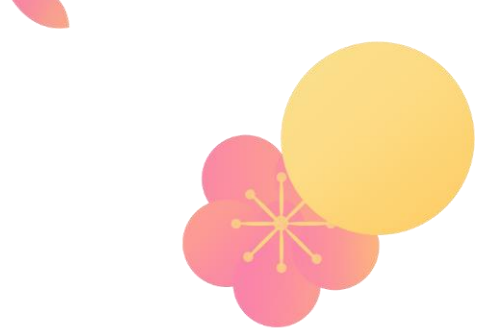


Reading





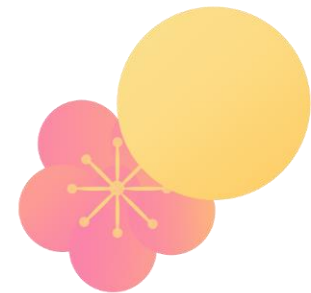
Studies serve for delight, for ornament (装饰), and for ability. Their chief use for delight is in privateness and retiring; for ornament, is in discourse (谈论); and for ability, is in the judgment and disposition (处置) of business.

Privateness: private life

Retire: (formal) to leave a place, especially to go somewhere quieter or more private 离开 (尤指去僻静处)

Excerpts from *Of Studies* by Francis Bacon

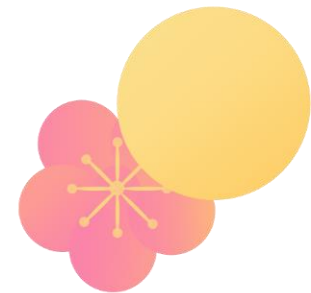




Some books are to be tasted, others to be swallowed, and some few to be chewed and digested; that is, some books are to be read only in parts; others to be read, but not curiously; and some few to be read wholly, and with diligence and attention.

Excerpts from *Of Studies* by Francis Bacon





Reading maketh a full man; conference a ready man; and writing an exact man. And therefore, if a man write little, he had need have a great memory; if he confer (讨论) little, he had need have a present wit: and if he read little, he had need have much cunning (狡猾), to seem to know that he doth not.

Excerpts from *Of Studies* by Francis Bacon



Week 1

- **Why are middle class people more likely to play music, paint and act?**



- (Para 2) 18% had taken part in painting or photography, **9%** in dance, **10%** in music, 2% in drama or opera; 6% had written poetry, plays or fiction.

Week 5

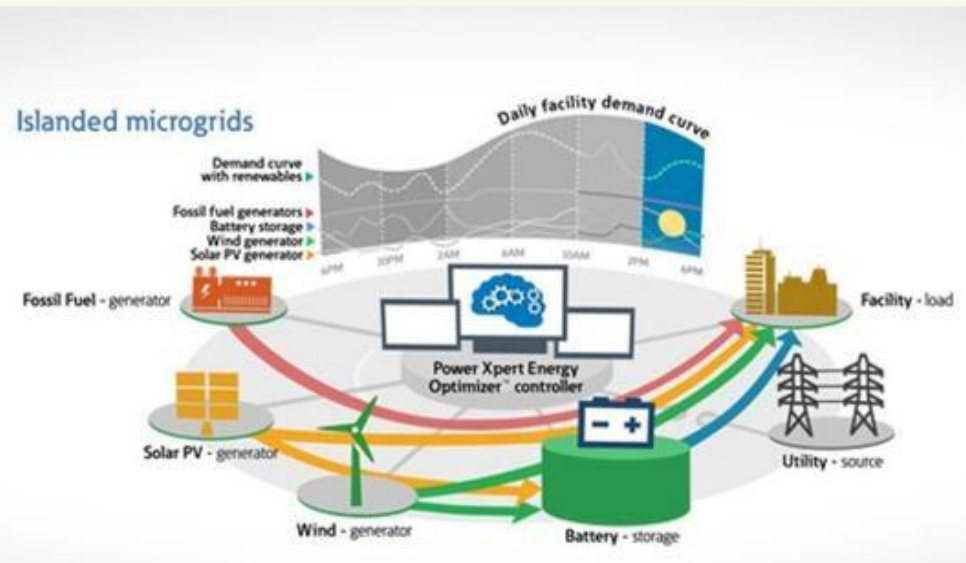
• Mobile Shopping



- (Para 5) Our study results revealed a **paradox**(悖论),” said Dr Nikolaos Korfiatis of Norwich Business School at UEA. “Mobile shopping is supposed to make the process **easier**, and **yet concerns** about making the right choice, or about whether the site is secure enough leads to an ‘**emotional ambivalence**’ about the transaction and that means customers are much more likely to simply abandon their shopping carts without completing a purchase.”

Week 6

• Microgrids



- (Para 5) **The reason** is as simple as the bottom line: the technology offers a way for communities to collect, store and use their own energy, rather than pay for it to be shipped from miles away. In the U.S., microgrids often include **batteries**, **a localized renewable energy source like solar panels**, and sophisticated software to determine when to buy energy from utility companies and when to sell any excess
- (Para 6) Thanks to their limited scope, microgrids help protect against disturbances such as **blackouts** and cyberattacks, which can lead to expensive and time-consuming power cut. **The solar panels** and **self-contained storage** mean that a microgrid can disconnect from a regional electric grid and operate independently if necessary. That's a huge improvement--both in cost and environmental impact--from the diesel backup generators that many facilities rely on today.

Week 7

• Kidults



- (Para 2) "I enjoy thinking of purchasing the Gundam series and watching them on display at stores, as well as bringing them home, assembling them and paying attention to every detail during the painting process, " the 33-year-old office worker in Seoul said. "When they are completed, I feel happy as if I had climbed up to a mountain peak and often end up developing some sort of **emotional attachment** to them," he added.
- (Para 5) "I don't squander (挥霍) a whole lot of money on it, but I purchase them when I get 'the urge' and my acquaintances who know that I like it give it to me as gifts."
- (Para 7) **Tapping into the kidult sentiment** (情绪) are a growing number of businesses designing their products to attract the financially capable potential clients.

Week 9

• Drive-In Theaters



On This Day in History

- (Para 1) **On June 6 in 1933**, eager motorists park their automobiles on the grounds of Park-In Theaters, the first-ever drive-in movie theater, located on Crescent Boulevard in Camden, New Jersey.
- (Para 4) The drive-in reached its heyday after World War II in the late 1950s to mid-60s with some 5, 000 theaters across the country. Drive-ins became an icon of American culture, and a typical weekend destination not just for parents and children but also for teenage couples seeking some privacy.

- **The awakening**



- (Para 1) Carl Jensen experienced what he calls "**the awakening**" sometime around 2012.
- (Para 2) He talked to his wife and came up with a plan: They saved a sizable portion of their income over the next five years and heavily reduced expenses until their net worth was around \$1. 2 million.
- (Para 3) Although Jensen's story may seem exceptional, he is part of a growing movement of young professionals who are attentively focused on quitting their jobs forever. Millennials(千禧一代) have embraced this so- called FIRE movement --- which stand for financial independence, retire early --- seeing it as a way out of soul-sucking, time stealing work and an economy fueled by consumerism.

- **The awakening**



- (Para 4) Followers of FIRE tend to be male and work in the tech industry, left-brained engineer-types who geek out on calculating compound interest over 40 years, or the return on investment on low-fee index funds versus property rentals. Indeed, much of the conversation around FIRE revolves around hacking one's finances: strategies for increasing your savings rate to 70 percent, tips for cheap travel through airline rewards cards, ways to save nickels and dimes at the grocery store.
- (Para 5) Some practice “lean FIRE” [extreme frugality], others “fat FIRE” (maintaining a more typical standard of living while saving and investing), and still others “barista FIRE” (working part-time at Starbucks after retiring, for the company's health insurance).

- **Drug invention**



- (Para 3) To motivate drug invention, pharmaceutical companies that innovate new drugs are provided **patents**, i.e. market **exclusivity**. The market exclusivity provides an opportunity for the company to recover its R&D costs and make profits thus incentivizing innovation. The company, however, is given exclusivity only for a limited time (usually 10-12 years), after which the patents expire and generic companies can copy the medicine and enter the market. This process will eventually bring the prices down and provide treatments for life threatening diseases at extremely.

Week 13

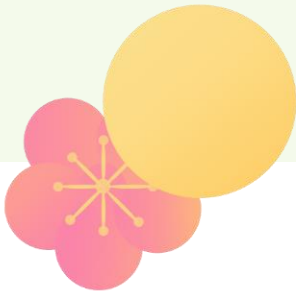
• Media Literacy

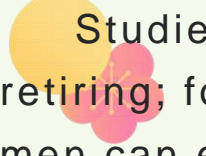


- (Para 1) The definition of "media literacy" most often cited in the US is a short sentence hammered out (反复讨论) by participants at the 1992 Aspen Media Literacy Leadership Institute: "**the ability to access, analyze, evaluate and create media in a variety of forms.**"
- (Para 2) Definitions, however, **evolve** over time and a more robust definition now needed to situate media literacy in the context of its importance in a 21st century media culture. A pioneer in its field, CML focuses media literacy as education for 21st century and uses this **expanded definition**:
 - Media literacy is a 21st century approach to education.
 - It provides a framework to access, analyze, evaluate and create messages in a variety of forms from print to video to the Internet.
 - Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for individuals.

Of Studies

by Francis Bacon





Studies serve for delight, for ornament, and for ability. Their chief use for delight is in privateness and retiring; for ornament, is in discourse; and for ability, is in the judgment and disposition of business. For expert men can execute, and perhaps judge of particulars, one by one; but the general counsels, and the plots and marshalling of affairs, come best from those that are learned. To spend too much time in studies is sloth; to use them too much for ornament, is affectation; to make judgment wholly by their rules, is the humor of a scholar. They perfect nature, and are perfected by experience: for natural abilities are like natural plants, that need pruning by study; and studies themselves do give forth directions too much at large, except they be bounded in by experience.

Crafty men contemn studies, simple men admire them, and wise men use them; for they teach not their own use; but that is a wisdom without them, and above them, won by observation. Read not to contradict and confute; nor to believe and take for granted; nor to find talk and discourse; but to weigh and consider.

Some books are to be tasted, others to be swallowed, and some few to be chewed and digested; that is, some books are to be read only in parts; others to be read, but not curiously; and some few to be read wholly, and with diligence and attention. Some books also may be read by deputy, and extracts made of them by others; but that would be only in the less important arguments, and the meaner sort of books, else distilled books are like common distilled waters, flashy things.

Reading maketh a full man; conference a ready man; and writing an exact man. And therefore, if a man write little, he had need have a great memory; if he confer little, he had need have a present wit: and if he read little, he had need have much cunning, to seem to know that he doth not.

Histories make men wise; poets witty; the mathematics subtle; natural philosophy deep; moral grave; logic and rhetoric able to contend.



Thanks

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