙을 찾도록 요구한다고 생각하는 것 같다. 예를 들어, 만약 거짓말 하는 것이 정말로 나쁘다면 거짓말하는 것은 항상 나쁜 것이어야 하고, 만약 단 하나의 예외를 찾을 수 있다면 도덕적 진실의 어떠한 개념도 버려져야만 한다. 그러나 도덕적 진리의 존재는 우리가 변치 않는 도덕적 원칙이라는 면에서 도덕성을 정의하도록 요구하지 않는다. 도덕성이란 체스와 매우 비슷할 수도 있을 것이다. 일반적으로 적용되는 원칙이 분명히 있지만 그것은 중요한 예외를 허용할 수도 있을 것이다. 만약 체스를 잘하고 싶다면 "여왕을 잃어서는 안 된다"와 같은 원칙은 거의 항상 따라야 할 가치가 있다. 그러나 그것은 예외를 허용 한다. 때때로 여왕을 희생하는 것이 해야 할 훌륭한 일이고 가끔은 여러분이 할 수 있는 유일한 일이다.

✓ Note





✓Voca

- universal 보편적인
- conception 개념
- require 요구하다, 필요로 하다
- admit of ~을 허용하다
- truly 정말로, 진실로
- lie 거짓말하다
- exception 예외
- existence 존재, 실재
- define 정의하다
- in terms of ~ 면에서
- invariable 변치 않는, 변함없는
- sacrifice 희생하다
- brilliant 훌륭한, 멋진
- humanity 인간성
- circumstance 상황

✓해변

Many people seem to think that a universal conception of morality requires that we find moral principles that admit of no ① exceptions. For instance, if it is truly wrong to lie, it must always be wrong to lie, and if one can find a single exception, any notion of moral truth must be ② abandoned. But the existence of moral truth does not require that we define morality in terms of ③ invariable moral principles. Morality could be a lot like chess: there are surely principles that generally apply, but they might admit of important exceptions. If you want to play good chess, a principle like "Don't lose your Queen" is almost always worth ④ following. But it admits of exceptions: sometimes ⑤ protecting your Queen is a brilliant thing to do; occasionally, it is the only thing you can do.

✓Reminding

Many people seem to think that a universal conception of morality requires that we find moral principles that admit of _____. For instance, if it is truly wrong to lie, it must _____ be wrong to lie, and if one can find a single exception, any notion of moral truth must be _____. But the existence of moral truth does not require that we define morality in terms of _____ moral principles. Morality could be a lot like chess: there are surely principles that _____ apply, but they might admit of important exceptions. If you want to play good chess, a principle like "Don't lose your Queen" is almost always worth _____. But it admits of exceptions: sometimes _____ your Queen is a brilliant thing to do; occasionally, it is the only thing you can do.





T3-4 working between vacations

Extraordinarily successful people launch their year by taking time out to plan their time off. Why? They know they'll need it and they know they'll be able to afford it. **In truth, the most successful simply see themselves as working between vacations.** On the other hand, the least successful don't reserve time off, because they don't think they'll deserve it or be able to afford it. By planning your time off in advance, you are, in effect, managing your work time around your downtime instead of the other way around. You're also letting everyone else know well in advance when you'll be out so they can plan accordingly. **When you intend to be successful, you start by protecting time to recharge and reward yourself.**

✓ Translation

이례적으로 성공한 사람들은 휴가를 계획하기 위한 시간을 내는 것으로 1년을 시작한다. 왜 그럴까? 그들은 휴가가 필요하리라는 것을 알고 있고 휴가를 누릴 수 있으리라는 것을 알고 있기 때문이다. 사실, 가장 성공한 사람들은 그저 자신들이 휴가와 휴가 사이에서 일하고 있는 것으로 간주한다. 반면에, 가장 덜 성공한 사람들은 휴가를 누릴 자격이 없다고 생각하거나 누릴 수 없다고 생각하기 때문에 휴가를 잡지 못한다. 사전에 휴가를 계획함으로써 사실상 여러분은 근무 시간에 맞춰 휴가 기간을 관리하는 대신 휴가 기간에 맞춰 근무 시간을 관리하는 것이다. 여러분은 또한 다른 모든 사람들이 그에 따라 계획할 수 있도록 여러분이 언제 휴가를 떠날 것인지를 훨씬 전에 알리고 있는 것이다. 성공하고자 할 때는, 자신을 재충전하고 보상해 줄 시간을 보호하는 것부터 시작하라.

✓ Note





✓Voca

- launch 시작하다
- time off 휴가, 휴식
- afford ~할 여유가 있다
- see ~ as ... ~을 ...으로 여기다
- reserve 잡다, 보유하다
- deserve 자격이 있다
- in advance 사전에, 미리
- downtime 휴식 기간
- the other way around 반대로, 거꾸로
- recharge 재충전하다
- reward 보상하다

✓해변

On the other hand, the least successful don't reserve time off, because they don't think they'll deserve it or be able to afford it.

Extraordinarily successful people launch their year by taking time out to plan their time off. ① Why? They know they'll need it and they know they'll be able to afford it. ② In truth, the most successful simply see themselves as working between vacations. ③ By planning your time off in advance, you are, in effect, managing your work time around your downtime instead of the other way around. ④ You're also letting everyone else know well in advance when you'll be out so they can plan accordingly. ⑤ When you intend to be successful, you start by protecting time to recharge and reward yourself.

✓Reminding

Extraordinarily successful people launch their year by taking time out to plan their time off. Why? They know they'll need it and they know they'll be able to afford it. In truth, the most successful simply see themselves as _____ between _____. On the other hand, the least successful don't reserve time off, because they don't think they'll deserve it or be able to afford it. By planning your time off in advance, you are, in effect, managing your work time around your downtime instead of the other way around. You're also letting everyone else know well in advance when you'll be out so they can plan accordingly. When you intend to be successful, you start by protecting time to _____ and reward yourself.





T3-5 children's mental map of social environment

The individual interactions children experience each day help them create a unique mental map of the social environment. That is, children mentally chart their experiences and make note of which behaviors make them feel guilty, which make them feel good, which are rewarded, and which are not, and under what circumstances those conditions apply. Gradually, this map grows in breadth and complexity. Over time, children catalogue a growing number of experiences and make finer discriminations among events. They draw on information extracted from these episodes to fit their behavior to situational demands rather than depending on other people to direct them at that moment. In addition, their increased developmental competence enables them to interpret more accurately the cues they receive and to imagine more varied responses to those cues. As a result, they become progressively more successful in monitoring their own behavior.

✓ Translation

아이들이 날마다 경험하는 개인적인 교류는 사회 환경에 대한 독특한 심적 지도를 만들어 내는 데 도움이 된다. 다시 말하면, 아이들은 경험에 대한 정신적 도표를 만들어 어떤 행동이 자신들에게 죄책감이 들게 하는지, 어떤 행동이 자신들을 기분 좋게 하는지, 어떤 행동이 보상받는지, 어떤 행동은 보상받지 않는지, 그리고 어떤 상황에서 그러한 조건이 적용되는지에 관해 적어 둔다. 점차적으로, 이 지도는 폭과 복잡성이 커진다. 시간이 경과하면서 아이들은 점점 더 많은 경험의 목록을 작성하고 사건들 사이에서 더 미세한 식별을 한다. 그들은 자신의 행동이 상황에 따른 요구에 들어맞게 하기 위해 그럴 때마다 자신을 이끌어 줄 다른 사람들에게 게 의존하기보다 이들 사건에서 얻어낸 정보를 활용한다. 게다가 그들의 증가된 발달 능력은 자신들이 받은 신호를 더 정확히 해석할 수 있게 해 주고 그러한 신호에 더 다양한 반응을 마음속에 그리게 해 준다. 결과적으로 그들은 자신들의 행동을 지켜보는데 점진적으로 더 성공하게 된다.

✓ Note





✓Voca

- chart 도표화하다
- make note of ~을 기록하다
- reward 보답하다
- breadth 폭, 넓이
- complexity 복잡성
- catalogue 목록을 만들다
- discrimination 식별, 차별
- extract 발췌하다
- fit ~ to ... ~을 ...에 적합하게 하다
- competence 능력
- cue 신호, 단서
- progressively 점진적으로
- monitor 관찰하다, 감시하다
- mental horizon 식견

✓해변

The individual interactions children experience each day help them create a unique mental map of the social environment. ___(A)___, children mentally chart their experiences and make note of which behaviors make them feel guilty, which make them feel good, which are rewarded, and which are not, and under what circumstances those conditions apply. Gradually, this map grows in breadth and complexity. Over time, children catalogue a growing number of experiences and make finer discriminations among events. They draw on information extracted from these episodes to fit their behavior to situational demands rather than depending on other people to direct them at that moment. ___(B)___, their increased developmental competence enables them to interpret more accurately the cues they receive and to imagine more varied responses to those cues. As a result, they become progressively more successful in monitoring their own behavior.

✓Reminding

The individual interactions children experience each day help them create a unique mental map of the _____ environment. That is, children mentally chart their experiences and make note of which behaviors make them feel guilty, which make them feel good, which are rewarded, and which are not, and under what circumstances those conditions apply. Gradually, this map grows in breadth and complexity. Over time, children _____ a growing number of experiences and make finer discriminations among events. They draw on information extracted from these episodes to _____ their behavior to situational demands rather than depending on other people to _____ them at that moment. In addition, their increased developmental competence enables them to interpret more accurately the cues they receive and to imagine more varied responses to those cues. As a result, they become progressively more successful in monitoring their own behavior.





T3-7 Shakespeare tells us to be authentic

If Shakespeare hadn't chosen writing as a profession, he probably would have become one of history's greatest psychologists or philosophers. It was his keen insight into human behavior that made his writing so powerful. **In his famous verse he's simply telling us to be authentic, to be real persons instead of the fake ones we're so often tempted to be.** Honesty is a choice. When we make that choice, not in a particular set of circumstances, but as a way of life, we begin to understand what it means to be an authentic person. We become what we were meant to be. Something happens inside of us, but we can't explain it to anyone else. We just feel something unbelievably good, and we begin to respect ourselves. And because it feels so good to be authentic, it necessarily follows that we'll be true to others.

✓ Translation

셰익스피어가 글을 쓰는 것을 직업으로 선택하지 않았다면, 그는 아마 역사상 가장 위대한 심리학자나 철학자가 되었을지도 모른다. 그의 글을 그렇게 강력하게 만든 것은 바로 인간 행동에 대한 그의 예리한 통찰력이었다. 그는 자신의 유명한 시에서 우리에게 진정한 사람이 되라고, 즉 우리가 빈번하게 되고 싶어 하는 거짓된 인간 대신에 그저 진짜 인간이 되라고 말하고 있다. 정직은 선택이다. 특정한 여러 상황속에서가 아니라 삶의 방식으로서 그런 선택을 할 때 우리는 진정한 사람이 되는 것이 무엇을 의미하는지 이해하기 시작한다. 우리는 응당 되어야 할 존재가 되는 것이다. 우리 내면에서 무엇인가 발생하지만 그것을 다른 누구에게도 설명할 수 없다. 다만 믿기 어려운 정도로 훌륭한 무언가를 우리가 느끼고 스스로를 존중하기 시작한다. 그리고 진정성 있는 것이 매우 훌륭하다고 느끼기 때문에 우리는 결국 필연적으로 타인에게 진실하게 대하게 된다.

✓ Note





✓Voca

- profession 직업
- psychologist 심리학자
- philosopher 철학자
- keen 예리한, 열망하는
- verse 시, 운문
- fake 거짓된, 가짜의
- tempt 유혹하다, 유도하다
- particular 특정한, 특별한
- circumstance 상황, 환경
- necessarily 필연적으로, 반드시

✓해변

If Shakespeare hadn't chosen writing as a profession, he probably would have become one of history's greatest psychologists or philosophers. It was his keen insight into human behavior that made his writing so powerful. In his famous verse he's simply telling us to be authentic, to be real persons instead of the fake ones we're so often tempted to be. Honesty is a choice. When we make that choice, not in a particular set of circumstances, but as a way of life, we begin to understand what it means to be an authentic person. We become what we were meant to be. Something happens inside of us, but we can't explain it to anyone else. We just feel something unbelievably good, and we begin to respect ourselves. And because it feels so good to be authentic, _____.

- ① we should effortfully try to be so
- ② we may well tell others to be authentic too
- ③ you must struggle not to be out of the state
- ④ it necessarily follows that we'll be true to others
- ⑤ it is possible to explain its greatness to anyone else

✓Reminding

If Shakespeare hadn't chosen writing as a profession, he probably would have become one of history's greatest psychologists or philosophers. It was his keen _____ into human behavior that made his writing so powerful. In his famous verse he's simply telling us to be _____, to be real persons instead of the fake ones we're so often tempted to be. Honesty is a choice. When we make that choice, not in a particular set of circumstances, but as a way of life, we begin to understand what it means to be an authentic person. We become what we were meant to be. Something happens inside of us, but we can't explain it to anyone else. We just feel something unbelievably good, and we begin to respect ourselves. And because it feels so good to be authentic, it _____ follows that we'll be true to others.





T3-8 role of music in stimulating creativity

The role of music in stimulating the creative unconscious is supported by several research studies. In one experiment adults scored higher on a test of pictorial creativity when they were exposed to background music. In two other studies, subjects who were allowed to listen to music told more fanciful stories and wrote more creative compositions than individuals working in silence. It appears that music has unique properties that unlock the floodgates to new thoughts and insights. So-called primitive cultures recognize the power of music and use ritual drumming, chanting, and singing to put tribal members into trancelike states that radically alter their thinking processes.

✓ Translation

창의적 무의식을 자극하는 데 음악이 하는 역할은 몇몇 연구에 의해 뒷받침되고 있다. 한 실험에서 성인들은 배경 음악에 노출되었을 때 그림을 이용한 창의력 검사에서 더 높은 점수를 받았다. 다른 두 연구에서는 음악을 듣도록 허용된 피실험자들이 침묵 속에서 작업한 사람보다 더 기발한 이야기를 했고 더 창의적인 글을 썼다. 음악은 새로운 사고와 통찰력을 향한 수문을 열어 주는 독특한 특성을 지니고 있는 것처럼 보인다. 소위 원시 문화는 음악의 힘을 인식하여, 부족의 구성원들이 자신의 사고 과정을 근본적으로 바꾸는 꿈결 같은 상태에 빠지게 하기 위해 의식을 위한 복치기, 율조리기, 노래하기를 이용한다.

✓ Note





✓Voca

- score 득점을 올리다
- subject 피 실험자, 주제
- fanciful 기발한, 공상의
- composition 글, 작품, 구성
- property 특성, 재산
- floodgate 수문
- primitive 원시 사회의, 원시적인
- ritual 의식을 위한; 의례
- chant (곡조가 없는 노래, 주문 등을) 읊조리다
- tribal 부족의
- radically 근본적으로, 철저히
- alter 바꾸다, 고치다

✓해변

The role of music in stimulating the creative unconscious is supported by several research studies. ① In one experiment adults scored higher on a test of pictorial creativity when they were exposed to background music. ② In two other studies, subjects who were allowed to listen to music told more fanciful stories and wrote more creative compositions than individuals working in silence. ③ It appears that music has unique properties that unlock the floodgates to new thoughts and insights. ④ These new thoughts and insights are only brought about under the condition of self-talking, meditation, that is, of silence. ⑤ So-called primitive cultures recognize the power of music and use ritual drumming, chanting, and singing to put tribal members into trancelike states that radically alter their thinking processes.

✓Reminding

The role of music in stimulating the creative unconscious is supported by several research studies. In one experiment adults scored higher on a test of pictorial creativity when they were exposed to background music. In two other studies, subjects who were allowed to listen to music told more fanciful stories and wrote more creative compositions than individuals working in silence. It appears that music has unique properties that _____ the floodgates to new thoughts and insights. So-called primitive cultures recognize the power of music and use ritual drumming, chanting, and singing to put tribal members into trancelike states that radically alter their thinking processes.





T3-14 state of mind passes on to others

The activity of art is based on the fact that a man is capable of experiencing the emotion which moved the man who expressed it. To take the simplest example: one man laughs, and another who hears becomes merry; or a man weeps, and another who hears feels sorrow. A man is excited or annoyed, and another man seeing him comes to a similar state of mind. By his movements or by the sounds of his voice, a man expresses courage and determination or sadness and calmness, and this state of mind passes on to others. A man suffers, expressing his sufferings by groans and fits, and this suffering transmits itself to other people; a man expresses his feeling of admiration, devotion, fear, respect, or love to certain objects, persons, or phenomena, and others are infected by the same feelings of admiration, devotion, fear, respect, or love to the same objects, persons, and phenomena.

✓ Translation

예술 활동은 그것을 표현한 사람의 마음을 움직인 그 감정을 사람들이 느낄 수 있다는 사실에 근거를 두고 있다. 가장 간단한 예를 들어 보자. 한 사람이 웃으면 그것을 듣는 또 다른 사람이 즐거워지거나, 한 사람이 울면 그것을 듣는 또 다른 사람이 슬퍼진다. 한 사람이 흥분되거나 짜증이 나면 그 사람을 보는 또 다른 사람이 유사한 심리 상태가 된다. 자신의 동작이나 목소리로 한 사람이 용기와 투지 혹은 슬픔과 평온을 나타내면 이러한 심리 상태가 다른 사람들에게 전해진다. 한 사람이 고통을 겪으면서 자신의 고통을 신음과 발작으로 나타내고, 이러한 고통은 다른 사람들에게 전해진다. 한 사람이 특정 물체나 사람이나 현상에 대해 감탄, 헌신, 공포, 존경 혹은 사랑의 감정을 나타내면 다른 사람들은 같은 물체와 사람, 현상에 대해 같은 감탄, 헌신, 공포, 존경 혹은 사랑의 감정으로 감염된다.

✓ Note





✓Voca

- weep 울다
- sorrow 슬픔
- determination 투지, 결단력
- pass on to ~에게 전해지다
- fit 발작
- transmit 전하다
- admiration 감탄
- devotion 헌신
- infect 전염시키다

✓해변

The activity of art is based on the fact that a man is capable of experiencing the emotion which moved the man who expressed it. To take the simplest example: one man laughs, and another who hears becomes merry; or a man weeps, and another who hears feels sorrow. A man is excited or annoyed, and another man seeing him comes to a similar state of mind. By his movements or by the sounds of his voice, a man expresses courage and determination or sadness and calmness, and this state of mind passes on to others. A man suffers, expressing his sufferings by groans and fits, and this suffering transmits itself to other people; a man expresses his feeling of admiration, devotion, fear, respect, or love to certain objects, persons, or phenomena, and others are infected by the same feelings of admiration, devotion, fear, respect, or love to the same objects, persons, and phenomena.

- ① 예술의 원천은 인간들 사이의 깊은 유대감이다.
- ② 인간의 다양한 감정들은 예술적 감성의 원천이 된다.
- ③ 예술 활동은 자신의 감정을 솔직히 표현하는데서 시작한다.
- ④ 인간이 표현하는 감정은 다른 사람들에게 그대로 전달된다.
- ⑤ 인간은 동료들과 동질감을 느끼도록 유전적으로 설계되어 있다.

✓Reminding

The activity of art is based on the fact that a man is capable of experiencing the emotion which moved the man who expressed it. To take the simplest example: one man laughs, and another who hears becomes merry; or a man weeps, and another who hears feels sorrow. A man is excited or annoyed, and another man seeing him comes to a _____ state of mind. By his movements or by the sounds of his voice, a man expresses courage and determination or sadness and calmness, and this state of mind _____ on to others. A man suffers, expressing his sufferings by groans and fits, and this suffering transmits itself to other people; a man expresses his feeling of admiration, devotion, fear, respect, or love to certain objects, persons, or phenomena, and others are _____ by _____ feelings of admiration, devotion, fear, respect, or love to the same objects, persons, and phenomena.





T3-15 temptation to stop inquiring

One of the greatest challenges to critical thinking is the temptation to stop inquiring when you find a knowledgeable person who supports your bias. The temptation will be especially strong when that person is the first one you encounter. You will want to say, "This is the definitive answer. Case closed!" If you follow this inclination, you will play down the issue and cheat yourself of genuine understanding. An issue is, by definition, a matter about which informed, careful thinkers may disagree. A word of caution is in order here. To say that it is important to examine both sides of an issue does not mean that both sides are equal in merit. Often there will be enough merit on each side to make judgment difficult, but that never justifies the avoidance of judgment.

✓ Translation

비판적 사고에 가장 큰 어려운 점 중의 하나는 여러분의 편견을 지지하는 박식한 사람을 찾았을 때 묻는 것을 멈추고 싶은 유혹이다. 그 유혹은 그 사람이 여러분이 마주친 첫 번째 사람일 때 특히 강할 것이다. 여러분은 "이것이 확정적인 답이다. 상황 끝!"이라고 말하고 싶어 할 것이다. 이런 기분을 따른다면, 여러분은 그 쟁점을 폄하하고 자신을 속여 진정으로 이해할 수 있는 기회를 빼앗아 버릴 것이다. 쟁점이란 말 그대로 박식하고 신중한 사고를 하는 사람들이 동의하지 않을지도 모르는 문제이다. 여기서 경고의 말을 해 두어야겠다. 한 쟁점의 양쪽 측면 모두를 점검하는 것이 중요하다고 말하는 것이 양쪽 측면이 모두 동등한 장점을 가진다는 것을 의미하지는 않는다. 흔히 각 측에 판단을 어렵게 만들 충분한 장점이 있겠지만, 그러나 그것이 절대로 판단의 회피를 정당화하지는 않는다.

✓ Note





✓Voca

- knowledgeable 박식한
- bias 편견
- encounter 마주치다
- definitive 확정적인, 최종적인
- inclination 경향, 성향
- play down ~을 폼하하다, ~을 경시하다
- cheat ~ of ... ~를 속여 ...을 빼앗다
- genuine 진짜의
- by definition 정의상, 말하자면
- avoidance 회피

✓핵심

One of the greatest challenges to critical thinking is the temptation to stop ① inquiring when you find a knowledgeable person who supports your bias. The temptation will be especially strong when that person is the first one you ② encounter. You will want to say, "This is the definitive answer. Case closed!" If you follow this inclination, you will play down the issue and cheat yourself of genuine understanding. An issue is, by definition, a matter ③ which informed, careful thinkers may disagree. A word of caution is in order here. To say that it is important to examine both sides of an issue ④ does not mean that both sides are equal in merit. Often there will be enough merit on each side to make judgment ⑤ difficult, but that never justifies the avoidance of judgment.

✓Reminding

One of the greatest challenges to critical thinking is the temptation to _____ inquiring when you find a knowledgeable person who _____ your bias. The temptation will be especially strong when that person is the _____ one you encounter. You will want to say, "This is the _____ answer. Case closed!" If you follow this inclination, you will play down the issue and cheat yourself of _____ understanding. An issue is, by definition, a matter about which informed, careful thinkers may _____. A word of caution is in order here. To say that it is important to examine both sides of an issue does not mean that both sides are equal in merit. Often there will be enough merit on each side to make judgment difficult, but that never justifies the avoidance of judgment.





T3-16 what is argument?

If you state a fact and prove it, you are demonstrating its truth, but you are not arguing. If you declare a personal taste and account for it, you are sharing an opinion, but you are not arguing. **Argument concerns itself with neither fact nor taste, but with that vast middle area of statements that are more or less probable.** It is, for example, a fact that lakes are inland bodies of water; it is a matter of taste whether any individual likes to vacation by a lake; but it is a matter of argument whether the shore of a particular lake should be zoned for commercial or for recreational development. This last issue has no one right answer; with good intent and the same facts at their disposal, reasonable people might argue on either side. But even the side that wins this argument has not established a truth, only the probable wisdom of a particular choice.

✓ Translation

만일 여러분이 어떤 사실을 진술하여 증명한다면, 여러분은 사실의 진상을 보여 주고 있는 것이지 논쟁을 하고 있는 것이 아니다. 만일 여러분이 개인적 취향에 대해 분명히 말하고 설명한다면, 여러분은 의견을 나누고 있는 것이지 논쟁하고 있는 것이 아니다. 논쟁은 사실에 관한 것도 취향에 관한 것도 아니라 많은 적든 개연성이 있는 진술의 방대한 중간 지대에 관한 것이다. 예를 들어, 호수가 내해라고 하는 것은 사실이고, 어떤 사람이 호숫가에 서 휴가 보내기를 원하는지의 여부는 취향의 문제이다. 하지만 특정 호수의 기슭이 상업적 개발이나 휴양산업 개발을 위한 지역으로 지정되어야 하는지의 여부는 논쟁의 문제이다. 이 마지막 사안에는 하나의 정답이 없다. 사리를 아는 사람들은 좋은 취지와 자기 마음대로 다를 수 있는 동일한 사실들을 가지고 양측의 입장에서 논쟁을 벌일 수 있다. 그러나 이 논쟁에서 이긴 측일지라도 사실을 규명한 것이 아니라, 단지 특정한 선택의 개연성 있는 타당성만을 규명했을 뿐이다.

✓ Note





✓Voca

- argue 논쟁하다, 주장하다; 논쟁
- account for ~을 설명하다
- concern ~ with... ~을 ...에 관련시키다
- statement 진술
- zone 지역으로 정해두다; 구역
- intent 취지, 위도; 몰두하는
- reasonable 사리를 아는, 합리적인
- probable 개연성 있는, 사실일 것 같은

✓핵심

If you state a fact and prove it, you are demonstrating its truth, but you are not arguing. If you declare a personal taste and account for it, you are sharing an opinion, but you are not arguing.

(A) It is, for example, a fact that lakes are inland bodies of water; it is a matter of taste whether any individual likes to vacation by a lake; but it is a matter of argument whether the shore of a particular lake should be zoned for commercial or for recreational development.

(B) Argument concerns itself with neither fact nor taste, but with that vast middle area of statements that are more or less probable.

(C) This last issue has no one right answer; with good intent and the same facts at their disposal, reasonable people might argue on either side. But even the side that wins this argument has not established a truth, only the probable wisdom of a particular choice.

✓Reminding

If you state a fact and prove it, you are demonstrating its _____, but you are not arguing. If you declare a personal _____ and account for it, you are sharing an opinion, but you are not arguing. Argument concerns itself with neither fact nor taste, but with that vast _____ area of statements that are more or less _____. It is, for example, a fact that lakes are inland bodies of water; it is a matter of _____ whether any individual likes to vacation by a lake; but it is a matter of argument whether the shore of a particular lake should be zoned for commercial or for recreational development. This last issue has no one right answer; with good intent and the same facts at their disposal, reasonable people might argue on either side. But even the side that wins this argument has not established a truth, only the _____ wisdom of a particular choice.





T3-17 pragmatically appropriate in context

When I first lived in Saudi Arabia, I tended to answer questions in Arabic about my health (the equivalent of 'How are you?') with the equivalent of my familiar routine responses of 'Okay' or 'Fine.' However, I eventually noticed that when I asked a similar question, people generally answered with a phrase that had the literal meaning of 'Praise to God.' **I soon learned to use the new expression, wanting to be pragmatically appropriate in that context.** My first type of answer wasn't 'wrong' (my vocabulary and pronunciation weren't inaccurate), but it did convey the meaning that I was a social outsider who answered in an unexpected way. **In other words, more was being communicated than was being said.** Initially I did not know that: I had learned some linguistic forms in the language without learning the pragmatics of how those forms are used in a regular pattern by social insiders.

✓ Translation

내가 처음 사우디아라비아에 살았을 때. 나는 내 건강에 관한 ('How are you?'에 해당하는) 아랍어 질문에 'Okay'나 'Fine'처럼 나에게 친숙하고 틀에 박힌 응답에 해당하는 말로 답하는 경향이 있었다. 그러나 내가 비슷한 질문을 했을 때 사람들이 일반적으로 문자 그대로 'Praise to God(신을 찬양하라)' 이라는 의미를 지닌 말로 답한다는 것을 결국 알아챘다. 나는 화용론적인 입장에서 언어 사용이 그 맥락에 적절하기를 바라면서 이내 그 새로운 표현을 쓰는 것을 배웠다. 내가 처음 사용한 유형의 대답이 '틀린' 것은 아니었지만(내 어휘와 발음은 부정확하지 않았다), 내가 예상 밖의 방식으로 대답하는 사회적 국외자라는 의미를 전달했던 것이다. 다시 말해서. 실제로 말한 것보다 더 많은 것이 전달되고 있었다. 처음에는 그것을 알지 못했다. 나는 그러한 언어의 형식들이 사회적 내부자에 의해 어떻게 규칙적인 패턴으로 사용 되는가에 관한 화용론을 알지 못한 채, 몇 가지 언어 형식을 배웠던 것이다.

✓ Note





✓Voca

- equivalent 상당하는 것; 동등한
- phrase 말, 구절
- literal 문자 그대로의
- pronunciation 발음
- inaccurate 부정확한
- convey 전달하다, 운반하다
- initially 처음에
- linguistic 언어의

✓해변

When I first lived in Saudi Arabia, I tended to answer questions in Arabic about my health (the equivalent of 'How are you?') with the equivalent of my familiar routine responses of 'Okay' or 'Fine.' However, I eventually noticed that when I asked a similar question, people generally answered with a phrase that had the literal meaning of 'Praise to God.' I soon learned to use the new expression, wanting to be pragmatically appropriate in that context. My first type of answer wasn't 'wrong' (my vocabulary and pronunciation weren't inaccurate), but it did convey the meaning that I _____ . In other words, more was being communicated than was being said. Initially I did not know that: I had learned some linguistic forms in the language without learning the pragmatics of how those forms are used in a regular pattern by social insiders.

- ① didn't want to talk with anybody else
- ② didn't care about the other's level of knowledge
- ③ respected the others' culture, and especially their god
- ④ was a social outsider who answered in an unexpected way
- ⑤ couldn't speak Arabic in accordance with the right grammar

✓Reminding

When I first lived in Saudi Arabia, I tended to answer questions in Arabic about my health (the equivalent of 'How are you?') with the equivalent of my familiar routine responses of 'Okay' or 'Fine.' However, I eventually noticed that when I asked a similar question, people generally answered with a phrase that had the literal meaning of 'Praise to God.' I soon learned to use the new expression, wanting to be _____ appropriate in that _____. My first type of answer wasn't 'wrong' (my vocabulary and pronunciation weren't inaccurate), but it did convey the meaning that I was a social _____ who answered in an unexpected way. In other words, _____ was being communicated than was being _____. Initially I did not know that: I had learned some linguistic forms in the language without learning the pragmatics of how those forms are used in a regular pattern by social insiders.





T3-18 social tapestry woven of consumer goods

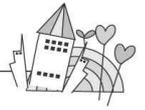
Consumerism as a way of life demands a social imagination – an ability to project how we will look and feel once we own and use goods, or what our families and friends will think of us once we do. Many people find this social tapestry woven of goods and fantasies an entertaining problem and means for self-expression. The marketplace is not merely the institution upon which we hang our economic survival, but a major source of meaning. The task of managing one's personal place within the constant flow of changes in fashion and personal styles can be a demanding yet enjoyable experience. **Like a fish in water, an individual's personal and social identity is so bound up with the consumer culture that it becomes difficult to reflect on the broader question of how we came to be in this aquarium.**

✓ Translation

생활 방식으로서의 소비지상주의는 우리가 일단 상품을 소유하고 사용하면 어떻게 보이고 어떤 기분이 들지 혹은 우리가 일단 그렇게 하면 가족과 친구들이 우리를 어떻게 여길지를 예상하는 능력인 사회적 상상력을 요구한다. 많은 사람들은 상품과 상상으로 짜인 이 사회적 직물이 즐거움을 주는 문제이자 자기표현의 수단이라고 생각한다. 시장은 우리가 경제적 생존을 의존하는 제도일 뿐 아니라 의미의 주된 근원이기도 하다. 패션과 개인 스타일의 끊임없는 변화의 흐름 속에서 한 사람의 위치를 관리하는 일은 힘들지만 즐거운 경험일 수 있다. 물속의 물고기처럼, 한 사람의 개인 정체성과 사회적 정체성이 소비자 문화와 매우 밀접한 관계가 있어서 우리가 어떻게 이 수족관에 들어오게 되었는지에 대한 더 일반적인 질문에 대해 성찰하는 것이 어려워지고 있다.

✓ Note





✓Voca

- consumerism 소비지상주의, 소비자 중심주의
- project 예상하다, 추정하다, 계획하다
- weave (옷감. 카펫. 바구니 등을) 짜다
- institution 제도, 기관
- economy (경제 주체로서의) 국가
- constant 끊임없는, 거듭되는
- identity 정체성, 신분
- be bound up with ~와 밀접한 관계가 있다
- reflect on ~을 성찰하다, ~을 반성하다
- aquarium 수족관

✓Reminding

Consumerism as a way of life demands a social imagination – an ability to project how we will look and feel once we own and use goods, or what our families and friends will think of us once we do. Many people find this social _____ woven of goods and fantasies an entertaining problem and means for _____ . The marketplace is not merely the institution upon which we hang our economic survival, but a major source of meaning. The task of managing one’s personal place within the constant flow of changes in fashion and personal styles can be a demanding yet enjoyable experience. Like a fish in water, an individual’s personal and social identity is so _____ up with the consumer culture that it becomes difficult to reflect on the broader question of how we came to be in this aquarium.





T3-19 for anyone, mine is better

For many people, most of the time, the "mine-is-better" tendency is balanced by the awareness that other people feel the same way about their things, that it's an unavoidable part of being human to do so. In other words, many people realize that we all see ourselves in a special way, different from everything that is not ourselves, and that whatever we associate with ourselves becomes part of us in our minds. People who have this understanding and are reasonably secure and self-confident can control the tendency. The problem is, some people do not understand that each person has a special viewpoint. For them, "mine is better" is not an attitude that everyone has about his or her things. Rather, it is a special, higher truth about their particular situation. They think they have the only correct answer and want to force all others to be like them.

✓ Translation

많은 사람들에게 대부분의 경우 '내 것이 더 낫다'고 여기는 경향은 다른 사람들도 자신의 것에 대해 똑같이 느낀다는, 즉 그렇게 하는 것이 인간이라는 것의 피할 수 없는 일부분이라는 자각에 의해 상쇄된다. 다시 말하면, 많은 사람들은, 우리는 모두 자신을 특별한 방식으로, 즉 자신이 아닌 모든 것과 다르다고 여기고 있으며, 자신과 연관시키는 것은 무엇이든지 마음속에서 우리의 일부가 된다는 것을 깨닫는다. 이것을 이해하고 있고, 상당히 안정감이 있으며, 자신감이 있는 사람들은 그 경향을 통제할 수 있다. 문제는 사람들 일부가 사람마다 특별한 관점을 가지고 있다는 것을 이해하지 못한다는 것이다. 그런 사람들에게 '내 것이 더 낫다'라는 것은 모든 사람들이 자기 것에 대해 가지는 태도가 아니다. 오히려 그것은 그들의 특정한 상황에 대한 특별하고 더 지고한 진실이다. 그들은 자신들이 유일한 정답을 가지고 있다고 생각하고 다른 모든 사람들이 그들과 유사하게 되도록 강요하고 싶어 한다.

✓ Note





✓Voca

- awareness 자각, 의식
- reasonably 상당히
- secure 안정된
- self-confident 자신감 있는
- viewpoint 관점
- associate 연관 짓다

✓핵심

The problem is, some people do not understand that each person has a special viewpoint.

For many people, most of the time, the "mine-is-better" tendency is balanced by the awareness that other people feel the same way about their things, that it's an unavoidable part of being human to do so. ① In other words, many people realize that we all see ourselves in a special way, different from everything that is not ourselves, and that whatever we associate with ourselves becomes part of us in our minds. ② People who have this understanding and are reasonably secure and self-confident can control the tendency. ③ For them, "mine is better" is not an attitude that everyone has about his or her things. ④ Rather, it is a special, higher truth about their particular situation. ⑤ They think they have the only correct answer and want to force all others to be like them.

✓Reminding

For many people, most of the time, the "mine-is-better" tendency is _____ by the awareness that other people feel the _____ way about their things, that it's an unavoidable part of being human to do so. In other words, many people realize that we all see ourselves in a special way, _____ from everything that is not ourselves, and that whatever we associate with ourselves becomes part of us in our minds. People who have this understanding and are reasonably secure and self-confident can control the tendency. The problem is, some people do not understand that each person has a special viewpoint. For them, "mine is better" is not an attitude that everyone has about his or her things. Rather, it is a special, higher truth about _____ situation. They think they have the only correct answer and want to force all others to be like them.





T3-20 imbalance in translation

In an increasingly globalized world, literature in translation has an especially important role. Increasingly, writers, readers, and publishers are turning to literature as a bridge between cultures, particularly Western and Arab societies. This growing interest is, in turn, driving a boom in translation. **However, not surprisingly perhaps, most translations are from English into other languages, not from another language, such as Arabic, into English. Hence, the huge American market is seen as driving the imbalance.** Bookstores in the United States, for example, rarely stock more than Nobel Prize winner Naguib Mahfouz's Cairo Trilogy, a masterful, realistic account of life in Cairo and of a merchant family in the mid-20th century. Western readers likely know little of Mahfouz's more experimental work, his political and religious allegories, or his historical dramas. The result is a kind of one-way mirror between America and the rest of the world.

✓ Translation

점점 더 세계화되는 세상에서, 번역 문학은 특히 중요한 역할을 한다. 점점 더 작가, 독자, 출판업자들은 특히 서양 사회와 아랍 사회 같은 문화 간의 가교로서 문학에 관심을 기울이고 있다. 그 결과 이처럼 커지는 관심은 번역의 호황을 일으키고 있다. 하지만, 아마 놀라운 일도 아닐 것인데 대부분의 번역 작품은 영어에서 다른 언어로 된 것이고 아랍어와 같은 다른 언어에서 영어로 된 것이 아니다. 그리하여 거대한 미국 시장은 그런 불균형 상태를 만들어 간다고 생각된다. 예를 들어, 미국의 서점은 20세기 중엽의 카이로의 삶과 상인 가족에 대해 대가답고 사실적으로 그린 노벨상 수상 작가 Naguib Mahfouz가 쓴 '카이로 삼부작' 이외의 작품을 좀처럼 갖추어 놓지 않는다. 서양 독자들은 Mahfouz가 쓴 더 실험적인 작품이나 그의 정치적·종교적 우화나 그의 사극에 대해 거의 알지 못할 가능성이 있다. 그 결과는 미국과 세계의 다른 나라 사이에서 한쪽 방향만 비추는 거울 같은 것이다.

✓ Note





✓Voca

- literature 문학
- translation 번역
- publisher 출판업자
- turn to ~에 관심을 기울이다, ~에 의지하다
- boom 호황, 붐
- historical drama 사극
- huge 거대한
- imbalance 불균형
- stock 갖추다, 채우다
- trilogy 3부작
- masterful 대가다운, 능란한
- account 기술, 이야기, 말
- merchant 상인

✓해변

However, not surprisingly perhaps, most translations are from English into other languages, not from another language, such as Arabic, into English.

In an increasingly globalized world, literature in translation has an especially important role. ① Increasingly, writers, readers, and publishers are turning to literature as a bridge between cultures, particularly Western and Arab societies. ② This growing interest is, in turn, driving a boom in translation. ③ Hence, the huge American market is seen as driving the imbalance. Bookstores in the United States, for example, rarely stock more than Nobel Prize winner Naguib Mahfouz's Cairo Trilogy, a masterful, realistic account of life in Cairo and of a merchant family in the mid-20th century. ④ Western readers likely know little of Mahfouz's more experimental work, his political and religious allegories, or his historical dramas. ⑤ The result is a kind of one-way mirror between America and the rest of the world.

✓Reminding

In an increasingly globalized world, literature in translation has an especially important role. Increasingly, writers, readers, and publishers are turning to literature as a _____ between cultures, particularly Western and Arab societies. This growing interest is, in turn, driving a boom in translation. However, not surprisingly perhaps, most translations are from English into other languages, not from another language, such as Arabic, into English. Hence, the huge American market is seen as driving the _____. Bookstores in the United States, for example, rarely stock more than Nobel Prize winner Naguib Mahfouz's Cairo Trilogy, a masterful, realistic account of life in Cairo and of a merchant family in the mid-20th century. Western readers likely know little of Mahfouz's more experimental work, his political and religious allegories, or his historical dramas. The result is a kind of _____ between America and the rest of the world.





T3-21 what is geography?

What is geography? Literally, geography means description of the earth. The earth is full of various things and it is difficult to study in isolation. In fact, the earth is synonymous with the world, which is again rich with various things. If we take to describing everything that we find on the earth, it will be difficult to come out with a definition. We have to focus on certain important things and leave out unimportant ones. In order to come to this position, we have to come forward with certain principles which help us to study the earth with its relevant factors. In fact, we study the earth as the home of man. **It will, therefore, be quite proper to define geography as the study of the earth as the home of man, or the study of the environment of man, particularly in its relation to human activities.**

✓ Translation

지리학이란 무엇인가? 글자 그대로 지리학은 지구에 대한 설명을 의미한다. 지구는 다양한 것들로 가득 차 있어서 그것을 따로 떼어 연구하기가 어렵다. 사실, 지구는 세상과 같은 것을 의미하는데, 그 세상에도 다양한 것들이 많다. 우리가 지구상에서 발견 한 모든 것을 설명하기 시작한다면, 정의를 내리기 어려울 것이다. 우리는 특정 주요 사항에 초점을 맞추고 중요하지 않은 사항은 제외시켜야 한다. 이러한 입장에 도달하기 위해서는, 관련이 있는 요인들을 가지고 지구를 연구하는 데 도움이 되는 특정한 원칙을 제공해야 한다. 사실, 우리는 지구를 인간의 거처로서 연구한다. 그러므로 지리학을 인간의 거처로서의 지구에 대한 연구, 또는 특히 인간 활동과의 연관 속에서 (이 루어지는) 인간의 환경에 대한 연구로 규정하는 것이 적절한 일일 것이다.

✓ Note





✓Voca

- come out with ~을 내놓다, ~을 보여 주다
- geography 지리학
- literally 글자 그대로
- full of ~으로 가득한
- in isolation 따로 떼어서
- leave out ~을 배제하다, ~을 빼다
- position 입장
- come forward with ~을 제공하다
- relevant 관련된, 적절한
- define 규정하다, 정의하다

✓해변

What is geography? Literally, geography means description of the earth. The earth is full of various things and it is difficult to study in isolation. ____ (A) ____, the earth is synonymous with the world, which is again rich with various things. If we take to describing everything that we find on the earth, it will be difficult to come out with a definition. We have to focus on certain important things and leave out unimportant ones. In order to come to this position, we have to come forward with certain principles which help us to study the earth with its relevant factors. In fact, we study the earth as the home of man. It will, ____ (B) ____, be quite proper to define geography as the study of the earth as the home of man, or the study of the environment of man, particularly in its relation to human activities.

✓Reminding

What is geography? Literally, geography means description of the earth. The earth is full of various things and it is difficult to study in isolation. In fact, the earth is _____ with the world, which is again rich with various things. If we take to describing everything that we find on the earth, it will be _____ to come out with a definition. We have to _____ on certain important things and _____ unimportant ones. In order to come to this position, we have to come forward with certain principles which help us to study the earth with its relevant factors. In fact, we study the earth as the home of man. It will, therefore, be quite proper to define geography as the study of the earth as the home of man, or the study of the environment of man, particularly in its relation to human activities.





T3-22 best ideas come from thinking slowly

People with a lower rate of idea flow can be just as creative as people with a fast flow.

It simply means that the ideas come more slowly. Often the best ideas come from thinking things out carefully. People with lower idea flow can concentrate their energies on a particular task for a longer period of time. You'll find these people in business management, fine art printing, and accounting - all fields needing an ability to focus. For many jobs in the business world, a rapid flow of ideas is a hindrance. Thomas Edison experimented with hundreds of filaments before he came up with one that led to the lightbulb. Someone with high idea flow might have given up and gone on to other projects.

✓ Translation

아이디어 흐름의 속도가 더딘 사람도 흐름의 속도가 빠른 사람만큼 창의적일 수 있다. 그것은 그저 아이디어가 더 천천히 생긴다는 것을 의미할 뿐이다. 흔히 최고의 아이디어는 상황에 대해 주의 깊게 생각하는 것에서 나온다. 아이디어 흐름이 느린 사람은 자신의 에너지를 특정 과업에 더 오랜 기간 동안 집중시킬 수 있다. 여러분은 이러한 사람들을 경영, 미술, 인쇄업, 회계 등 집중력을 필요로 하는 모든 분야에서 찾게 될 것이다. 비즈니스 세계의 여러 직업들의 경우 빠른 아이디어의 흐름은 방해 요인이다. Thomas Edison은 백열전구(의 발명)로 이어진 필라멘트를 찾아내기 전에 수백 개의 필라멘트로 실험을 했다. 아이디어의 흐름이 빠른 사람이었다면 포기하고 다른 프로젝트로 넘어갔을지도 모른다.

✓ Note





✓Voca

- accounting 회계
- rate 속도, 비율; 평가하다
- filament (전구 안에 든) 필라멘트
- come up with ~을 찾아내다, ~을 내놓다
- lightbulb 백열전구

✓해변

People with a lower rate of idea flow can be just as creative as people with a fast flow. It simply means that the ideas come more slowly. Often the best ideas come from thinking things out carefully. People with lower idea flow can concentrate their energies on a particular task for a longer period of time. You'll find these people in business management, fine art printing, and accounting - all fields needing an ability to focus. For many jobs in the business world, a rapid flow of ideas is a hindrance. Thomas Edison experimented with hundreds of filaments before he came up with one that led to the lightbulb. Someone with high idea flow might have given up and gone on to other projects.

- ① Fast Helps Creativity.
- ② Patience Eventually Pays.
- ③ Think Faster, Take More!
- ④ Move Faster, Think Creative!
- ⑤ Slow Doesn't Necessarily Mean Non-creative.

✓Reminding

People with a lower rate of idea flow can be just as _____ as people with a fast flow. It simply means that the ideas come more slowly. Often the best ideas come from thinking things out _____. People with lower idea flow can concentrate their energies on a particular task for a longer period of time. You'll find these people in business management, fine art printing, and accounting - all fields needing an ability to _____. For many jobs in the business world, a rapid flow of ideas is a _____. Thomas Edison experimented with hundreds of filaments before he came up with one that led to the lightbulb. Someone with high idea flow might have given up and gone on to other projects.





T3-23 why faces?

There might be many different reasons why faces seem naturally interesting and eye-catching to humans. **The widely accepted theory is that an infant's attraction to faces emerges as an adaptive mechanism to promote parent-child attachment.** Being able to recognize and engage the primary caregiver increases the likelihood that an infant will become emotionally bonded with that individual and receive proper nurturance. The need to recognize, engage, and extract information from faces continues, of course, through childhood and into adulthood. Being able to read the minds of others in a social group is also important for survival and reproductive success. **Humans can't read minds, but the next best thing is being able to understand the emotional mind-set of your peers.** No other body part even comes close to yielding such rich emotional information about the bearer as is the case with the face.

✓ Translation

얼굴이 선천적으로 인간에게 흥미롭고 눈길을 끄는 것처럼 보이는 서로 다른 많은 이유가 있을 것이다. 널리 받아들여지는 이론은, 젓먹이가 얼굴에 끌리는 현상은 부모와 자식 간 애착을 증진시키기 위한 적응 기제로서 생겨난다는 것이다. 주된 보호자를 알아보고 그의 마음을 끌 수 있으면, 젓먹이가 그 사람과 정서적으로 유대감이 형성되어 적절한 양육을 받을 가능성이 높아진다. 물론, 얼굴을 알아보고, 그 마음을 끌고, 얼굴에서 정보를 끌어낼 필요는 어린 시절을 거쳐 성인기까지 계속된다. 사회 집단 안에서 다른 사람의 마음을 읽는 능력은 또한 생존과 번식의 성공에 중요하다. 인간이 마음을 읽을 수는 없지만, 차선책은 동료의 정서적 마음가짐을 이해할 수 있는 것이다. 다른 어떤 신체 부위도 얼굴이 그러하는 것만큼 (감정을 지닌) 그 사람에 대해 것처럼 풍부한 감정적 정보를 내놓는 것에 근접조차 하지 못한다.

✓ Note





✓Voca

- eye-catching 눈길을 끄는
- theory 이론
- infant 젖먹이
- attraction 끌림
- emerge 생겨나다, 나오다
- adaptive 적응상의
- promote 증진하다, 고취시키다
- attachment 애착
- recognize 알아보다
- engage 사로잡다
- bond 유대감을 형성하다
- proper 절절한
- extract 추출하다, 얻어 내다
- reproductive 번식[생식]의
- yield 내다, 생산하다
- bearer 소지자, 전달자

✓해변

Humans can't read minds, but the next best thing is being able to understand the emotional mind-set of your peers.

There might be many different reasons why faces seem naturally interesting and eye-catching to humans.

① The widely accepted theory is that an infant's attraction to faces emerges as an adaptive mechanism to promote parent-child attachment. ② Being able to recognize and engage the primary caregiver increases the likelihood that an infant will become emotionally bonded with that individual and receive proper nurturance. ③ The need to recognize, engage, and extract information from faces continues, of course, through childhood and into adulthood. ④ Being able to read the minds of others in a social group is also important for survival and reproductive success. ⑤ No other body part even comes close to yielding such rich emotional information about the bearer as is the case with the face.

✓Reminding

There might be many different reasons why faces seem _____ and eye-catching to humans. The widely accepted theory is that an infant's attraction to faces emerges as an adaptive mechanism to promote _____. Being able to recognize and engage the primary caregiver increases the likelihood that an infant will become emotionally _____ with that individual and receive proper nurturance. The need to recognize, engage, and extract information from faces continues, of course, through childhood and into adulthood. Being able to read the minds of others in a social group is also important for survival and reproductive success. Humans can't read minds, but the next best thing is being able to understand the emotional mind-set of your peers. No other body part even comes close to yielding such rich emotional information about the bearer as is the case with _____.

