0.

요약 – Heritage is concerned with the ways in which very selective material artefacts, mythologies, memories and traditions become resources for the presents. Further, heritage is more concerned with meanings than material artefacts. It is the former that give value, either cultural or financial, to the latter and explain why they have been selected from the near infinity of the past. Thus, heritage is as much about forgetting as remembering the past.

키워드 – heritage, selective, artefacts, mythologies, interpretations, selected, forgetting, remembering, past

1.

요약 - Every puddle is a sign that the water has been blocked, stopped from travelling down through the ground. So if a puddle is persistent, then the first thing we can deduce is that the ground beneath the puddle is either nonporous or extremely wet. This is a sign that the rocks beneath your feet have probably changed, even if the appearance of the mud has not changed.

키워드 – puddle, travelling, ground, persistent, nonporous, wet, increases. Appearance, mud, rock

2.

요약 - Understanding how what you are doing today benefits you today and not just somewhere down the road is an essential part of personal motivation. Sometimes seeing the big picture isn’t enough; in fact, the big picture can sometimes be overwhelming. In that sense, be careful using the big picture as motivation.

키워드 – today, benefits, personal, motivation, big picture, overwhelming, careful, enough,

3.

요약 - Arturo Toscanini had a phenomenal memory as well as a phenomenal ear. He invited Mr.schelling himself to play solo piano. During rehearsal, Maestro Toscanini told to Mr.schelling that he believed the pianist had omitted a G flat. Mr. schelling replied that he omit the G flat and it surprised Maestro Toscanini.

키워드 – phenomenal, memory, ear, solo, piano, rehearsal, pianist, omitted, G flat, surprised

4. emotions had become such a central part of psychology’s focus. Today, many psychological scientists agree that any decision we make, any relationship we pursue, any *thing* we want — all these judgments, behaviors, and desires are influenced by emotion. Those decisions are shaped by rationality or logical principles about what is right or good are in fact more often triggered by a gut emotional response.

키워드 – emotions, central, psychology, focus, psychological, decision, relationship, judgements, behaviors. Rationality

5. Can you tell how a toy is made? we also need to make much more room for simple, natural materials. Does your children’s toy selection show an adequate representation of nature? Not only do these toys feel good to play with and connect children to the outside world, but they are also often strong enough to last a lifetime and even more I think we should consider our toy materials in the same way that the closer to the original source.

키워드 – toy, room, natural, materials, adequate, representation, connect, children, lifetime, original

6. A particular difficulty that attends efforts to determine the extent of cross-cultural convergence in emotional expression is the fact that cultures do not categorize emotions in the same way. Marc Benarmou ascertained that some Javanese emotion terms did not straightforwardly correspond to Western categories. This raises some doubts about how much we can trust studies that purport to compare cultures. we should be alert to the possibility that imperfect translations lead us to imagine greater agreement about musical expression than we would find

키워드 – difficulty, cross-cultural, convergence, categorize, emotions, ascertained. Western, compare, translation, musical

7. To know whether an artistic performance succeeds or fails requires that we know what counts as success or failure in any performance context. it is one person’s *ten unaided fingers* that produce the sounds. The excitement a virtuoso pianist generates with a glittering shower of notes is intrinsically connected with this fact. An aurally identical experience that is electronically synthesized can never dazzle us in the same way: sound synthesizers can produce individual notes as fast as you please, while pianists cannot.

키워드 – artistic, performance, succeed, fail, sound, excitement, intrinsically, glittering, identical, dazzle

8. The story of how milk became America’s drink combines the perfection of industry with the perfection of consumer knowledge. Consumers drank more milk because they had “greater knowledge of the food value of milk,” In other words, the rise of milk consumption is due the increasing perfection of milk and education of consumers about this perfection.

키워드 – story, drink, America’s, perfection, consumer, knowledge, milk, value, rise, consumption

9. person’s level of self-complexity can have important consequences, particularly when people are confronted with negative events or difficulties in a given life domain. Imagine learning that you did poorly on a midterm exam. If you’re someone who is high in self-complexity, the negativity that results from your poor exam grade is relatively contained, affecting only how you feel about yourself as a student. But if you’ re low in self-complexity, then the negativity associated with your poor exam grade is likely to lower your evaluations of yourself. In short, putting all your “self eggs” in one basket can be risky in the face of threatening, self-relevant events.

키워드 – self-complexity, confronted, negative, poorly, exam, negativity, grade, evaluation, self-eggs self-relevant, student

10.

The video store down the road from our house closed and moved downtown because another video store had opened downtown. Businesses of a particular type tend to gather together in the same part of town. it is because no one wants their competitors to gain an advantage over them. If you set up your business near a competitor, you avoid losing any advantage that their location gives them. You also give yourself the chance to steal customers away from them.

키워드 – video, store, business, gather, competitors, gain, advantage, location, chance, steal

11.

Some of our dreams seem to be related to daily problems, some are vague and incoherent, and some are anxiety dreams that occur when we are worried or depressed. We need to be cautious about interpreting out own dreams or anyone else’s. Individuals are biased and self-serving in their dream interpretations, accepting those that fit in with their preexisting beliefs or needs and rejecting those that do not. Our biased interpretations may tell us more about ourselves than do our actual dreams.

키워드 – dreams, daily, problems, incoherent, anxiety, cautious biased, interpretations, rejecting, actual

12.

Customers like e-mail because it’s easy to use and it gives them immediate access to organizations. However, even automated responses need to be phrased appropriately. Researchers found that less than half 47 percent) of the firms studied created higher customer satisfaction with their in-kind e-mail responses. They found that simple things make a difference. This included a fast response, an e-mail that addressed the specific problem, and an e-mail that was signed with a real person’s name.

키워드 – customers, e-mail, immediate, access, automated, phrased, researchers, satisfaction, response, signed

13.

There are some renewable energy technologies that are only controversially considered alternative, and they include nuclear power and hydropower. However, they suffer from other environmental problems that make them unattractive to some advocates of alternative energy solutions. Nuclear power produces highly radioactive wastes and hydroelectric power traditionally comes from large dams that block free-flowing rivers and disturb natural riverine ecosystems. Nuclear power and hydropower therefore, as with most alternative energy sources, solve some problems but not others.

키워드 – renewable, energy, alternative, nuclear, hydropower, environmental, radioactive, wastes, hydroelectric, disturb

14. owls evolved tubular eyes and are the reason owls developed the ability to turn their heads 270 degrees. Owl eyes have more black-and-white detecting rods than color cones, allowing them to see in the dark. In the human world, large eyes with wide pupils hold a certain attraction both for the viewer and the viewed. Nature, it seems, has prepared us biologically to be attracted to owls by giving them such big eyes.

키워드 – owls, evolved, tubular, eyes, turn, detecting, dark, large, attraction, viewer

15.

Rules can be thought of as formal types of game cues. In this sense, rules create a problem that is artificial yet intelligible. It is precisely the artificiality created by the rules, the distinctive problem to be solved, that gives sport its special meaning. Engaging in acts that would be considered inconsequential in ordinary life also liberates us a bit, making it possible to explore our capabilities in a protected environment.

키워드 – rules, formal, cues, artificial, problem, sport, engaging, inconsequential, explore, capabilities

16.

Theorists define the genre as a biographical form to establish the individual character as a replacement for traditional sources of cultural authority. The typical plot of the novel is the protagonist’s quest for authority within, therefore, when that authority can no longer be discovered outside. The distinctions between crime and heroism, therefore, or between madness and wisdom, judged by the quality or complexity of the individual’s consciousness.

키워드 – theorists, genre, biographical, replacement, authority, protagonist, distinctions, crime, heroism, novel

17.

My own reading and thinking habits have shifted dramatically since I first logged on to the Web fifteen years ago. my brain has changed as a result. I have experienced a steady decay in my ability to sustain my attention. it’s hard not to conclude that as we adapt to the intellectual environment of the Net our thinking becomes shallower.

키워드 – habits, shifted, logged, steady, decay, sustain, attention, conclude, intellectual, adapt, online, web

18.

There are physiological processes that take place when we are faced with something that scares us. When we’re frightened, the brain releases two groups of chemicals, endocannabinoids and opioids. these chemicals keep us from feeling pain and give us a rush of energy and clarity that can help us when we need it most. In these cases, fear actually enables people to take extreme measures in order to survive.

키워드 – physiological, faced, scares, frightened, chemicals, endocannabinoids, opioids, pain, extreme, survive, hormones

19.

Several studies find situational cues can radically change people’s mental set about what is normatively appropriate in a social dilemma. Different groups of students played a dilemma game. Half the students in one experiment were primed for interdependence while the other half were primed for *independence.* The students who were primed for interdependence were later more cooperative and trusting in a public-goods dilemma.

키워드 – situational, cues, mental, dilemma, primed, interdependence, independence, cooperative, trusting, friendship, game

20.

Food unites as well as distinguishes eaters because what and how one eats forms much of one’s emotional tie to a group identity, be it a nation or an ethnicity. Connection between food and national or ethnic identification indicates that cuisine and table narrative occupy a significant place in the training grounds of a community and its civilization, and eating, cooking, and talking about one’s cuisine are vital to a community’s wholeness and continuation. In other words, the destiny of a community depends on how well it nourishes its members,

키워드 – distinguishes, eaters, emotional, nation, ethnicity, connection, occupy, cooking, wholeness, nourishes