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Практикум складається з текстів і письмових завдань для самостійної роботи здобувачів вищої освіти за другим (магістерським) та третім (освітньо-науковим) рівнями з дисциплін «Іноземна мова професійного спілкування», «Іноземна мова», «Іноземна мова в галузі», «Іноземна мова для менеджменту и маркетингу», які викладають у Дніпровському національному університеті імені Олеся Гончара.

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Introduction

Видання «Академічне читання: практикум для студентів-магістрів» складається з оригінальних, неадаптованих текстів і письмових завдань до них.

Практикум складається з двох частин. Перша частина містить тексти різної тематики рівня В2-В2+ та низки усних і письмових завдань: переказ, написання анотацій, резюме, доповідей, коротких описів тощо.

Друга частина подає пояснення, актуальну лексику, приклади фраз для написання анотацій та відгуків.

Презентоване видання «Академічне читання: практикум» адресовано для самостійної роботи здобувачів вищої освіти за другим (магістерським) та третім (освітньо-науковим) рівнями з дисциплін «Іноземна мова професійного спілкування», «Іноземна мова», «Іноземна мова в галузі», «Іноземна мова для менеджменту и маркетингу», які викладають у Дніпровському національному університеті імені Олеся Гончара, а також усім тим, хто прагне вдосконалити своє володіння англійською мовою.

I. READING COMPREHENSION

Text 1

Tourism as a factor in the development of health - human capital

Tourism plays an important role in solving socio-economic problems: maintaining the living standards of the population, creating new jobs and conditions for increasing the investment attractiveness and competitiveness of regions. The main strategic goal of tourism development is the formation of a competitive tourism and recreation industry as one of the priority sectors of the economy, which will meet, on the one hand, consumer demand (both domestic and foreign) to meet their needs for tourism and recreation services, and on the other significant contribution to socio-economic development by increasing the revenue side of the budget, investment, increasing the number of jobs, improving the health of human capital, preservation and rational use of cultural, historical and natural heritage.

It should be noted that tourism has a huge impact on the development of public health and safety, ie acts as a kind of stabilizer of socio-economic development. The world's tourism industry is influenced by scientific and technological progress, improving the quality of life, increasing leisure time, holidays, economic and political stability and a number of other factors. At the same time, a strengthened civil society sets new challenges and requires more attention to human development. It is important that the development of tourism contributes to improving health, improving the health care system, raising the level of education, introducing new means of disseminating information, and so on. In the conditions when a new, health-oriented society is born, which requires everyone to have modern knowledge, professional skills, culture of peaceful existence, the level of consumption of tourist services is one of the important indicators of quality of life. In addition, the development of tourism contributes to the preservation of cultural potential, leads to the harmonization of relations

between different regions, countries and peoples, contributes to the preservation and improvement of the environment.

In the context of socialization of the economy, public health is a key problem of our country. Its origins lie in virtually all spheres of life and activity of the state and are most evident in the crisis of health and social protection systems, the rapid growth of alcohol and drug use. The consequences of this deep systemic process are a sharp reduction in fertility and life expectancy, deteriorating human health, deformation of demographic and social composition of society, undermining labor resources as the basis for production, weakening the fundamental unit of society - the family. This development of demographic processes leads to a decrease in ethical, spiritual and creative potential of society. Thus, over the past five years, the number of violent deaths has increased - from accidents, poisonings, injuries - 1.8 times, from alcohol poisoning - 2.7 times.

In order to overcome this difficult situation, ensure national security, protect cultural, spiritual and ethical heritage, historical traditions and norms of public life, new doctrines of healthy living should include such important components as: education, care for their own health, the need for creative work, spirituality and a clean environment. It is the development of these values, and especially the improvement of public health and safety, that contributes to the development of tourism. Thus, a healthy lifestyle is presented as a holistic system of human values. This captures the active position of society in relation to their health. It is necessary to unite the efforts of public and state authorities in order to form a healthy lifestyle, preserve their great cultural heritage, historical heritage. Tourism also helps to solve this problem. The promotion of national cultures of the peoples of Ukraine and the dissemination of experience in promoting the activities of creative, social groups of children, youth, national communities for the benefit of man, people and country requires special attention.

Text 2

Tourism is a multi-billion-dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists. Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately. These days, many people book directly online with companies that offer both organized and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there. You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows. Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organized trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

Text 3

Some people need adrenaline and extreme to feel that their life is going forward, and others prefer a passive recreation. The thing is that each of us feels pleasure spending holiday where it is desirable. It is very important for people who work hard. There are a lot of possibilities to make their life more interesting and merry. The best option is the choice of opportunities for people who want excellent to relax helps make the travel agents. A travel agent offers different kinds of relaxation. It may be a sea voyage, shop tours, study tours, excursions and simply an enjoyable holiday. In profession of a travel agent, on the one hand, it is a good thing that you study a foreign language; learn about traditions, customs and history of countries. It is fantastic! But on the other hand a travel agent helps their clients make a decision about the most attractive tour for them. It comes as no surprise that, I have made up my mind to study a profession of a travel agent because it is interesting to me. I would like to see a lot of wonderful places and get acquainted to people. It is important to note that, some people are not always satisfied with the quality of the service. Besides, there are many unexpected situations. Namely, as it often happens tourists on the way home have to wait for their return journeys for hours and sometimes even for days. That brings them some uncomfortable time - spending. They ought to stick at the airport without proper meal and spend sleepless nights. The successful travel agencies offer their clients extra service in case of transport delay. What counts here is free hotel accommodation, food and the nearest flight home. Travel agents play important role in helping people abroad. They should behave fast, politely, patiently. A flexible approach is very essential here. Such stressful work is expected to be well - paid. So, to sum it up, I suppose that my profession will be profitable for me and bring benefits to Ukraine as a whole.

Text 4

A hospitality management degree teaches you a strong foundation in business management, while also helping you thrive in the hospitality industry.

Through a mix of practical and soft skills, it will prepare you to lead and launch a business. However, it's a common misconception that studying a hospitality management degree will only lead you to a career in the hospitality industry. In reality, a degree in hospitality management prepares you for almost any business situation. Here are just a few of the ways a degree in hospitality management can help you make an impact in the world of business. A hospitality management degree can open up unexpected career paths. A degree in hospitality management may be the perfect first step towards a career in the hospitality industry, but that's not all it can lead to. Teo Borschberg is a graduate of EHL - Hospitality Business School's bachelor's degree in International Hospitality Management. He is also the founder of OTO, a high-tech company building next generation speech technology with artificial intelligence, which is used to detect and prevent toxicity in online conversations. Teo used the skills and knowledge he acquired throughout his degree to launch this successful start-up, which was recently acquired by a major gaming company. EHL graduate Janina Pilgrim took a more traditional route after graduating from EHL's hospitality management programme, working as an assistant manager at one of Asia's best fine-dining restaurants: Amber, at the Landmark Mandarin Oriental Hong Kong. In her role, Janina oversees daily operations, staff training and development and sustainability, working on projects with NGOs and continually reviewing procedures to ensure Amber is a socially responsible restaurant. However, Janina says she was one of the few graduates from her class who went into classic hospitality. "Many of my classmates are now successful in areas of marketing, finance or real estate. They have utilized the skills we learnt throughout the degree: the overall understanding of business, strategic decision making, marketing and managerial skills," said Janina. Become an expert in customer experience, in any customer-facing role, excellent customer service skills are essential. A hospitality management degree can teach you the communication and problem-solving skills needed to be an asset in any business environment. Anina frequently travelled around the world

with her family as she was growing up, staying in hotels that offered excellent customer experience. She remembers a particularly welcoming hotel in Washington DC on her first trip to North America. “Having come off a transcontinental flight, we were welcomed by astounding architecture and extremely friendly and professional staff making us feel at home. I knew then that I wanted to be part of this industry and be able to provide this atmosphere to guests,” said Janina. At EHL, students are taught how to give customers a Michelin-star experience by award-winning chefs and industry experts. The hospitality management degree at EHL appealed to Janina due to its mix of practical and theoretical classes, which helped her better understand the hospitality industry and improve her customer service skills. Teo also uses his customer service skills daily, explaining that building excellent customer relationships is essential in every business. “Hospitality management is an excellent field of study [for learning] to provide high levels of service and human interactions, which is very valuable to win, retain and satisfy customers and to build a highly functional team,” said Teo. Teo was able to apply these skills both in an advertising business and in his tech start-up. Learn practical skills that can be applied to a range of business situations. Customer service skills are just the start of the transferrable skills students are taught in a hospitality management degree. From micro-economics to marketing to learning new languages, the skills learnt from a hospitality management degree are incredibly wide-ranging and applicable to a whole host of business situations. EHL’s international hospitality management degree is no exception. Janina said: “The classes taught at EHL cover a vast range of areas and subjects, making each graduate an all-rounder that can apply the skills acquired in various fields.” She says that EHL adapts its curriculum to meet the business needs of top industry players. An example of this is the increasing focus on sustainability throughout EHL’s international hospitality management curriculum. Alongside teamwork and communication skills, EHL’s international hospitality management degree taught Teo leadership skills within

a team. “I felt so much more at ease compared to other newly graduated university students who didn’t have much practical teamwork experience,” said Teo. The finance modules Teo completed during his degree were also extremely beneficial when building his business. Both students stressed that entrepreneurship was an aspect of studying a hospitality management degree that really stood out to them. Janina says that entrepreneurship was a skill that she learnt throughout her time at EHL, particularly through the various extra-curricular activities and committees she attended at the school. “Committees built a big foundation of our campus life, enabling students to further their interests in all aspects and honing their skills,” says Janina. She uses the example of EHL’s annual Fête Universelle, where every nationality on campus would have a stand with their own food and drink and prepare a performance. This encourages students to be creative and develop their leadership skills.

Janina said: “I believe this taught us independence and ownership among other skills. From my experience, in every business environment, people that can take responsibility and ownership are sought after and able to make an impact.” Teo also found that his time at EHL helped to sharpen his entrepreneurial skills. “I have always had the desire to acquire specific customer and human soft skills that would help me across a wide range of possible projects and businesses,” says Teo. Since graduating EHL, Teo has used these skills daily whilst running his business. Make industry connections and gain work experience. In any industry - but particularly in the hospitality industry - work experience is essential to get your foot in the door. In the fourth semester of EHL’s international hospitality management degree, students are encouraged to complete an internship of their choice based on their career aspirations. This internship offers students the possibility to take on responsibilities and apply theoretical administrative and management concepts to real-life projects, teams and departments. Entrepreneurs at EHL can use this time to work on their own start-up project, developing the business concept and getting it running with the guidance of expert faculty members. Janina said: “My career was shaped by the

two internships that I completed during my studies at EHL - one as a food and beverage trainee in a five-star hotel in Germany and the second one in the food and beverage development team for Hakkasan in London. "Being exposed to the industry and meeting and learning from top professionals has inspired me to pursue the same career path." After graduation, Janina used the industry contacts she had built to secure herself a job in Hong Kong SAR, working with an EHL alumnus who was starting his own restaurant company. "This made me realize the importance of sustainability in food systems, and how much there is still to be done around the world," she said.

Text 5

Modern tourism: problems of the way and travel

Today, the existence of a modern person is practically unthinkable without traveling, without constant movement, which begins within the metropolis and ends with trips around the world in a variety of conditions - from extreme to ultra-comfortable. Today's life is hard to imagine without trips associated with professional activities, with recreation, with the search for new sensations, and with many other aspects of human existence. Such a desire to travel has not only objective reasons caused by the peculiarities of modern civilization. One of the reasons is related to the deep existential foundations of being. And the tourist "boom" that we have been observing since the second half of the 20th century has a serious sociocultural justification.

One of the well-known culturologists presents the cultural space-time of human civilization as a set of basic mythologems of the House, the Island, the Ocean. The house is a territory culturally developed by a certain people, identified by them as their original. Beyond its borders is the Island, whose resources the people use for utilitarian purposes. And, finally, the Ocean becomes a source of the unknown, mysterious, spiritually unattainable, despite the practical attempts to master it, conquer it, and domesticate it¹. R. Guardini wrote that "before, a person was limited to familiar areas - the boundaries of the

old acumen; now he ceases to feel the unknown lands surrounding her as a forbidden zone. For Dante, the voyage undertaken by Odysseus to the open sea beyond the Pillars of Hercules, that is, through Gibraltar, is a daring lawlessness, leading him to death. And indeed, earlier the desire to overcome the boundaries of the House, the Islands was sometimes perceived as something sinful, criminal, but the Ocean always beckoned to make the Path in order to experience the existential experience of meeting with the Other.

The idea and mythologeme of the Way and its role in shaping the socio-cultural, mental picture of the world and in general creating the image of the world and the place of man in it occupies an important place in every national culture, as well as in the world culture of mankind. The path synthesizes in itself the spatial and temporal phenomena of human life, gives it direction, meaning. In fact, the Path is the meaning of being, its consistent deployment in the movement towards the outlined goal, which embodies the highest values.

The path of a person is always a kind of tracing-paper from the Path of the divine, the highest, by which the mythological, sacred hero or deity advanced. The stages of this Path have a generalized, symbolic meaning. Each step of the walker and what qualitative changes in his state are associated with were studied in detail by D. Campbell. In any case, the journey has always had a tinge of the sacred, because, going beyond the limits of his usual small world, a person encountered something alien, different, divine and interacted with it⁴. The result of this interaction was, first of all, a change in the person himself, who went through the living of almost all simulated life situations, but only consecrated by the presence of the sacred. The path was perceived and is perceived as the main symbol of human life, as the only possibility for the realization of life. And its mental, philosophical significance is extremely great.

In modern conditions of a society of mass consumption, there is a desire for travel, concluding in the depths of the eternal need for the passage of the social transformation of the individual, which is the Way. But this eternal desire is combined with the stratifications inherent in modern society.

A modern person lives in the conditions of a limited, enclosed space of a metropolis, and for him travel becomes not only a promise to acquire new cultural experience, but is sometimes the only opportunity for him to experience and meet the Other. Travel itself is a self-sufficient, self-valuable experience, but it should be clearly distinguished from the everyday experience of encounters with another, another. Can we consider a daily commute to work as a journey? We think not, since this movement is carried out along a previously known, regularly performed, regulated route, determined by the urban environment, the road map, and city routes. The goal and result of such a path are expected and predictable, they can be unchanged for a long time. The way to work is a movement in the mode of compulsion, due to a sense of duty, responsibility, belonging to a social group. The role of an enclave in the unified space of urban buildings is performed by sacred places-symbols, for example, historical monuments, temples and cathedrals, architectural ensembles of past eras, educational institutions, and museums. Their cultural field is filled with spiritual meaning, the knowledge of which requires time and spiritual development of the individual.

The rapid pace of modern life, the post-industrial nature of society, the ever-increasing value of owning information corresponds to the principles of mass tourism. The desire to accumulate impressions by expanding the cultural space in the shortest possible time is realized in the structure of the tourism product. Already at the stage of choosing the preferred destination, type and method of recreation, the tourist finds himself in the networks of "symbolic consumption". On a trip, a tourist wants to go through all the stages of psychological states, experience various emotions, impressions, experience the effect of presence, which correlates with screen culture. The measure of what is seen, the evaluation scale experienced on the way for a modern tourist, most often is the aestheticized perception of life. In this regard, tourists irresistibly strive for sensual consumption, giving preference to visual and sound effects,

which brings their knowledge closer to the level of a “sliding”, superficial absorption of the sights seen.

In the process of the Path, the tourist will certainly face the need to decipher the code-sign system of another culture. The results can be completely unpredictable for a traveler - from complete rejection of an unfamiliar cultural field and its total rejection to self-identification with it and reassessment of the axiological paradigm of one's own culture. However, the globalizing world reduces the epistemological status of deciphering the symbols of the Other, satisfying the growing needs of the tourist for comfort and safety. A guidebook, a route map, a tourist memo - all this simplifies the process of unraveling the code-sign system. The unification of pictograms and brands of hotel corporations helps to avoid cultural shock and reduce the language barrier of a tourist who finds himself in an unfamiliar country, and advertisements of international concerns give the illusion of being in a familiar place. Thus, the brand performs a kind of therapeutic function and emphasizes the meaning of the "system of things" of modern civilization.

Travel emphasizes the incompleteness of human existence; it realizes the cosmic experience of infinity on earth. The nature of the Way is such that it initiates the creative activity of the traveler, his imagination. Moreover, the Path creates itself and draws the traveler into its space-time continuum. At the same time, the meaning-forming role of travel is realized - it helps a person to know the world and himself, but on condition that a person is able to realize the journey he is making. The tourist follows the path designed in advance by professionals in the tourism business based on the principle of calculating impressions in quantitative terms. The path of a tourist is determined by the trip program and is quite strictly regulated by the components of the tourist product. In this regard, the creative component of travel eludes the modern mass tourist, it is stimulated by the effect of presence, which manifests itself, for example, in the chaotic photography of group tour participants against the backdrop of a famous landmark.

Thus, modern tourism is fraught with the danger of destroying the ontological basis of travel and, in our opinion, plays the role of its simulacrum, which correlates with such manifestations of postmodern philosophy as the presence of a double, a double of the phenomenon and hypertrophy of the effect of presence along with the illusory freedom of the spirit of the individual.

As a preliminary conclusion (realizing that this article is only a statement of the problem), I would like to note that the study of such an aspect of the phenomenon of tourism as the realization of the internal needs of the individual, the implementation of its status, psychological, social roles through the reproduction of travel as one of the original primary events, forming a holistic worldview, becomes an urgent need for the humanities.

Text 6

Modern approaches to environmental safety in tourism

Today, tourism is seen as "an open system, divided into three interacting subsystems (economic, natural and social) and aimed at sustainable security development, which involves the integration of components such as economic, social and environmental security." It is important to understand that the problem of harmonizing the relationship between man and nature cannot be solved within the framework of traditional views on environmental protection. Ensuring environmental safety is not limited to nature protection, reduction of pollutant emissions and timely waste disposal. This is a completely new level of economic development based on innovation and knowledge-intensive technologies, an economy that recognizes the value of natural capital and focused on improving the quality of life.

Despite the fact that environmental security is given a lot of questions and time, it remains in the field of view and further study.

According to Art. 50 of the Law of Ukraine "On Environmental Protection", environmental safety is a state of the environment when the

prevention of deterioration of the environmental situation and human health is guaranteed. It is a set of actions, states and processes that do not directly or indirectly lead to vital losses (or threats of such losses), which are inflicted on the natural environment, individuals and humanity; a set of states, phenomena and actions that ensures the ecological balance on Earth and in any of its regions at a level to which humanity is physically, socio-economically, technologically and politically ready.

Environmental safety is determined in relation to the territories of the state, region, administrative regions and districts, settlements or to economic facilities - oil and gas areas, industrial complexes, factories, factories and other objects of industry, transport, energy, chemistry, mining, communication, etc.

Ecological security is based on the realization that humanity is an integral part of nature, the impossibility of artificial expansion of natural resource potential, the understanding that the futility of the system cannot save anything alive, the need for preventive environmental bans on their direct destruction, and others.

The latter is a topical issue today. Environmental safety is auditing, monitoring, forecasting, and identifying problems. With practical experience of visiting protected areas with active means of transportation, whether in water bodies or in mountains and forests, it can be noted that environmental issues remain open.

Public services and ministries are working on environmental issues, and the highest level of legislation has been created, but unfortunately these laws are working, sometimes not where they should be, and where they should not be. Conducting ecological tours of the floodplain, there is a barbaric behavior of people and businesses. The environmental situation is not up to par. Reservoirs are polluted by anthropogenic emissions, hunting and fishing are carried out on a large scale. Even tourists and their behavior require punishment. As irresponsibility escalates, instructed tourists still pluck white lilies, boats and

motorboats roam the protected area. The issue of fish seas is also an integral part of the shallow mud cover of large areas.

Therefore, the assessment of the impact of economic and other activities on the environment in the area of the resort areas should be carried out systematically. The most popular among the evaluation criteria should be the following:

priority of specially protected natural territories (state protection of special purpose territories: nature reserve, nature-historical, recreational, resource-industrial, water, forest-, soil-protection, etc.).

- safety (harmlessness) of human environmental factors (protection of life and health of the population);
- providing favorable conditions for human life (creating optimal working conditions, recreation, housing and others);
- the validity of the combination of environmental and economic interests of society, providing real guarantees of human rights to a healthy and livable environment, including compensation for damage;
- ensuring the socio-economic interests of the population on the basis of guaranteed rights (right to work, patent development, acquisition of material goods, health support, etc.);
- ensuring the rights of the population to receive information about the state of the environment, to public participation in solving environmental problems;
- assessment and accounting of short-term and long-term environmental, economic, demographic, cultural and ethical consequences of economic activity;
- ensuring the interests of indigenous and small peoples in accordance with generally accepted principles and norms of international law and international treaties;
- rational use of natural resources (prevention of negative impact on the natural environment);

- ensuring appropriate actions to prevent and eliminate emergencies of natural, anthropogenic and man-made nature with the provision of compensation action activities.

Thus, the issue of environmental safety remains open and relevant today.

Modern transformational processes in the direction of sustainable development in all sectors of the national and international economy, including tourism, require mandatory consideration of environmentally-oriented way of doing business and require compliance with environmental safety requirements. Issues need to be addressed at all levels, local, regional, oblast. As well as informing and informing the population, and bringing it to justice.

Text 7

What is a fitness tour?

Nothing stands still, the modern rhythm of life makes us reconsider our attitude to rest and work. We try to use every free minute with the maximum benefit for ourselves and our health. It is the fitness tour that meets all the requirements of modern recreation. It allows you not only to relax, but also to take care of your health as much as possible, adjust some of the nuances of not only weight, but also habits, learn something new, something that will be easy and simple to use in everyday life.

Let's try to figure out why fitness tours are gaining more and more popularity among vacationers.

Before planning our vacation, we try to bring our body as close to the ideal as possible, because on the beach we will need to undress, and we want to feel free. However, after returning home, we usually find that rest has taken a huge toll on our weight. If you are familiar with this situation, and you consider it the norm, try to reconsider your attitude to rest and choose an alternative option.

Fitness tours, like any other vacation, are different and completely independent of seasonality. They run all year round. Despite the different directions, most of them are still called upon to solve the following tasks:

- recovery of the body
- weight correction
- correction of eating behavior
- developing good eating habits
- improvement of metabolic processes and raising immunity

Fitness tours are divided into: narrowly focused and combined. The only difference is that narrowly focused fitness tours solve one, maximum two tasks and groups are selected accordingly, combined fitness tours suggest a richer program, as well as a wider range of activities offered.

Standard. A standard fitness tour often does not solve the problems that you set for it. Typically, standard fitness tours can be classified as complex. The main disadvantages of a standard fitness tour:

- you can choose the food that you will eat from several options.
- the menu that you are offered is generalized, it does not specifically solve your problem, but is designed to suit the maximum number of people
 - the menu does not take into account your individual characteristics such as: height, weight, age, diseases and the number of kilograms that you want to lose.
 - The division of people according to the intensity of physical activity is of great importance. In a standard fitness tour, physical exercises are most often also of a generalized nature, so that the maximum number of people can do the same complex together.
 - in a standard fitness tour, the emphasis is on physical activity, and not on developing the right eating habits, which does not allow you to save the lost kilograms after passing such a tour
 - very rarely in such fitness tours there are specialists who can help you understand the psychological aspect of weight gain

Most efficient. The best results are brought by narrowly focused fitness tours. Since it is they who offer the applicant a solution to specific tasks and problems. In this fitness tour you:

- Do not wash yourself to choose your own food. What you will eat is decided by a nutritionist who prescribes a diet according to your individual characteristics: height, weight, age and the number of kilograms that you need to lose.

- the food that you eat during the program is aimed not only at weight loss, but also at normalizing metabolic processes and accelerating metabolism.

- a properly designed nutrition plan is 70% of success in a fitness tour.

- the correct distribution of physical activity under the guidance of an experienced trainer

- a reasonable balance of food, exercise and rest.

- after passing the “correct” fitness tour, the result is easy to stabilize within two to three subsequent weeks

- obligatory presence of a nutritionist

- trainings aimed at overcoming food addiction.

- psychological assistance to participants of the fitness tour. A fitness tour is not only work for the body, but also work for the mind.

Such a vacation assumes that you will live, eat and engage in a certain fitness program. You cannot decide on your own what kind of food suits you and what does not, as well as a visit to all the activities that are included in the fitness tour program, otherwise you will not get the desired result and your money will be wasted, and the rest will not bring any pleasure. The cost of the tour directly depends on the country in which it is held, as well as on the season and, of course, on the level of the team that works with you.

You do not stay alone with your problem, an experienced instructor is always there to help and support.

You can go on such a tour with the whole family, even if your family members will not be on the tour program. They can just walk, go on excursions,

in other words, their vacation will not differ from the classic one and they will be next to you. This will allow you to relax together, but everyone will have exactly what he is interested in.

Usually, the organizers of such a tour give their clients a list of what they need to take with them, depending on the country, time of year and direction of the tour. But there are general points that should not be forgotten:

- tracksuit (preferably not one, but at least two or three)
- two pairs of sneakers (do not buy new ones, it's beautiful, but not practical, unworn shoes can cause corns and corns, which is absolutely not necessary on a fitness tour)
- several t-shirts
- a handy bag or backpack in which you can put water and the necessary little things.

First of all, fitness tours are shown to those who, for some reason, cannot afford passive and active rest at different times, for example, due to the fact that there is only one vacation a year, but you want to have time for everything.

You should definitely go on a fitness tour if you can't fit yourself in. For example, you want to lose weight for a long time, but you can't learn how to eat at the right time and the right food. A fitness tour is not only a sport from morning to evening, it is also the development of vital nutritional and psychological habits that you can never develop at home or spend a lot of time and effort on it.

A fitness tour is for you if you want to put your body in order in a short time, improve skin condition, boost immunity, and speed up metabolic processes.

You should definitely visit a fitness tour if you are an active person and cannot put up with the fact that you will lose your precious time lying on the beach and not learn anything new and interesting.

You have certain psychological problems, you are in a state of stress and cannot get out of depression. Passive rest will not solve the problem, but a

fitness tour will! In addition to physical activity and admiring local beauties, fitness tours involve a whole series of psychological trainings that allow you to understand what is happening to you and your body, and most importantly, point to the way to solve certain problems.

A fitness tour is a type of recreation that a person with almost any level of physical fitness can afford. The duration of such tours should be from seven to fourteen days, so you can see the result of your work.

Now there are a huge number of fitness tours on the market, you can always choose the right one for you. We advise you to take this type of holiday seriously. Consult with your nutritionist, he will tell you which direction and at what time of the year to prefer. Also, your nutritionist will help you determine at what stage of weight loss a fitness tour will bring the best results. The most effective are those fitness tours that are organized directly by weight loss companies with the participation of a nutritionist with whom you work. This makes it possible to comprehensively influence the problem and achieve the best result.

Text 8

Innovation and inspiration

By Michael Steen

DSM still goes by the initials that stood for Dutch State Mines when it was founded more than a century ago. The letters are one of a few things that haven't changed for a company that has been in a continual state of transformation throughout most of its history.

The coal mines in the south of the Netherlands are now closed. But, even when coal was central to its business, DSM expanded into fertilizers as a way of using the ammonia produced during coal processing operations. Over the decades, the focus shifted to plastics and, later, chemicals. Today, it is once again reinventing itself, this time seeking out the higher-margin and less cyclical sectors of life sciences and material sciences.

The company has tried to attract the finest technical minds and put research and development at the heart of the business. But, argues Feike Sijbesma, chief executive, a greater focus on good management is just as important.

‘Innovation, coming up with new products and launch concepts and business models, is one of the main drivers of our strategy,’ Mr Sijbesma says. ‘The whole idea about our business education starts with our strategy ... You need a lot of technical knowledge but you also need to change the company in terms of culture and behaviour.’

The company wants to create managers who can show inspirational leadership. Mr Sijbesma defines this as combining ‘authenticity and vulnerability with clear direction’. DSM now works with four business schools – IMD in Switzerland, Wharton and Babson University in the US and RSM in Rotterdam – and sends top executives to all four schools to develop leadership skills, gain industry insight and work on special projects that can feed into overall corporate strategy.

The links with the universities help graduate recruitment. It also puts its executives in contact with other business people. ‘Our executives get to meet people from other companies and learn a lot from them during these leadership discussions about industry developments.

‘The programmes are focussed on two things: personal leadership skills and business elements,’ Mr Sijbesma says. He adds that learning is a key part of his drive to transform the group into an innovative life science and material science company.

‘What we want to do with this whole learning architecture and with those universities is to make a stronger foundation to support or speed up this whole change process,’ he says.

Text 9

Characteristics of a Successful Travel Agent

The tourism industry is not for the faint of heart. You must use your creative and logical side daily to recommend, book and manage incredible travel experiences for your clients. You are a salesperson, marketer, accountant and support representative all rolled into one! If you have what it takes, this is one of the most fun and rewarding jobs you can find! Initially, of course, you need to register your business in accordance with the law.

Whether you're ready to grow your business by hiring someone else, or just looking to improve yourself as an agent, these are the characteristics that separate great travel agents from good ones! And if you decide to open your own travel business, you may need to register for a turnkey cost.

1. Knowledge

When travelers choose to use a travel agent instead of booking their own trip, they are looking for an experience. Turn yourself into an information sponge and soak up everything you need to know about airlines, airports, destinations, restaurants, and accommodations. Read travel articles and publications to stay up to date. Don't be afraid to ask your suppliers questions about the products you buy.

2. Professionalism

Have high expectations for professionalism for yourself and your employees. Check the spelling in your emails and quotes. Implement effective processes for making and managing bookings, rather than just "thinking" along the way. Consider introducing or maintaining a personal dress code so you feel at your best even if you're working from home!

3. Enthusiasm

Enthusiasm is contagious. Be excited about what you're selling and your customers will understand. Be that crazy person who loves Mondays. Keep your standards high and put your goals ahead of yourself. Be sure to save a lot of time each year for your own travels. It will keep you excited and passionate about what you are doing!

4. People skills

Can you pick up subtle communication signals? Can you understand what the client really wants when it is difficult for him to express it clearly? Do you know how and when to close a deal? Some of these things happen naturally, but a lot can be learned just by paying attention. Become an explorer of human nature, even when you're not at work, and you'll begin to develop a keen ability to read people.

5. Honesty

Be honest and upfront about rates, rules and regulations. Don't try to sell something you don't think your travelers will like. Referrals and referrals are your best form of advertising, but they just won't happen if you don't uphold the highest standards of integrity.

6. Resourcefulness

A great travel agent has the ability to think on their feet and adapt to new situations. Whether it's a forced rescheduling, an unusual request, or a missed connection, it's important to figure it out. Learn to remain calm and how to handle emergencies like a pro. Find out what resources are at your disposal and do it! Your clients will think you are a miracle worker!

7. Empathy

Even if you do everything right during the booking process, travel arrangements can often go awry. Airlines get delayed, bags get lost, travelers get sick. The fact that the incident was not your fault does not mean that you do not show compassion. Be your client's advocate whenever you can. Use your experience to approach airlines and travel insurance companies. If you really

can't do anything, offer your best suggestions and your sincere sympathy. Be considerate and let them feel heard and understood.

Text 10

Tourism

Twenty years ago, not many people traveled overseas for their holidays. The majority of people stayed to have holidays in their country. Today the situation is different, and the world seems much smaller. It is possible to book a holiday to a seaside resort on the other side of the world. Staying at home, you can book it online or by phone. The plane takes you straight there, and within some hours of leaving your country, you can be on a tropical beach, breathing super clean air and swimming in crystal warm water of the tropical sea. We can travel by car, train or plane if we have a long-distance tour. Some young people prefer walking or hitch-hike traveling, when you travel, paying nearly nothing. You get new friends, lots of fun, and no idea where you will be tomorrow. It has great advantages for the tourists, who want to get the most out of exploring the world and give more back to the people and places visited. If you like mountains, you could climb any mountains around the globe, and there is only one restriction. It is money. If you enjoy traveling, you should have some money, because it is not a cheap hobby indeed. The economy of some countries is mainly based on the tourism industry. Modern tourism has become a highly developed industry because any human being is inquisitive. That is why tourism prospers.

People travel from the very beginning of their civilization. Thousands of years ago, all people were nomads and collectors. They roamed all their lives looking for food and better life. This way, human beings populated the whole planet Earth. So, traveling and visiting other places are part of our consciousness. That is why tourism and traveling are so popular.

Nowadays, tourism has become a highly developed business. There are trains, cars, air jet liners, buses, and ships that provide us with comfortable and secure travel.

Traveling by Sea

Human beings are very curious and like discovering different places. That is why people worldwide want to travel around the globe. It is not so interesting for them to see the world on TV today. It is precious to see it on their own. And when people come to beautiful beaches and sparkling blue waters, they understand it is the fantastic thing they want to see. There are countless adventures within reach on a cruise vacation. There are many cruise companies globally, and each of these companies can provide you with a qualified service.

During the cruise, people live in comfortable cabins. During sea days, when a cruise liner is in the open sea, people can take sunbathes, swim in the swimming pools, play fools on the slide, or promenade around the ship visiting different decks. You can rent a cabin for two, four, or six people. In addition, cruise companies offer other tours during which you can discover the inhabitants of a coral reef on a glass-bottomed boat, go horseback riding on the beach, go mountain biking rain forests, explore ancient civilizations as you climb mysterious pyramids, or snorkel with stingrays and dive 800 feet down in a research submarine. Days onboard are casual but full of joy and new impressions. But don't forget your camera and binoculars, so you don't miss anything. Adventures are endless in this area.

Text 11

Personality and health

There is increasing evidence that health is linked to personality. However, until now, the relationship has not affected the way health care is delivered. There are several reasons for this. Some health workers doubt whether there is a direct link between health and personality or whether it's just a coincidence.

Some feel it is their professional duty to treat all patients in the same way. Others argue that delivering health services according to patients' personalities will have minimal impact and therefore isn't worth the effort. However, some psychologists believe that applying different procedures to people with different personalities could have a significant, positive effect on health.

Research into personality has, in recent years, focused on the Big Five model of personality types. This model measures how neurotic, extrovert, open to experience, agreeable and conscientious a person is. Some of these personality types have been studied in relation to health. For example, conscientious people tend to be less likely to smoke, drink too much alcohol or be inactive. However, in other cases, the relationship is less clear. Neurotic behaviour, for instance, has been found in some studies to increase the risk of death, in others to protect people from illness and in others to have no link to health at all.

Even so, if health workers applied an understanding of personality to the services they provide, they could influence the extent to which patients act on advice and follow their treatment. For example, high sensation-seeking individuals, who are extroverts and unconscientious in the Big Five model and tend to take part in risky activities, respond to drama, energy and emotion. Thus, to encourage those people to follow health advice, health promotions can be designed to incorporate those factors. An example of this was the campaign SENTAR which aimed to reduce cannabis use among high sensation-seeking teenagers. By creating a suitable television advert, they successfully engaged these youths and reduced their recreational drug use. Of course, this approach isn't always possible. It is often impractical and expensive to create several versions of a campaign to reach different personality types. However, recent developments in computer technology, cookies and targeted advertising may allow this approach to be used more in future.

Personality could also be considered when sending messages, information and guidance to specific patients. Already, health information is usually

available in various forms – printed, digital, audio, and so on – to be suitable and accessible for different users, such as the blind, the elderly, and people with reading difficulties. Research has also shown that, by identifying different patients' motivations for treatment and then corresponding with them in a way that reflects their motivations, patients will become more involved in their treatment, compared to when the same messages are sent to everyone. Correspondence could, therefore, be adapted to reflect patients' personality type, too. For example, less conscientious people could be sent phone reminders to attend appointments. So far, there has been very little research into the effectiveness of tailoring health guidance according to personality, so this area deserves further study.

Until now, the focus of personality-health research has been to explore the link between personality and health and has had very little practical application. Thus, health workers have not engaged deeply with it. However, by suggesting, trialling and implementing practices to engage patients with different personalities, the relationship between psychology researchers and health workers could improve, along with the health of the general public.

Text 12

How to be happy

We asked four psychologists for their advice on how to be happy and, equally importantly, how to avoid being unhappy.

A

There has been a lot of research which shows the importance of physical health in avoiding anxiety and depression. The mind and the body are highly interconnected. We can all make fairly easy changes in our lifestyle to include more exercise, healthier eating, getting enough sleep, being exposed to sunlight and so on. Research into exercise has found that it has a positive impact on mood. Physical activity stimulates the release of endorphins in the brain to produce the feel-good factor. Sleep is vitally important for children and

adolescents to help concentration levels. A good night's sleep also stops people being bad-tempered and flying off the handle.

B

Having good relationships is a big part of being happy. In one study, most happy people were found to have strong ties to friends and family and they made sure they spent time with them regularly. You also need at least one person who you discuss personal feelings with – called ‘self-disclosure’. Just one person for a heart-to-heart is enough, together with a network of other relationships. It’s not enough to have lots of friends just to do things with or chat to about music or football. That deeper connection is all-important. Some people need to learn how to listen effectively to others in order to develop stronger relationships.

C

I would recommend being completely immersed in a pleasurable activity, sometimes called experiencing ‘flow’. The activity could be anything from doing judo to painting a picture to playing chess. Typically, the activities require a certain amount of skill and are challenging but not too challenging. If you are experiencing flow, you lose track of time and are immersed in the present moment. You find the activity rewarding for its own sake. People who spend time doing ‘high-flow’ activities feel more long-term happiness than those doing things like just lounging around or chatting online.

D

Make like Superman! Discover what your unique strengths and virtues are and then use them for a purpose which benefits other people or your community. People who play to their strengths (e.g. curiosity or persistence) or virtues (e.g. justice or humanity) and use them in different ways and in different situations are happier than those who focus more on their weaknesses. In other words, focus on the positive, not the negative, and be true to yourself. Studies in different countries have shown that people who do this report higher levels of well-being.

Text 13

Fear Of Missing Out (FOMO)

We've all felt it: that uncomfortable feeling when you scroll through your social media feed and see photos of friends having a better time than you, or that sensation when you read about a friend's amazing job that you chose the wrong life path. This feeling is called FOMO, or fear of missing out.

The term was first coined in 1996 by Marketing Strategist Dr. Dan Herman. While listening to consumers in focus groups and interviews, he observed that many consumers mentioned a fear of missing out on opportunities which could bring them pleasure. Later, in 2004, Patrick McGinnis, a student at Harvard Business School, co-edited an article about the growing trend among his peers of being unable to commit to anything, even something as simple as booking a restaurant, for fear that they would miss out on something more exciting happening elsewhere.

Although people have felt FOMO for time immemorial, the growth of social media seems to have exacerbated the phenomenon. For many, it has now become habit to compare your life with others' lives – or rather the highlights of their lives; something that previous generations could not do so readily. This skews your sense of normal and brings about feelings like resentment, envy and dissatisfaction. What's more, marketers have seized on FOMO psychology as a means to drive sales. Sales that last a limited time, low stock availability notifications and pop-ups that show other people buying all tap into our FOMO.

Since the FOMO phenomenon was recognised, it has been increasingly studied by scientists' eager to discover its trends and impacts. Scientists at Carleton and McGill University, for example, found that, surprisingly, traits like neuroticism and extroversion did not lead to a greater incidence of FOMO. They did, however, discover that negative FOMO feelings were experienced more often towards the end of the day and at the end of the week and that FOMO was experienced more by people carrying out obligatory work, like jobs and study.

This is not to say that people only experience FOMO when engaged in a mundane activity. In a follow-up study, researchers found that participants who specifically selected one activity over another experienced FOMO when reminded about the alternative activity, even if their chosen activity was sociable and enjoyable, and if the alternative was unsociable. Moreover, they experienced FOMO whether they were reminded about the alternative through social media or in conversation.

Interestingly, although FOMO is widely associated with teenagers and young adults and those who use social media, research has found that people of all ages experience it, irrespective of their social media use. Researchers at Washington State University, found that it is more closely linked to factors like loneliness and low self-esteem. However, for those people, social media can exacerbate the problem.

Some psychologists recognise an upside to FOMO, saying that it can motivate you to take action, connect with others and get out of your comfort zone. More often than not, though, FOMO leads to increasing isolation and even fear of joining in, in the belief that your own insights or contributions will not be valued.

A rising counter-culture to FOMO, though, is JOMO – the joy of missing out. This includes the pleasure and satisfaction of a night in, doing what you enjoy best, turning off your phone notifications and living in the moment, focusing not on what you lack but on what you have

Text 14

In 2017 Nobel Prize in Physiology or Medicine was awarded to Jeffrey C. Hall, Michael Rosbash and Michael W.

for their discoveries of molecular mechanisms controlling the circadian rhythm

Life on Earth is adapted to the rotation of our planet. For many years we have known that living organisms, including humans, have an internal, biological clock that helps them anticipate and adapt to the regular rhythm of the day. But how does this clock actually work? Jeffrey C. Hall, Michael Rosbash and Michael W. Young were able to peek inside our biological clock and elucidate its inner workings. Their discoveries explain how plants, animals and humans adapt their biological rhythm so that it is synchronized with the Earth's revolutions.

Using fruit flies as a model organism, this year's Nobel laureate isolated a gene that controls the normal daily biological rhythm. They showed that this gene encodes a protein that accumulates in the cell during the night, and is then degraded during the day. Subsequently, they identified additional protein components of this machinery, exposing the mechanism governing the self-sustaining clockwork inside the cell. We now recognize that biological clocks function by the same principles in cells of other multicellular organisms, including humans.

With exquisite precision, our inner clock adapts our physiology to the dramatically different phases of the day. The clock regulates critical functions such as behavior, hormone levels, sleep, body temperature and metabolism. Our wellbeing is affected when there is a temporary mismatch between our external environment and this internal biological clock, for example when we travel across several time zones and experience "jet lag". There are also indications that chronic misalignment between our lifestyle and the rhythm dictated by our inner timekeeper is associated with increased risk for various diseases.

Identification of a clock gene

During the 1970's, Seymour Benzer and his student Ronald Konopka asked whether it would be possible to identify genes that control the circadian rhythm in fruit flies. They demonstrated that mutations in an unknown gene disrupted the circadian clock of flies. They named this gene *period*. But how could this gene influence the circadian rhythm?

This year's Nobel Laureates, who were also studying fruit flies, aimed to discover how the clock actually works. In 1984, Jeffrey Hall and Michael Rosbash,

working in close collaboration at Brandeis University in Boston, and Michael Young at the Rockefeller University in New York, succeeded in isolating the *period* gene. Jeffrey Hall and Michael Rosbash then went on to discover that PER, the protein encoded by *period*, accumulated during the night and was degraded during the day. Thus, PER protein levels oscillate over a 24-hour cycle, in synchrony with the circadian rhythm.

Text 15

2015 Nobel Laureates in Physiology or Medicine

The 2015 Nobel Prize in Physiology or Medicine was awarded for the successful fight against parasites: Irishman William Campbell and Japanese Satoshi Omura. They became laureates for the development of a new method of treating diseases caused by parasitic roundworms, and the Chinese woman Yuyu Tu - for her contribution to the creation of therapy against malaria, a disease carried by mosquitoes of the Anopheles genus.

This year's Nobel laureate have developed methods, who revolutionized the treatment of the most dangerous parasitic diseases for humans. William Campbell and Satoshi Omura created a drug called Avermectin, which has proven to be effective against onchocerciasis, elephantiasis, and other parasitic diseases. Yuyu Tu has developed Artemisinin, a drug that has significantly reduced mortality among people who have fallen victim to malaria.

These two discoveries have given humanity new tools to fight diseases that affect hundreds of millions of people every year, and their contribution to global quality improvement the lives of people around the world are truly invaluable.

Parasitic worms - or helminths - are estimated to affect about a third of the world's population. They are most often found in Africa, South Asia, Central

and South America. In the eyeball, they cause inflammation, bleeding and other complications that ultimately lead to loss of vision.

Elephantiasis is caused by a parasite called *Brugia malayi*. The affected skin areas become covered with warts and ulcers, then edema occurs. Connective tissues grow, which ultimately leads to an increase in the size of an organ or limb of a person, as well as to a change in its shape.

Researchers managed to find a strain of bacteria, the antibiotic produced was especially effective against parasites that infect both domestic animals and humans.

The bioactive agent was named Avermectin, and a little later a more effective agent was isolated from it.

Chinese researcher Yuyu Tu began her work to find a cure for malaria back in the 1960s. At that time, Yuyu Tu was practicing traditional Chinese medicine based on herbal medicine. She found that an extract from the plant *Artemisia annua* (wormwood annual) could be a good candidate for a malaria fighter. Yu Tu was able to isolate a component from wormwood called Artemisinin, which was able to destroy malaria pathogens in the case of both animals and humans.

Yu Tu became the first Chinese woman to receive the Nobel Prize in medicine, as well as 12 th woman who received this award.

Text 16

What Know-It-Alls Don't Know, Or The Illusion of Competence

One day in 1995, a large, heavy middle-aged man robbed two Pittsburgh banks in broad daylight. He didn't wear a mask or any sort of disguise. And he smiled at surveillance cameras before walking out of each bank. Later that night, police arrested a surprised McArthur Wheeler. When they showed him the surveillance tapes, Wheeler stared in disbelief. 'But I wore the juice,' he mumbled. Apparently, Wheeler thought that rubbing lemon juice on his skin would render him invisible to videotape cameras. After all, lemon juice is used

as invisible ink so, as long as he didn't come near a heat source, he should have been completely invisible.

Police concluded that Wheeler was not crazy or on drugs – just incredibly mistaken.

The saga caught the eye of the psychologist David Dunning at Cornell University, who enlisted his graduate student, Justin Kruger, to see what was going on. They reasoned that, while almost everyone holds favourable views of their abilities in various social and intellectual domains, some people mistakenly assess their abilities as being much higher than they actually are. This ‘illusion of confidence’ is now called the ‘Dunning-Kruger effect’, and describes the cognitive bias to inflate self-assessment.

To investigate this phenomenon in the lab, Dunning and Kruger designed some clever experiments. They asked undergraduate students a series of questions about grammar, logic and jokes, and then asked each student to estimate his or her score overall, as well as their relative rank compared to the other students. Interestingly, students who scored the lowest in these cognitive tasks always overestimated how well they did – by a lot. Students who scored in the bottom quartile estimated that they had performed better than two-thirds of the other students!

This ‘illusion of confidence’ extends beyond the classroom and permeates everyday life. Dunning and Kruger left the lab and went to a gun range, where they quizzed gun hobbyists about gun safety. Similar to their previous findings, those who answered the fewest questions correctly wildly overestimated their knowledge about firearms. Outside of factual knowledge, though, the Dunning-Kruger effect can also be observed in people’s self-assessment of a myriad of other personal abilities. If you watch any talent show on television today, you will see the shock on the faces of contestants who don’t make it past auditions and are rejected by the judges. While it is almost comical to us, these people are genuinely unaware of how much they have been misled by their illusory superiority.

Sure, it's typical for people to overestimate their abilities. 80 per cent of drivers rate themselves as above average – a statistical impossibility. And similar trends have been found when people rate their relative popularity and cognitive abilities. The problem is that when people are incompetent, not only do they reach wrong conclusions and make unfortunate choices but, also, they are robbed of the ability to realise their mistakes. In a semester-long study of college students, good students could better predict their performance on future exams given feedback about their scores and relative percentile. However, the poorest performers showed no recognition, despite clear and repeated feedback that they were doing badly. Instead of being confused, perplexed or thoughtful about their erroneous ways, incompetent people insist that their ways are correct. As Charles Darwin wrote in *The Descent of Man* (1871): 'Ignorance more frequently begets confidence than does knowledge.'

Interestingly, really smart people also fail to accurately self-assess their abilities. As much as D- and F-grade students overestimate their abilities, A-grade students *underestimate* theirs. In their classic study, Dunning and Kruger found that high-performing students, whose cognitive scores were in the top quartile, underestimated their relative competence. These students presumed that if these cognitive tasks were easy for them, then they must be just as easy or even easier for everyone else. This so-called 'imposter syndrome' can be likened to the inverse of the Dunning-Kruger effect, whereby high achievers fail to recognise their talents and think that others are equally competent. The difference is that competent people *can* and *do* adjust their self-assessment given appropriate feedback, while incompetent individuals cannot.

And therein lies the key to not ending up like the witless bank robber. Sometimes we try things that lead to favourable outcomes, but other times – like the lemon juice idea – our approaches are imperfect, irrational, inept or just plain stupid. The trick is to not be fooled by illusions of superiority and to learn to accurately reevaluate our competence. After all, as Confucius reportedly said, real knowledge is knowing the extent of one's ignorance.

Text 16

Why Do Kids Lie And Is It Normal?

Penny Van Bergen, *Macquarie University* and Carol Newall, *Macquarie University*

Children typically begin lying in the preschool years, between two and four years of age. These intentional attempts at deception may worry parents, who fear their child will become a pint-sized social deviant.

But from a developmental perspective, lying in young children is rarely cause for concern. In fact, lying is often one of the first signs a young child has developed a “theory of mind”, which is the awareness others may have different desires, feelings, and beliefs to oneself. When a child misleadingly claims “Daddy said I could have an ice cream”, they’re using this awareness of others’ minds to plant false knowledge.

While lying itself may not be socially desirable, the ability to know what others are thinking and feeling is an important social skill. It’s related to empathy, cooperation, and care for others when they’re feeling upset.

How lying changes with age

Young children’s first lies are often more humorous than effective. Imagine the child who claims not to have eaten any cake while her mouth is still full, or who blames the family dog for drawing on the wall. Young children may know they can deceive others, but they don’t yet have the sophistication to do so well.

Before age eight, children frequently give themselves away when lying. In one study, children aged three to seven were asked not to peek at a mystery toy (Barney) that had been placed behind them. Nearly all did, and nearly all lied about it later (increasing with age).

But across the group, children also had trouble maintaining the lie. Liars aged three to five were surprisingly good at keeping a straight face but typically

gave themselves away by describing the Barney toy by name. Liars aged six and seven had mixed success, with half feigning ignorance and half accidentally saying Barney's name.

As children get older and their perspective-taking ability develops, they're increasingly able to understand the kinds of lies that will be believable to others. They also become better at maintaining the lie over time.

Moral development also kicks in. Younger children are more likely to lie for personal gain, while older children increasingly anticipatefeeling bad about themselves if they lie.

Older children and teens are also more likely to draw distinctions between different kinds of lies. White lies, to them, are considered more appropriate than harmful or antisocial lies.

While studies that estimate the frequency of lying among children and teens are rare, teenagers are especially likely to lie to parents and teachers about things they consider their own personal business.

One study found 82% of US teenagers reported lying to their parents about money, alcohol, drugs, friends, dating, parties, or sex in the past year. They were most likely to lie about their friends (67%) and alcohol/drug use (65%). Perhaps surprisingly, they were least likely to lie about sex (32%).

When reading short scenarios in which the protagonist lied to his or her parents, the teens were also likely to consider the lying acceptable if it was to help somebody or keep a personal secret, but not if it was to harm or hurt someone.

Is lying a cause for concern?

Despite its prevalence, lying among children is rarely cause for concern. It's important to remember many adults also lie – sometimes for good, as in the case of white lies that protect someone's feelings, and sometimes for ill. While estimates vary, a study found approximately 40% of US adults reported telling a lie in the past 24 hours.

In some instances, chronic lying can become a concern if they occur alongside a cluster of other behaviours that are maladaptive. Young people with conduct disorders or ODD cause considerable disruptions in the home or at school through persistent aggression and harm to others or property. But to meet diagnoses, lying would have to occur with a cluster of other symptoms such as refusal to comply with authority figures, persistent violations of rules, and failure to take responsibility for their actions.

Another cause for parental concern is if lying serves to mask other mental health problems due to fear or shame. For example, a child or adolescent suffering from severe anxiety may lie chronically to avoid confronting situations that make them afraid (for example, school, parties, germs).

They may also lie to avoid the mental health disorders. In these instances, consulting your doctor or a mental health professional (such as a psychologist or psychiatrist) will help clarify whether lying is indicative of a mental health concern.

Parents and teachers make a difference

While lying is developmentally normal, parents and teachers can support children's truth-telling in three ways.

First, avoid excessive or over-the-top punishments. In a scientific research comparing a West African school that used punitive punishments (such as hitting with a stick, slapping, and pinching) and a school that used non-punitive reprimands (such as time outs or scolding), students at the school with punitive punishments were more likely to be effective liars.

Children from families that place a strong emphasis on following the rules and not open dialogue also report lying more frequently.

Second, discuss emotional and moral scenarios with children. This "emotion coaching" supports children's understanding of when lies are most harmful, how they affect others, and how they themselves might feel when they lie. Children increasingly anticipate pride for telling the truth, and parents can emphasise these positive aspects of truth-telling.

Third, ensure the lie really is a lie. Very young children are prone to blend real life and imagination, while older children and adults frequently remember arguments differently to one another. If a child reports physical or sexual abuse, these allegations must *always* be investigated. By distinguishing whether or not there is a deliberate attempt at deception, parents and teachers can target their response effectively.

Lying in children is developmentally normal

Lying is developmentally normal and an important sign other cognitive skills are also developing.

If lying is persistent and is impairing the child's ability to function effectively in everyday life, it's worth consulting a mental health expert or your doctor.

But in other situations, remember that lying is just one way children learn to navigate the social world. Open and warm discussions about telling the truth should eventually help to reduce children's lies as they develop.

Text 17

Swedish paleogeneticist Svante Paabo was awarded the Nobel Prize in physiology or medicine on Monday "for his discoveries concerning the genomes of extinct hominins and human evolution," kicking off a week of winner announcements held under the shadow of the bloody war in Ukraine.

Paabo, founder of the Max Planck Institute for Evolutionary Anthropology in Germany, and who also serves as an adjunct professor at the Okinawa Institute of Science and Technology, accomplished "something seemingly impossible" through his pioneering research, the Nobel committee said: sequencing the genome of the Neanderthal, an extinct relative of present-day humans.

Paabo, who made the sensational discovery of a previously unknown hominin, Denisova, also found that gene transfer had occurred from these now

extinct hominins to Homo sapiens following the migration out of Africa around 70,000 years ago, the committee said.

"This ancient flow of genes to present-day humans has physiological relevance today, for example affecting how our immune system reacts to infections."

Paabo, 67, who takes home the award sum of 10 million Swedish kronor (\$901,500), will receive the prize from King Carl XVI Gustaf at a formal ceremony in Stockholm on Dec. 10, the anniversary of the 1896 death of scientist Alfred Nobel, who created the prizes in his last will and testament.

Last year, the prize went to U.S. researchers David Julius and Ardem Patapoutian for their discoveries on human receptors for temperature and touch. Paabo is the son of Sune Bergstrom, a Swede who won the 1982 Nobel Medicine Prize for discovering prostaglandins, which are biochemical compounds that influence blood pressure, body temperature, allergic reactions and other physiological phenomena.

In a 2014 interview with The Guardian, Paabo said he was the result of a secret extramarital affair and that Bergstrom's "official" family knew nothing of the existence of him or his mother, the Estonian chemist Karin Paabo, until after Bergstrom's death in 2005.

Achieved 'the seemingly impossible'

Homo sapiens are known to have first appeared in Africa around 300,000 years ago, while our closest known relatives, Neanderthals, developed outside Africa and populated Europe and Western Asia from around 400,000 to 30,000 years ago, when they went extinct.

That means that about 70,000 years ago, groups of Homo sapiens and Neanderthals coexisted in large parts of Eurasia for tens of thousands of years. In order to study the relationship between present-day humans and extinct Neanderthals, DNA needed to be sequenced from archaic specimens with only trace amounts of DNA left after thousands of years.

In 1990, Paabo managed to sequence a bit of mitochondrial DNA from a 40,000-year-old piece of bone. "For the first time, we had access to a sequence from an extinct relative," the Nobel jury said. Comparisons with contemporary humans and chimpanzees showed that Neanderthals were genetically distinct. Paabo then "accomplished the seemingly impossible," the Nobel committee said, publishing the first Neanderthal genome sequence in 2010. It showed that the most recent common ancestor of Neanderthals and Homo sapiens lived around 800,000 years ago.

Paabo and his team were able to show that DNA sequences from Neanderthals were more similar to those from contemporary humans originating from Europe or Asia than those from Africa.

"This means that Neanderthals and Homo sapiens interbred during their millennia of coexistence," the Nobel jury said. In modern day humans with European or Asian descent, around 1% to 4% of the genome originates from Neanderthals. In 2008, Paabo and his team went on to sequence a 40,000-year-old bone fragment found in the Denisova cave in southern Siberia. It contained exceptionally well-preserved DNA. "The results caused a sensation: the DNA sequence was unique when compared to all known sequences from Neanderthals and present-day humans." Paabo had discovered a previously unknown hominin, which was given the name Denisova. Comparisons showed the gene flow had also occurred between Denisova and Homo sapiens. When Homo sapiens migrated out of Africa, at least two extinct hominin populations inhabited Eurasia: Neanderthals lived in western Eurasia, whereas Denisovans populated the eastern parts of the continent.

Text 18

the 2021 Nobel Prize in Physiology or Medicine

jointly to

David Julius and Ardem Patapoutian

for their discoveries of receptors for temperature and touch

Our ability to sense heat, cold and touch is essential for survival and underpins our interaction with the world around us. In our daily lives we take these sensations for granted, but how are nerve impulses initiated so that temperature and pressure can be perceived? This question has been solved by this year's Nobel Prize laureate.

David Julius utilized capsaicin, a pungent compound from chili peppers that induces a burning sensation, to identify a sensor in the nerve endings of the skin that responds to heat. Ardem Patapoutian used pressure-sensitive cells to discover a novel class of sensors that respond to mechanical stimuli in the skin and internal organs. These breakthrough discoveries launched intense research activities leading to a rapid increase in our understanding of how our nervous system senses heat, cold, and mechanical stimuli. The laureates identified critical missing links in our understanding of the complex interplay between our senses and the environment.

How do we perceive the world?

One of the great mysteries facing humanity is the question of how we sense our environment. The mechanisms underlying our senses have triggered our curiosity for thousands of years, for example, how light is detected by the eyes, how sound waves affect our inner ears, and how different chemical compounds interact with receptors in our nose and mouth generating smell and taste. We also have other ways to perceive the world around us. Imagine walking barefoot across a lawn on a hot summer's day. You can feel the heat of the sun, the caress of the wind, and the individual blades of grass underneath your feet. These impressions of temperature, touch and movement are essential for our adaptation to the constantly changing surrounding.

In the 17th century, the philosopher René Descartes envisioned threads connecting different parts of the skin with the brain. In this way, a foot touching an open flame would send a mechanical signal to the brain (Figure 1).

Discoveries later revealed the existence of specialized sensory neurons that register changes in our environment. Joseph Erlanger and Herbert Gasser received the Nobel Prize in Physiology or Medicine in 1944 for their discovery of different types of sensory nerve fibers that react to distinct stimuli, for example, in the responses to painful and non-painful touch. Since then, it has been demonstrated that nerve cells are highly specialized for detecting and transducing differing types of stimuli, allowing a nuanced perception of our surroundings; for example, our capacity to feel differences in the texture of surfaces through our fingertips, or our ability to discern both pleasing warmth, and painful heat.

Prior to the discoveries of David Julius and Ardem Patapoutian, our understanding of how the nervous system senses and interprets our environment still contained a fundamental unsolved question: how are temperature and mechanical stimuli converted into electrical impulses in the nervous system?

The science heats up!

In the latter part of the 1990's, David Julius at the University of California, San Francisco, USA, saw the possibility for major advances by analyzing how the chemical compound capsaicin causes the burning sensation we feel when we come into contact with chili peppers. Capsaicin was already known to activate nerve cells causing pain sensations, but how this chemical actually exerted this function was an unsolved riddle. Julius and his co-workers created a library of millions of DNA fragments corresponding to genes that are expressed in the sensory neurons which can react to pain, heat, and touch. Julius and colleagues hypothesized that the library would include a DNA fragment encoding the protein capable of reacting to capsaicin. They expressed individual genes from this collection in cultured cells that normally do not react to capsaicin. After a laborious search, a single gene was identified that was able to make cells capsaicin sensitive. The gene for capsaicin sensing had been found! Further experiments revealed that the identified gene encoded a novel ion channel protein and this newly discovered capsaicin receptor was later named

TRPV1. When Julius investigated the protein's ability to respond to heat, he realized that he had discovered a heat-sensing receptor that is activated at temperatures perceived as painful.

The discovery of TRPV1 was a major breakthrough leading the way to the unravelling of additional temperature-sensing receptors. Independently of one another, both David Julius and Ardem Patapoutian used the chemical substance menthol to identify TRPM8, a receptor that was shown to be activated by cold. Additional ion channels related to TRPV1 and TRPM8 were identified and found to be activated by a range of different temperatures. Many laboratories pursued research programs to investigate the roles of these channels in thermal sensation by using genetically manipulated mice that lacked these newly discovered genes. David Julius' discovery of TRPV1 was the breakthrough that allowed us to understand how differences in temperature can induce electrical signals in the nervous system.

PART II. WRITING FILES

One of the most important skills you can imbibe as an academician is to master the art of writing a research paper summary. During your academic journey, you may need to summarize research findings quite often and for varied reasons – be it to write an introduction for a peer-reviewed publication, to submit a critical review, or to simply create a useful database for future referencing. It can be quite challenging to effectively summarize complex work, which is where a pre-determined work-flow can help you optimize the process. Investing time in developing this skill can also help you improve your scientific acumen, increasing your efficiency and productivity at work.

Research articles use a standard format to clearly communicate information about an experiment. A research article usually has seven major sections: Title, Abstract, Introduction, Method, Results, Discussion, and References.

Determine your focus

The first thing you should do is to decide why you need to summarize the article. If the purpose of the summary is to take notes to later remind yourself about the article you may want to write a longer summary. However, if the purpose of summarizing the article is to include it in a paper you are writing, the summary should focus on how the article relates specifically to your paper.

Reading the Article

Allow enough time. Before you can write about the research, you have to understand it. This can often take a lot longer than most people realize. Only when you can clearly explain the study in your own words to someone who hasn't read the article are you ready to write about it.

Scan the article first. If you try to read a new article from start to finish, you'll get bogged down in detail. Instead, use your knowledge of APA format to find the main points. Briefly look at each section to identify:

- the research question and reason for the study (stated in the Introduction)
- the hypothesis or hypotheses tested (Introduction)
- how the hypothesis was tested (Method)
- the findings (Results, including tables and figures)
- how the findings were interpreted (Discussion)

Underline key sentences or write the key point (e.g., hypothesis, design) of each paragraph in the margin. Although the abstract can help you to identify the main points, you cannot rely on it exclusively, because it contains very condensed information. Remember to focus on the parts of the article that are most relevant.

Read for depth, read interactively. After you have highlighted the main points, read each section several times. As you read, ask yourself these questions:

- How does the design of the study address the research questions?
- How convincing are the results? Are any of the results surprising?
- What does this study contribute toward answering the original question?
- What aspects of the original question remain unanswered?

Plagiarism. Plagiarism is always a risk when summarizing someone else's work. To avoid it:

- Take notes in your own words. Using short notes or summarizing key points in your own words forces you to rewrite the ideas into your own words later.
- If you find yourself sticking closely to the original language and making only minor changes to the wording, then you probably don't understand the study

Writing the Summary

Like an abstract in a published research article, the purpose of an article summary is to give the reader a brief overview of the study. To write a good summary, identify what information is important and condense that information for your reader. The better you understand a subject, the easier it is to explain it

thoroughly and briefly. ***Write a first draft.*** Use the same order as in the article itself. Adjust the length accordingly depending on the content of your particular article and how you will be using the summary.

- State the research question and explain why it is interesting.
- State the hypotheses tested.
- Briefly describe the methods (design, participants, materials, procedure, what was manipulated [independent variables], what was measured [dependent variables], how data were analyzed).
- Describe the results. Were they significant?
- Explain the key implications of the results. Avoid overstating the importance of the findings.
- The results, and the interpretation of the results, should relate directly to the hypothesis.

For the first draft, focus on content, not length (it will probably be too long). Condense later as needed. Try writing about the hypotheses, methods and results first, then about the introduction and discussion last.

If you have trouble on one section, leave it for a while and try another. If you are summarizing an article to include in a paper you are writing it may be sufficient to describe only the results if you give the reader context to understand those results. For example: “Smith (2004) found that participants in the motivation group scored higher than those in the control group, confirming that motivational factors play a role in impression formation”. This summary not only tells the results but also gives some information on what variables were examined and the outcome of interest. In this case it is very important to introduce the study in a way that the brief summary makes sense in the larger context.

Edit for completeness and accuracy. Add information for completeness where necessary. More commonly, if you understand the article, you will need to cut redundant or less important information.

Stay focused on the research question, be concise, and avoid generalities.

Edit for style. Write to an intelligent, interested, naive, and slightly lazy audience (e.g., yourself, your classmates). Expect your readers to be interested, but don't make them struggle to understand you. Include all the important details; don't assume that they are already understood.

- **Eliminate wordiness**, including most adverbs ("very", "clearly"). "The results clearly showed that there was no difference between the groups" can be shortened to "There was no significant difference between the groups".
- **Use specific, concrete language.** Use precise language and cite specific examples to support assertions. Avoid vague references (e.g. "this illustrates" should be "this result illustrates").
- **Use scientifically accurate language.** For example, you cannot "prove" hypotheses (especially with just one study). You "support" or "fail to find support for" them. • Rely primarily on paraphrasing, not direct quotes. Direct quotes are seldom used in scientific writing. Instead, paraphrase what you have read. To give due credit for information that you paraphrase, cite the author's last name and the year of the study (Smith, 1982).
- **Re-read what you have written.** Ask others to read it to catch things that you have missed.

Useful Language:

As we have seen, the data are __

To conclude / In conclusion, it seems that __

We may draw the following conclusions __

To sum up / To summarize / In summary, __

To bring the paper to a close, ... summarize the main points __

To put it briefly / Stated briefly / In short, __

The paper concludes by arguing __

On this basis, we conclude that __

The authors concluded that __ is not confined to __

This allows the conclusion that __

The findings of this study can be understood as __

This may be considered a promising aspect of __

This may be considered a further validation of __

Remaining issues are subject of __

In summary, this paper argued that __

This aspect of the research suggested that __

In conclusion, __ seems to improve __

In summary, this paper argued that __

In conclusion, it would appear that __

The analysis leads to the following conclusions: __

It is difficult to arrive at any conclusions with regard to __

The main conclusion that can be drawn is that __

The present findings confirm __

As we have argued elsewhere __ may be considered a promising aspect of __

Ideally, these findings should be replicated in a study where __

By using __ we tested the hypothesis that __

In conclusion, __ seems to improve __

Broadly translated our findings indicate that __

This is an important finding in the understanding of the __

More generally, these basic findings are consistent with research showing that

In addition, these findings provide additional information about __

Despite the limitations these are valuable in light of __

Overall, our results demonstrate a strong effect of __

Nevertheless, we found __

To our knowledge, this is the first report of __

Our results on __ are broadly consistent with __

The broad implication of the present research is that __

This conclusion follows from the fact that __

Collectively, our results appear consistent with __

Importantly, our results provide evidence for __

Results provide a basis for __

This experiment adds to a growing corpus of research showing __

Our data indicate that __; a result that casts a new light on __

These findings provide a potential mechanism for __

We have shown that __

Our data suggest that we still have a long way to go to __

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