

UNIT

# 2

## Economist

Just as you cannot become a mathematician, psychologist, or lawyer overnight, learning to think like an economist will take time. However, what is the economist's way of thinking? What does it mean to think like an economist? By learning this unit, you will find the answers.

# Text

# A

## Lead-in

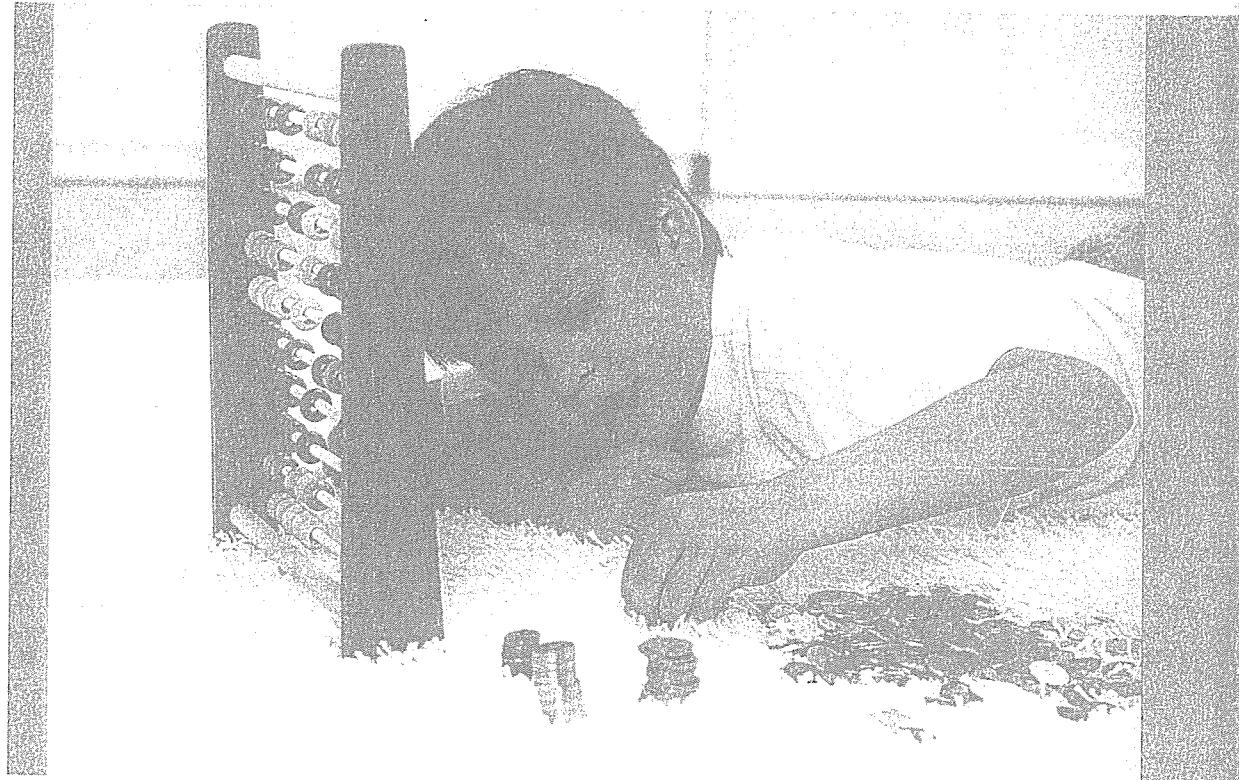
Task 1 / Listen to a talk "Who studies economics?" and complete the sentences.

- 1 Economics can seem \_\_\_\_\_ at first, but the field is fundamentally very \_\_\_\_\_.
- 2 Mick Jagger once studied at \_\_\_\_\_.
- 3 When asked in 2005 why The Rolling Stones were going on tour again, Mick Jagger replied, \_\_\_\_\_.

Task 2 / Listen to the talk again and complete the following table.

Name	Profession
Ronald Regan	
Michael Kinsley	
Steve Ballmer	
Mick Jagger	

Task 3 / Listen for a third time and check your answers.



# Thinking like an Economist<sup>1</sup>

N. G. Mankiw

- 1 Every field of study has its own language and its own way of thinking. Mathematicians talk about axioms, integrals, and vector spaces. Psychologists talk about ego, id, and cognitive dissonance. Lawyers talk about torts and promissory estoppel.
- 2 Economics is no different. Supply, demand, elasticity<sup>2</sup>, comparative advantage<sup>3</sup>, consumer surplus<sup>4</sup>, deadweight loss<sup>5</sup> — these terms are part of the economist's language. At first, this new language may seem needlessly ~~unintelligible~~. But, as you will see, its value lies in its ability to provide you a new and useful way of thinking about the world in which you live.
- 3 Economists try to address their subject with a scientist's objectivity. They approach the study of the economy in much the same way as a physicist approaches the study of matter and a biologist approaches the study of life. They devise theories, collect data, and then analyze these data in an attempt to verify or refute their theories.  
*(in this way we can think about the world)*
- 4 To beginners, it can seem odd to claim that economics is a science. After all, economists do not work with test tubes or telescopes. The essence of science, however, is the scientific method — the dispassionate development and testing of theories about how the world works. This method of inquiry is as applicable to studying a nation's economy as it is to studying the earth's gravity or a species' evolution. As Albert Einstein<sup>6</sup> once put it, "The whole of science is nothing more than the refinement of everyday thinking."
- 5 Although Einstein's comment is as true for social sciences such as economics as it is for natural sciences such as physics, most people are not accustomed to looking at society through the eyes of a scientist. Let's discuss some of the ways in which economists apply the logic of science to examine how an economy works.

1 The text is taken from the book *Principles of Economics* by N. G. Mankiw in 2008.

2 elasticity: the degree to which a change in the price of something leads to a change in the amount of it that is sold (需求等的) 弹性

3 comparative advantage: the ability to produce a good at a lower opportunity cost than another producer 比较优势

4 consumer surplus: the amount a buyer is willing to pay for a good minus the amount the buyer actually pays for it 消费者剩余

5 deadweight loss: the fall in total surplus that results from a market distortion, such as a tax 净损失

6 Albert Einstein: (1879-1955) a U.S. physicist and mathematician, born in Germany, who developed the theory of relativity, which completely changed the way that scientists understand space and time. He is regarded as one of the greatest scientists ever born, and people sometimes use the name Einstein to talk about someone who is very intelligent. 阿尔伯特·爱因斯坦

- 6 Isaac Newton<sup>7</sup>, the famous 17th-century scientist and mathematician, allegedly became intrigued one day when he saw an apple fall from an apple tree. This observation motivated Newton to develop a theory of gravity that applies not only to an apple falling to the earth but to any two objects in the universe. Subsequent testing of Newton's theory has shown that it works well in many circumstances. Because Newton's theory has been so successful at explaining observation, it is still taught today in undergraduate physics courses around the world.
- 7 这3件 This interplay between theory and observation also occurs in the field of economics. An economist might live in a country experiencing rapid increases in prices and be moved by this observation to develop a theory of inflation<sup>8</sup>. The theory might assert that high inflation arises when the government prints too much money. To test this theory, the economist could collect and analyze data on prices and money from many different countries. If growth in the quantity of money were not at all related to the rate at which prices are rising, the economist would start to doubt the validity of his theory of inflation. If money growth and inflation were strongly correlated in international data, as in fact they are, the economist would become more confident in his theory.
- 8 Although economists use theory and observation like other scientists, they do face an obstacle that makes their task especially challenging: Experiments are often difficult in economics. Physicists studying gravity can drop many objects in their laboratories to generate data to test their theories. By contrast, economists studying inflation are not allowed to manipulate a nation's monetary policy<sup>9</sup> simply to generate useful data. Economists, like astronomers and evolutionary biologists, usually have to make do with whatever data the world happens to give them.
- 9 To find a substitute for laboratory experiments, economists pay close attention to the natural experiments offered by history. When a war in the Middle East<sup>10</sup> interrupts the flow of crude oil, for instance, oil prices skyrocket around the world. For consumers of oil and oil products, such an event depresses living standards. For economic policymakers, it poses a difficult choice about how best to respond. But for economic scientists, it provides an opportunity to study the effects of a key natural resource on the world's economies, and this opportunity persists long after the wartime increase in oil prices is over.
- 10 If you ask a physicist how long it would take for a marble to fall from the top of a ten-

7 Isaac Newton: (1642-1727) a British physicist and mathematician who discovered gravity. He made many other important scientific discoveries, and is considered one of the most important scientists who ever lived. Until the early 20th century, modern physics was based on Newton's work, and it is sometimes called Newtonian physics.  
艾萨克·牛顿

8 inflation: an increase in the overall level of prices in the economy 通货膨胀

9 monetary policy: the setting of the money supply by policymakers in the central bank 货币政策

10 the Middle East: the area that includes Iran and Egypt and the countries which are between them 中东 (一般泛指欧、亚、非三洲连接的地区)

story building, she will answer the question by assuming that the marble falls in a vacuum. Of course, this assumption is false. In fact, the building is surrounded by air, which exerts friction on the falling marble and slows it down. Yet the physicist will correctly point out that friction on the marble is so small that its effect is negligible. Assuming the marble falls in a vacuum greatly simplifies the problem without substantially affecting the answer.

- 11 Economists make assumptions for the same reason: Assumptions can simplify the complex world and make it easier to understand. To study the effects of international trade, for example, we may assume that the world consists of only two countries and that each country produces only two goods. Of course, the real world consists of dozens of countries, each of which produces thousands of different types of goods. But by assuming two countries and two goods, we can focus our thinking. Once we understand international trade in an imaginary world with two countries and two goods, we are in a better position to understand international trade in the more complex world in which we live.
- 12 Economists use different assumptions to answer different questions. Suppose that we want to study what happens to the economy when the government changes the amount of currency<sup>11</sup> in circulation. An important piece of this analysis, it turns out, is how prices respond. Many prices in the economy change infrequently; the newsstand prices of magazines for instance, are changed only every few years. Knowing this fact may lead us to make different assumptions when studying the effects of the policy change over different time horizons. For studying the short-run effects of the policy, we may assume that prices do not change much. We may even make the extreme and artificial assumption that all prices are completely fixed. For studying the long-run effects of the policy, however, we may assume that all prices are completely flexible. Just as a physicist uses different assumptions when studying falling marbles and falling beach balls, economists use different assumptions when studying the short-run and long-run effects of a change in the quantity of money.
- 13 High school biology teachers teach basic anatomy with plastic replicas of the human body. These models have all the major organs — the heart, the liver, the kidneys, and so on. The models allow teachers to show their students in a simple way how the important parts of the body fit together. Of course, these plastic models are not actual human bodies, and no one would mistake the model for a real person. These models are stylized, and they omit many details. Yet despite this lack of realism — indeed, because of this lack of realism — studying these models is useful for learning how the human body works.
- 14 Economists also use models to learn about the world, but instead of being made of plastic, they are most often composed of diagrams and equations. Like a biology

11 currency: the paper bills and coins in the hands of the public 货币

teacher's plastic model, economic models omit many details to allow us to see what is truly important. Just as the biology teacher's model does not include all of the body's muscles and capillaries, an economist's model does not include every feature of the economy. All models — in physics, biology, or economics — simplify reality in order to improve our understanding of it. (1,276 words)

## New words and expressions

**axiom** /'æksiəm/ *n.* a rule or principle that is generally considered to be true 公理；原理

**integral** /'ɪntɪgrəl/ *n.* 积分

**vector** /'vektə/ *n.* a quantity that has a direction as well as a size, usually represented by an arrow 矢量，向量

**psychologist** /saɪ'kɒlədʒɪst/ *n.* sb. who is trained in psychology 心理学家

**id** /ɪd/ *n.* according to Freudian psychology, the part of your mind that is completely unconscious but has hidden needs and desires 伊德，本我（指潜意识的最深层）

**cognitive** /'kɒgnɪtɪv/ *a.* related to the process of knowing, understanding, and learning sth. 认知的

**dissonance** /'dɪsənəns/ *n.* lack of agreement 不和谐；不协调

**tort** /tɔ:t/ *n.* an action that is wrong but not criminal and can be dealt with in a civil court of law (不构成刑事犯罪的) 民事侵权行为

**promissory** /prə'mɪsəri/ *a.* 应允的；约定的

**estoppel** /'estəpəl/ *n.* 禁止翻供

**elasticity** /'ɪlæstɪsəti/ *n.* the ability of sth. to stretch and go back to its usual length or size 弹性，弹力

**deadweight** /'dedweɪt/ *n.* 资产不足以抵偿的债务

**needlessly** /'ni:dлsli/ *ad.* needless to say 不用说

**arcane** /ɑ:'keɪn/ *a.* secret and mysterious 秘密的；神秘的

**objectivity** /'ɒbjek'tɪvɪti/ *n.* a state or situation in which sth. is based only on facts and evidence 客观(性)；客观现实 refute /rɪ'fju:t/ *vt.* prove that a statement or idea is not correct 辩驳，否认……的正确性

**essence** /'esəns/ *n.* the most basic and important quality of sth. 本质

**dispassionate** /dɪspæʃən'teɪt/ *a.* not influenced by personal emotions and therefore able to make fair decisions 不动感情的；不带偏见的

**refinement** /rɪ'faimmənt/ *n.* the process of improving sth. 完善，改进

**mathematician** /mæθ'æmə'tɪʃən/ *n.* 数学家

**allegedly** /ə'ledʒdli/ *ad.* used when reporting sth. that other people say is true, although it has not been proved 据说

**intrigued** /ɪn'trɪgɪd/ *a.* very interested in sth. because it seems strange or mysterious (因某事奇特或神秘而) 深感好奇的，有极大兴趣的

**interplay** /'ɪntəpleɪ/ *n.* the way in which two people or things affect each other 相互影响；互相作用

**validity** /və'lɪdɪti/ *n.* 有效；合理性

**correlate** /'kɒrəleɪt/ *v.* if two or more facts, ideas etc. correlate, or you correlate them, they are closely connected or one causes another (使) 互相关联

**monetary** /'mʌnɪtɔ:rɪ/ *a.* relating to money, especially all the money in a particular country 货币的

**evolutionary** /,jʊlvə'lu:ʃənəri/ *a.* connected with gradual change and development 演变的；逐步发展的

**make do with sth.** succeed in dealing with a situation by using what is available, or despite not having sth. 混合着对付过去；勉强应付

**skyrocket** /'skai,rɒkət/ *vi.* increase greatly and very quickly 猛升，激增

**marble** /'mɔ:bəl/ *n.* 大理石

**friction** /'frɪkʃən/ *n.* 摩擦；摩擦力

**negligible** /'neglɪdʒəbəl/ *a.* too slight or unimportant to have any effect 可忽略的；微不足道的

**circulation** /sɜ:kjʊ'leɪʃən/ *n.* the exchange of information, money etc. from one person to another in a group or society (信息、货币等的) 流通

**newsstand** /'nju:zstænd/ *n.* a place on a street where newspapers and magazines are sold 报摊；报刊亭

**anatomy** /'ænətɔ:mɪ/ *n.* the scientific study of the structure of human or animal bodies 解剖学

**replica** /'replɪkə/ *n.* an exact copy of sth. 复制品

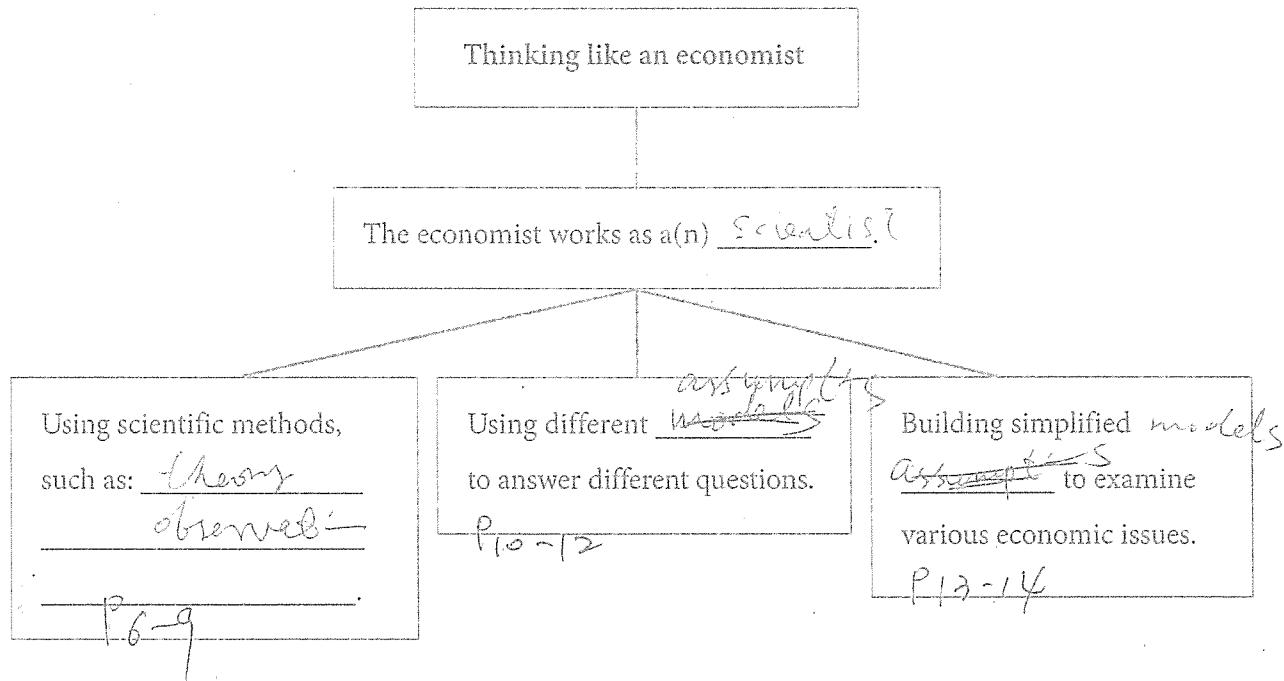
**kidney** /'kɪdnɪ/ *n.* 肾(脏)

**stylized** /'staɪlaɪzd/ *a.* done in a style that is not natural or like real life 程式化的，格式化的

**capillary** /kə'pɪləri/ *n.* 毛细血管

## Critical reading and thinking

Task 1 / The tree diagram below shows how the author illustrates his points. Fill in the blanks according to the text.



Task 2 / Answer the following questions.

- 1 What kind of rhetoric device does the author use in the first two paragraphs?
- 2 What is the topic sentence of Paragraph 3?
- 3 Why does the author quote Albert Einstein?
- 4 Why is Newton's theory still taught in undergraduate physics courses around the world?
- 5 What kind of obstacles do economists face when they use theory and observation like other scientists?
- 6 How do economists find a substitute for laboratory experiments?
- 7 For what reason do economists make assumptions?
- 8 What do economic models consist of?
- 9 What do all models in physics, biology, and economics share in common?



UNIT

# 5

## Sociology Matters

Cultures all share certain basic characteristics despite differences. In this unit we will see how those characteristics change as cultures develop, and how cultures influence one another through their technological, commercial, and artistic achievements.

## Lead-in

Task / Read the first paragraph of the text. Work in pairs and write down two examples of the development of culture in China.

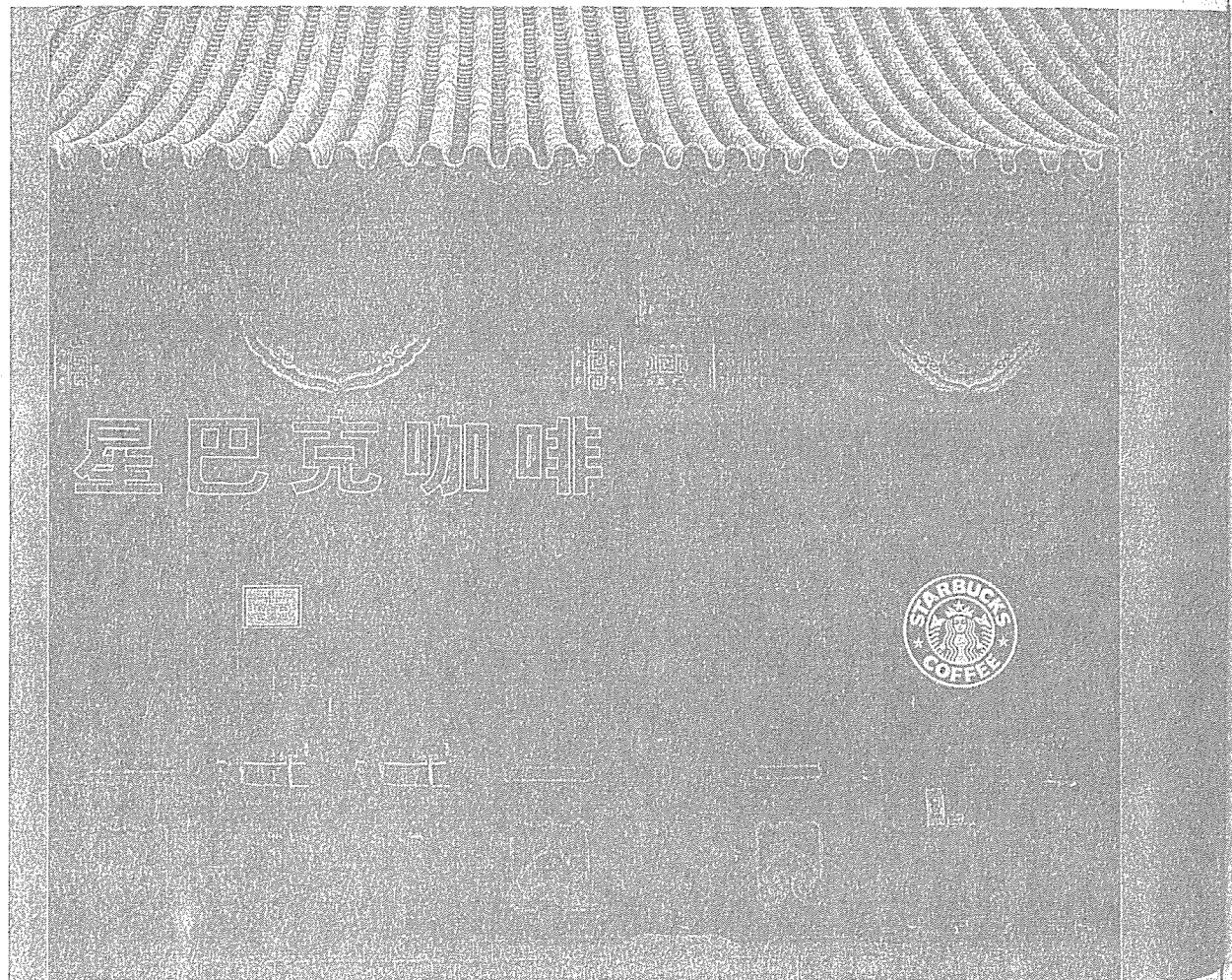
1 \_\_\_\_\_

2 \_\_\_\_\_

Now report your answers to the class.

# Development of Culture Around the World

Richard T. Schaefer



1 The text is adapted from the book *Sociology Matters*, written by Richard T. Schaefer in 2006.

- ④ ⑤ ⑥
- 1 Culture is the totality of learned, socially transmitted customs, knowledge, material objects, and behavior. It includes the ideas, values, customs, and artifacts of groups of people. Though cultures differ in their customs, artifacts, and languages, they all share certain basic characteristics. Furthermore, cultural characteristics change as cultures develop, and cultures influence one another through their technological, commercial, and artistic achievements.

## Cultural universals 全世界都有存在的文化特征

- 2 All societies, despite their differences, have developed certain general practices known as cultural universals. Many cultural universals are, in fact, adaptations to meet essential human needs, such as people's need for food, shelter, and clothing. Anthropologist George Murdock<sup>2</sup> compiled a list of cultural universals that included athletic sports, cooking, funeral ceremonies, medicine, and sexual restrictions.
- 3 The cultural practices listed by Murdock may be universal, but the manner in which they are expressed varies from culture to culture. For example, one society may let its members choose their own marriage partners. Another may encourage marriages arranged by the parents.
- 4 Not only does the expression of cultural universals vary from one society to another, it may also change dramatically over time within a society. Each generation, and each year for that matter, most human cultures change and expand through the processes of innovation and diffusion.

## Innovation

- 5 The process of introducing a new idea or object to a culture is known as innovation. Innovation interests sociologists because of the potential social consequences of introducing something new. There are two forms of innovation: discovery and invention. A discovery involves making known or sharing the existence of some aspect of reality. The finding of the DNA molecule and the identification of a new moon of Saturn<sup>3</sup> are both acts of discovery. A significant factor in the process of discovery is the sharing of newfound knowledge with others. By contrast, an invention results when existing cultural items are combined into a form that did not exist before. The bow and arrow, the automobile, and the Internet are all examples of inventions.

## Globalization, diffusion, and technology

- 6 The familiar green Starbucks<sup>4</sup> logo beckons you into a comfortable coffee shop where

2 George Murdock: (1897-1985) a notable American anthropologist. He is remembered for his empirical approach to ethnological studies and his landmark works on Old World populations. 乔治·默多克

3 Saturn: the planet that is sixth in order from the sun and is surrounded by large rings 土星

4 Starbucks: an international coffee and coffeehouse chain based in Seattle, Washington, U.S. 星巴克

you can order decaf latte and a cinnamon ring<sup>5</sup>. What's unusual about that? This Starbucks happens to be located in the heart of Beijing's Forbidden City<sup>6</sup>, just outside the Palace of Heavenly Purity<sup>7</sup>, former residence of Chinese emperors. In 2002 it was one of 25 Starbucks stores in China; four years later there were more than 90. The success of Starbucks in a country in which coffee drinking is still a novelty (most Chinese are tea drinkers) has been striking.

- 7 The emergence of Starbucks in China illustrates a rapidly escalating trend called globalization. Globalization may be defined as the worldwide integration of government policies, cultures, social movements, and financial markets through trade and the exchange of ideas. While public discussion of globalization is relatively recent, intellectuals have been pondering its social consequences for a long time. Karl Marx<sup>8</sup> and Friedrich Engels warned in *The Communist Manifesto* of a world market that would lead to production in distant lands, sweeping away existing working relationships. Today, more and more cultural expressions and practices are crossing national borders, transforming the traditions and customs of the societies exposed to them. Sociologists use the term “diffusion” to refer to the process by which a cultural item spreads from group to group or society to society. Diffusion can occur through a variety of means, among them exploration, military conquest, missionary work, the influence of the mass media, tourism, and the Internet.
- 8 Sociologist George Ritzer<sup>9</sup> coined the term “McDonaldization<sup>10</sup>” to describe the process through which the principles of the fast-food restaurant have come to dominate certain sectors of society, both in the United States and throughout the world. For example, hair salons and medical clinics now take walk-in<sup>11</sup> appointments. In Hong Kong, sex selection clinics offer a menu of items, from fertility enhancement to methods of increasing the likelihood of producing a child of the desired sex.
- 9 McDonaldization is associated with the melting of cultures, so that we see more and more similarities in cultural expression. In Japan, for example, African entrepreneurs have found a thriving market for hip-hop fashions popularized by teens in the United

5 cinnamon ring: 肉桂卷 (一种西点)

6 Forbidden City: 紫禁城

7 Palace of Heavenly Purity: 乾清宮

8 Karl Marx: (1818-1883) a German writer and political philosopher whose ideas have had an important influence on politics in the 20th century. He established the principles of communism in *The Communist Manifesto* (《共产党宣言》), which he wrote with Friedrich Engels (弗里德里希·恩格斯) in 1848. He wrote his most important book *Das Kapital* (《资本论》) in London. 卡尔·马克思

9 George Ritzer: (1940- ) a sociologist who studies American patterns of consumption, globalization, metatheory, and modern and postmodern social theories 乔治·瑞泽尔

10 McDonaldization: a term coined by sociologist George Ritzer in his 1993-book *The McDonaldization of Society* from *McDonald's and -ization*. It refers to the process by which institutions in society become standardized and focused on efficiency and predictability. 麦当劳化

11 walk-in: a walk-in clinic is a doctor's office that you can use or go to without having previously arranged a time to do this 免预约的

States. In Austria, the McDonald's organization itself has drawn on Austrians' love of coffee, cake, and conversation to create the McCafe fast-food chain. Many critical observers believe that McDonaldization and globalization serve to dilute the distinctive aspects of a society's culture.

- 10 Some societies try to protect themselves from the invasion of too much culture from other countries, especially the economically dominant United States. The Canadian government, for example, requires that 35 percent of a station's daytime radio programming be devoted to Canadian songs or artists. In Brazil, a toy manufacturer has eclipsed Barbie's<sup>12</sup> popularity by designing Susi, a doll that looks more like Brazilian girls. Susi has a slightly smaller chest, much wider thighs, and darker skin than Barbie. Her wardrobe includes the skimpy bikinis favored on Brazilian beaches as well as a soccer shirt honoring the Brazilian team. According to the toy company's marketing director, "We wanted Susi to be more Latin, more voluptuous. We Latins appreciate those attributes." Brazilians seem to agree: Five Susi dolls are sold for every two Barbies.

- 11 Technology in its many forms has increased the speed of cultural diffusion and broadened the distribution of cultural elements. Sociologist Gerhard Lenski<sup>13</sup> has defined technology as "cultural information about how to use the material resources of the environment to satisfy human needs and desires". Today's technological developments no longer need await publication in journals with limited circulation. Press conferences, often carried simultaneously on the Internet, now trumpet new developments.

- 12 Sociologist William F. Ogburn<sup>14</sup> made a useful distinction between the elements of material and nonmaterial culture. Material culture refers to the physical or technological aspects of our daily lives, including food items, houses, factories, and raw materials. Nonmaterial culture refers to ways of using material objects and to customs, beliefs, philosophies, governments, and patterns of communication. Generally, the nonmaterial culture is more resistant to change than the material culture. Ogburn introduced the term "culture lag" to refer to the period of maladjustment when the nonmaterial culture is still struggling to adapt to new material conditions. For example, the ethics of using the Internet, particularly issues concerning privacy and censorship, have not yet caught up with the explosion in Internet use and technology. (1,058 words)
- difference  
between these  
two terms*

12 Barbie: a popular type of doll in the shape of an attractive young woman, used as a children's toy 芭比娃娃

13 Gerhard Lenski: (1924- ) an American sociologist known for contributions to the sociology of religion, social inequality, and ecological-evolutionary social theory 格哈德·伦斯基

14 William F. Ogburn: (1886-1959) an American sociologist, who was known for his idea of "culture lag" (文化滞后) in society's adjustment to technological and other changes 威廉·F·奥格本

## New words and expressions

adaptation /ədæp'teɪʃən/ *n.* the process of changing sth. to make it suitable for a new situation 适应；适合

anthropologist /ænθrə'pɒlədʒɪst/ *n.* sb. who scientifically studies human beings, their customs, beliefs and relationships 人类学家

compile /kəm'paɪl/ *vt.* make a book, list etc. using different pieces of information 编撰；编制

athletic /æθ'letɪk/ *a.* relating to athletics 运动的

restriction /rɪ'strɪkʃən/ *n.* a rule or law that limits or controls what people can do 限制；约束

innovation /ɪnə'veiʃən/ *n.* a new idea, method, or invention 创新

diffusion /dɪ'fju:zən/ *n.* the act or process of making ideas, information etc. available to a lot of people 扩散；传播

molecule /'mɒlkjʊl/ *n.* the smallest unit into which any substance can be divided without losing its own chemical nature 分子

beckon /'bekən/ *vt.* attract (because of an inviting appearance) 吸引

decaf /'di:kæf/ *n.* decaffeinated coffee 脱咖啡因咖啡

latte /'lætə/ *n.* a caffe latte (一杯) 热奶沫咖啡；拿铁咖啡

cinnamon /sɪnə'mən/ *n.* 桂皮香料

novelty /'nɒvəlti/ *n.* sth. new and unusual which attracts people's attention and interest 新奇事物

escalate /'eskəleɪt/ *v.* (cause to) become higher or increase, or make sth. do this (使) 逐步上升；(使)逐步增强

globalization /,gləubəlai'zeɪʃən/ *n.* 全球化

integration /,ɪntɪ'greɪʃən/ *n.* the combining of two or more things so that they work together effectively 结合；整合

ponder /'pɒndə/ *vt.* think carefully and seriously about sth. 思索；考虑

exploration /,eksplo'reɪʃən/ *n.* the act of traveling through a place in order to find out about it 勘探，勘察

missionary /mɪ'sjənəri/ *n.* sb. who goes to a foreign country in order to teach people about Christianity 传教士

hair salon /haɪə sə'lən/ *n.* a shop where you can get your hair washed, cut, curled etc. 发廊，美发厅

enhancement /ɪn'hæ:nsmənt/ *n.* the improvement of sth. in relation to its value, quality, or attractiveness 提高；增加

entrepreneur /'ɒntrəprə'nəʊ/ *n.* sb. who starts a company and arranges business deals 企业家

hip-hop /'hɪp,hɒp/ *n.* a type of popular culture among young people in big cities, especially African Americans, which includes rap music, dancing, and

graffiti 嘻哈文化（包括说唱乐、舞蹈、涂鸦艺术）

popularize /'pɒpjʊləraɪz/ *vt.* make sth. well-known and liked 使大众化；普及

dilute /dɪ'lju:t/ *vt.* make a quality, belief etc. weaker or less effective 削弱；减轻

eclipse /'eklɪps/ *vt.* become more important, powerful, famous etc. than sb. or sth. else, so that they are not noticed anymore 使失色，盖过

thigh /θaɪ/ *n.* the top part of your leg, between your knee and your hip 股；大腿

wardrobe /'wɔ:dru:b/ *n.* a room or closet where clothes are kept 衣柜

skimpy /'skɪmpi/ *a.* a skimpy dress or skirt etc. is very short and does not cover very much of a woman's body (衣、裙等) 太短(小)的

bikini /bɪ'kiːni/ *n.* a piece of clothing in two separate parts that women wear for swimming 比基尼

voluptuous /və'lʌptʃuəs/ *a.* giving a feeling of luxury or sensual pleasure 给人奢华或感官享受的

trumpet /'trʌmpɪt/ *vt.* announce or state sth. proudly to a lot of people 大声宣告；大力宣扬

maladjustment /,mælə'dʒʌstmənt/ *n.* poor, faulty, or inadequate adjustment 不适应(生活环境)；失调

censorship /'sensəʃɪp/ *n.* the practice or system of censoring sth. 审查，检控

## Critical reading and thinking

Task 1 / Complete the table about the definitions of the terms which are related to the important features of culture.

TERM	DEFINITION
1 culture	
2 cultural universals	
3 innovation	
4 globalization	
5 diffusion	
6 McDonaldization	
7 technology	

Task 2 / In Text A the author illustrates some special terms of culture with examples. Find the examples in the text and also provide your own examples.

TERM	EXAMPLES MENTIONED	THE EXAMPLES
1 cultural universals	athletic sports, cooking, medicine, sexual restrictions	
2 discovery		
3 invention		
4 globalization		
5 diffusion		
6 material culture		
7 nonmaterial culture		
8 culture lag		

Task 3 / Work in pairs and have a discussion about the following question.

It is talked about in the text that people in different societies take different attitudes toward diffusion. What kind of attitude do people in your country take toward diffusion? Use examples to illustrate your point.

Task 4 / Write a paragraph about the following topic. Use the signpost language mentioned in Unit 3 about comparison and contrast.

If you grew up in your parents' generation, when no computers, Internet or cell-phones were available, how would your daily life differ from what you lead today?

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## Language building-up

Task 1 / Collocation

Words and phrases are often used together in a way that sounds correct to native speakers, but might not be expected from the meaning. This phenomenon is called "collocation". The use of collocations can enrich your language and make it seem more natural.

Translate the following expressions related to sociology into English. Pay attention to the collocations they include.

- 1 人们对衣食住的需求 \_\_\_\_\_
- 2 推出新观念 \_\_\_\_\_
- 3 解除现有的工作关系 \_\_\_\_\_
- 4 改变社会传统和习俗 \_\_\_\_\_
- 5 削弱社会文化中的特殊方面 \_\_\_\_\_

- 6 来自于其他国家的文化侵略 \_\_\_\_\_
- 7 满足人类的需求和欲望 \_\_\_\_\_
- 8 关于隐私和审查的问题 \_\_\_\_\_

2 Complete the sentences with the collocations in the box.

human needs and desires	level of privacy	material culture
social consequences	working relationship	worldwide integration

- 1 Internet users may achieve an adequate \_\_\_\_\_ through controlled disclosure of personal information.
- 2 This book presents a comprehensive analysis of the \_\_\_\_\_ of population decline and aging in Japan.
- 3 Sociologists use the term “globalization” to refer to the resulting \_\_\_\_\_ of government policies, cultures, social movements, and financial markets.
- 4 A final recommendation of the consultants was a radical attempt to forge a closer \_\_\_\_\_ between the board and staff members.
- 5 In the social sciences, “\_\_\_\_\_” is a term that refers to the relationship between artifacts and social relations.
- 6 Abraham Maslow wrote his Hierarchy of Needs theory wherein he attempted to document the five levels of \_\_\_\_\_.

## Task 2 / Signpost language

### Classification

In a classification essay, the writer organizes things into categories, uses a single organizing principle, and gives examples of things that fit into each category. For example:

*There are two forms of innovation ...* (Text A, Unit 5)

*Sociologist William F. Ogburn made a useful distinction between the elements of material and nonmaterial culture.* (Text A, Unit 5)

Here are some commonly-used words and expressions for classification:

- *The first (kind/type/group/class etc.) ...; the second ...; the third ...*
- *sort, classify, categorize ...*
- *form, category, group, class, kind ...*



UNIT

7

## Change in Journalism

In the era when technology is changing every aspect of our lives, the ways of reporting and viewing news are inevitably affected. How digital technology-driven products like iPad, Kindle are impacting traditional journalism is the focus of this unit.

# Text

A

## Lead-in

### Word bank

- Debbi Mack /'debi mæk/ 戴比·麦克  
Eugenia Kim /ju:'dʒi:nɪə kɪm/ 尤金妮亚·金 (美籍韩裔作家)  
tactile /'tæktɪl/ a. 触觉的  
Richard Peabody /'rɪtʃəd 'pi:bodi/ 理查德·皮博迪 (美国作家、诗人)

Task / Watch the video clip and complete the sentences according to what you have heard.

- 1 The topic of the video clip is \_\_\_\_\_.
- 2 The benefits of e-books include: They can \_\_\_\_\_; they are \_\_\_\_\_ and allow readers to \_\_\_\_\_; they enable people to \_\_\_\_\_.
- 3 The number of e-book titles stocked by Amazon.com is \_\_\_\_\_.
- 4 The reason to choose digital releases is to \_\_\_\_\_.
- 5 The critics think e-books are \_\_\_\_\_.
- 6 The legal settlement dictates \_\_\_\_\_ which is opposed by \_\_\_\_\_.

Now watch the video again and check your answers.

## Understanding the Impact of New Media on Journalism<sup>1</sup>

John V. Pavlik



1 The text is taken from the book *Journalism and New Media* by John V. Pavlik in 2001.

- <sup>1</sup> Journalism is undergoing a fundamental transformation, perhaps the most fundamental since the rise of the penny press<sup>2</sup> of the mid-19th century. In the twilight of the 20th century and the dawn of the 21st, there is emerging a new form of journalism whose distinguishing qualities include ubiquitous news, global information access, instantaneous reporting, interactivity, multimedia content, and extreme content customization. In many ways this represents a potentially better form of journalism because it can reengage an increasingly distrustful and alienated audience. At the same time, it presents many threats to the most cherished values and standards of journalism. Authenticity of content, source verification, accuracy, and truth are all suspect in a medium where anyone with a computer and a modem can become a global publisher.
- <sup>2</sup> Although the easy answer is to point to the Internet, the reasons for the transformation of journalism are neither simple nor one-dimensional. Rather, a set of economic, regulatory, and cultural forces, driven by technological change, are converging to bring about a massive shift in the nature of journalism at the millennium.
- <sup>3</sup> IV. 2) 21st century media      millennium
- <sup>3</sup> The growth of a global economic system, made up of regional economies, all interrelated (witness the volatility in the world's financial markets in August 1998, when drops in Asian and Russian markets triggered drops in European and U.S. markets) and increasingly controlled by multinational corporate behemoths, has rewritten the financial basis for journalism and the media in general. Deregulation, as outlined in the U.S. Telecommunications Act of 1996 and played out in like fashion in many other parts of the world (where privatization of telecommunications has been a driving force), has spawned increasingly powerful competitive forces in journalism and communications. The end of the Cold War has unleashed a variety of pent-up cultural and political forces that have yet to stabilize. Together, these forces have created an environment of uncertainty for journalism as it enters this new age in which the alignment of superpowers has been fundamentally altered, shareholders are the most important stakeholders, and competition is more likely to come from a software company based in Redmond<sup>3</sup>, Washington, than from the cross-town newspaper or broadcaster.
- <sup>4</sup> Fueling this changing environment has been the emergence of the first and perhaps most powerful medium of global interactive communications. As James Carey<sup>4</sup> writes, "The Internet should be understood as the first instance of a global communication system. That system, in turn, is displacing a national system of communications which came into existence at the end of the 19th century as a result of the railroad and telegraph, and was 'perfected' in subsequent innovations through television in the network era."

2 penny press: the cheap, tabloid-style papers produced in the middle of the 19th century 便士报纸, 大众化报纸

3 Redmond: a city in the state of Washington, U.S., located east of Seattle. It is best-known as the home of Microsoft. 雷德蒙市

4 James Carey: (1935-2006) a communications theorist, media critic and journalism instructor at the University of Illinois, and later Columbia University 詹姆斯·凯里

- 5 But in many ways the Internet is merely a product, or symptom, of a more fundamental technological change that has been under way for the past half-century and only now is beginning to crystallize: the convergence of telecommunications, computing, and traditional media. Together, this new media system embraces all forms of human communication in a digital format where the rules and constraints of the analog world no longer apply. Some would question whether this convergence is actually occurring.<sup>5</sup> They would point to the fact that most people around the world in 2000 still do not have a computer in the home and that in most homes that do have a computer, the TV set and the computer are still separate devices. They would note that even in the United States in 2000 most TV sets do not connect to a telephone line or any other medium of "upstream" communication capability (i.e., the ability for the audience member to send information as well as receive it).
- 6 The trend toward convergence is undeniable, however, if not yet complete. By 2000 more than eight million U.S. households as well as millions more in Japan and many other parts of the world had subscribed to digital broadcasting services such as DirecTV<sup>5</sup>, which links TV sets to a system of digital video (i.e. computerized) and a telephone line for ordering pay-per-view programs and the like. Moreover, more than 20 million individuals subscribe to America Online (AOL)<sup>6</sup> and more than seven times that number are connected to the Internet through home, work, or school, reflecting a growing connectivity between computer and telecommunications.
- 7 Not only is the technology coming together, but convergence is also occurring in the realm of media ownership. Hundreds of billions of dollars worth of mergers and acquisitions occurred in the Internet and digital networks domain during the final three years of the 20th century. AT&T<sup>7</sup> purchased TCI<sup>8</sup>, which is the parent of @Home, a primary broadband service provider (i.e. cable modem). America Online purchased Netscape<sup>9</sup>, a leading Internet Web browser, and is merging with Time Warner. And the list is growing every day.
- 8 If there is no denying that convergence is occurring, other assumptions about convergence are worth addressing. Paramount is the frequently held, techno-utopian assumption that convergence is a good thing and inevitable. However, some sociologists propose that although convergence is happening, it is neither inevitable nor necessarily good. They assert that convergence merely holds the promise of a better, more efficient, more democratic medium for journalism and the public in the

5 DirecTV: an American provider of television and audio services to subscribers through satellite transmissions

6 American Online (AOL): a leading-edge Web services company 美国在线

7 AT&T: the largest provider of mobile telephony and fixed telephony in the United States, and also a provider of broadband and subscription television services 美国电话电报公司

8 TCI: Tele-Communications Inc., used to be a cable television provider in the United States and was purchased by AT&T in 1999

9 Netscape: Netscape Communications, a U.S. computer services company, best-known for Netscape Navigator, its Web browser 网景通讯

21st century. But serious problems also plague civilization in the digital age, among them, enormous threats to privacy, increasing concentration of ownership, a shrinking diversity of voices, an ever-escalating race to report the news more rapidly, and inequitable access to information technology and digital journalism. (897 words)

## New words and expressions

transformation /trænsfə'meɪʃn/ *n.* a complete change in sb. or sth. 变化；转变  
twilight /'twailɪt/ *n.* the time when day is just starting to become night 黄昏时分，落幕时分

ubiquitous /ju:'bɪkwɪtəs/ *a.* present everywhere 无所不在的

instantaneous /ɪn'steɪnəntɪəs/ *a.* happening immediately 立即的；瞬间的

interactivity /ɪntəræk'tɪvɪtɪ/ *n.* (of two people or things) influencing each other 互动性

multimedia /mʌltɪ'medɪə/ *a.* using a mixture of sound, pictures, film, and writing to give information, especially with computers 多媒体的

customization /kʌstəmæz'zeɪʃn/ *n.* changes made to sth. to make it more suitable, or look special or different from things of a similar type 定做，定制  
potentially /pə'tenʃəlɪ/ *ad.* sth. that is potentially dangerous, useful etc. is not dangerous etc. now, but may become so in the future 蕴含在地；可能地

reengage /riɪn'geɪdʒ/ *vt.* attract and hold the attention of sb. again 重新吸引；再次吸引

alienated /eɪliəneɪtɪd/ *a.* feeling separated from society or the group of people around you, and often unhappy 感觉被疏远的，疏离于……的

authenticity /ɔːθen'tɪsɪti/ *n.* the quality of being real or true 真实性

verification /verɪfɪ'keɪʃn/ *n.* additional proof that sth. that was believed is correct 核对；证实

dimensional /dɪ'mensənəl/ *a.* 维度的；空间的

regulatory /rɪgjʊlə'reitərɪ/ *a.* a regulatory authority has the official power to control an activity and to make sure that it is done in a satisfactory way (机构) 具有监管权的，管理的

converge /kən'veɜːdʒ/ *vi.* come together so as to form a single product 聚合；会聚

millennium /mɪ'leniəm/ *n.* a period of 1,000 years 千年

interrelated /ɪntərɪ'lɛntɪd/ *a.* things that are interrelated are connected and have an effect on each other 相互关联的；相互影响的

volatility /vɒlə'tɪlɪtɪ/ *n.* 易变性；变化无常

corporate /kɔːpɔːrət/ *a.* relating to large companies, or to a particular large company 公司的

behemoth /bɪ'hī:məθ/ *n.* sth. that is very large, especially a company 庞然大物 (尤指大公司)

deregulation /dɪ'regjʊleɪʃn/ *n.* the act of freeing from regulation 撤销管制规定

privatization /prɪva'tərɪzeɪʃn/ *n.* change from governmental to private control or ownership 私有化

spawn /spən/ *vt.* make a series of things happen or start to exist 使大量出现；大量产生；酿成

unleash /ʌnlɪʃ/ *vt.* suddenly let a strong force, feeling etc. have its full effect 释放出，发泄 (力量、感情等)

pent-up /pɛnt'ʌp/ *a.* (feelings) not allowed to be expressed or released (感情等) 被压抑的

stabilize /steɪbɪlɪz/ *vi.* become firm, steady or unchanging 稳定

alignment /ə'laɪnmənt/ *n.* the act of adjusting the parts of a device in relation to each other 调整

superpower /su:pərpaʊə/ *n.* a country that has great military, economic, and political power 超级大国

shareholder /'ʃeə,həuldə/ *n.* sb. who owns shares in a company or business 股东

emergence /ɪ'mɜːdʒəns/ *n.* the act of appearing; becoming apparent 出现；浮现

crystallize /'krɪstəlaɪz/ *v.* cause to take on a definite and clear shape 使具体化

convergence /kən'veɜːdʒəns/ *n.* the convergence of different ideas, groups, or societies is the process by which they stop being different and become more similar (不同的思想、群体和社会的) 趋同，融合

analog /'ænəlɒg/ *a.* of or relating to an analog computer, using physical quantities, e.g. voltage, weight, length etc. to represent numbers (计算机) 模拟的 (与“数字的”相异)

upstream /ʌp'striːm/ *a.* in the opposite direction from the way a river or stream flows 向上游的；逆流的

capability /keɪpə'bɪlɪtɪ/ *n.* power or ability to do sth. 能力

subscribe /səb'skraɪb/ *vi.* give money regularly for a service (为某项服务) 定期交 (费)

connectivity /kənek'tɪvɪtɪ/ *n.* the state or extent of being connected 联系；连通性

merger /'mɜːdʒə/ *n.* the combination of two or more commercial companies (公司) 合并；归并

domain /de'meɪn/ *n.* 域名

broadband /'brɔːdbænd/ *n.* 宽带

merge /mɜːdʒ/ *v.* join or combine 融合；合并

paramount /'pærəmaʊnt/ *a.* more important than anything else 至高无上的；最重要的

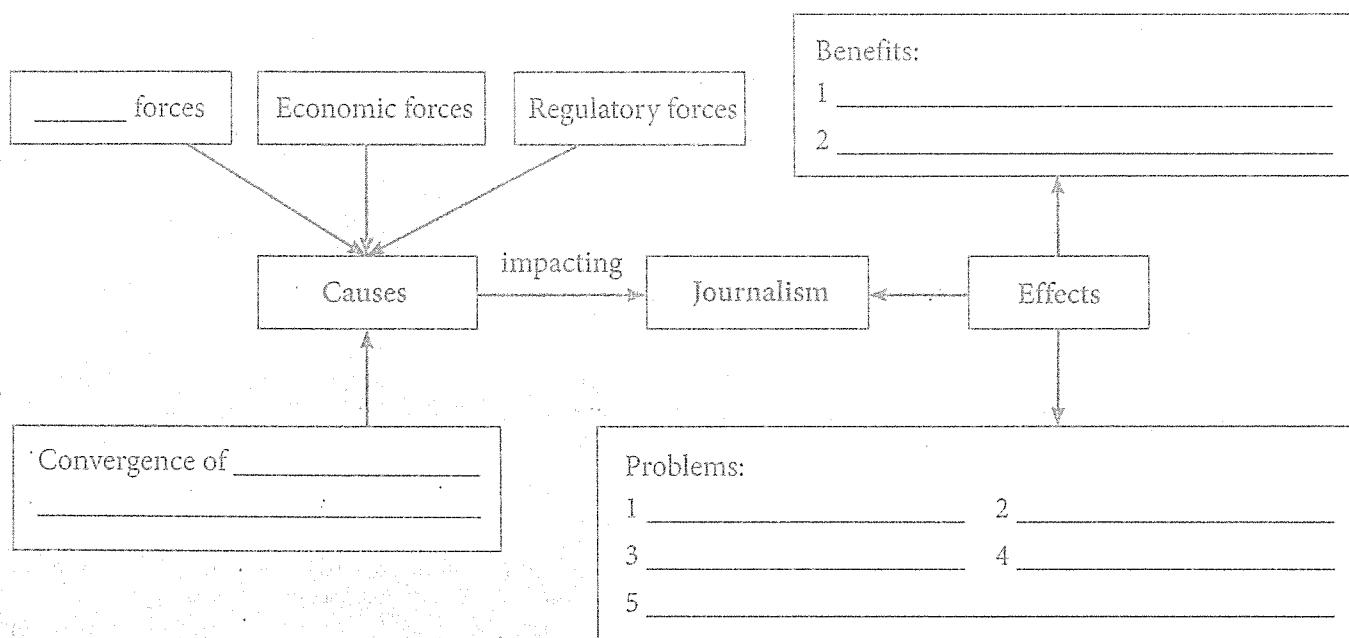
techno-utopian /tek'nəʊ ju:təpiən/ *a.* believing that technological advances will create a utopia 科技乌托邦的

diversity /daɪ'veɜːsɪtɪ/ *n.* the quality of having variety and including a wide range of different people or things 多样性

inequitable /ɪn'ekwɪtabəl/ *a.* not equally fair to everyone 不公正的，偏私的

## Critical reading and thinking

Task 1 / Text A discusses how journalism is impacted by new media and all kinds of forces in the digital era. Complete the following diagram about the causes and effects of the changes according to the text.



Task 2 / Decide whether the following statements are true (T) or false (F) according to the text.

- \_\_\_\_\_ 1 Today's audience are becoming more and more trusting.
- \_\_\_\_\_ 2 The Internet presents many threats to the most cherished values and standards of journalism.
- \_\_\_\_\_ 3 The financial situation for journalism and the media is changed because of globalization.
- \_\_\_\_\_ 4 Other countries followed the U.S. to carry out deregulation.
- \_\_\_\_\_ 5 The end of the Cold War has stabilized many cultural and political forces.
- \_\_\_\_\_ 6 All kinds of technology are fusing into one.
- \_\_\_\_\_ 7 We need to seriously consider the issue of convergence of ownership.
- \_\_\_\_\_ 8 The popular belief about convergence is that it is an unavoidable curse.
- \_\_\_\_\_ 9 Convergence is sure to render a better, more efficient, more democratic medium for journalism and the public in the near future.
- \_\_\_\_\_ 10 The digital age poses a great threat to ancient civilization due to problems caused by technology.

**Task 3 /** Do you see the impact of new media on journalism in your daily life? Work in pairs and think of examples to illustrate the following impacts mentioned in the text.

- 1 ubiquitous news
- 2 global information access
- 3 instantaneous reporting
- 4 interactivity
- 5 multimedia content
- 6 content customization

**Task 4 /** At the end of the article, the writer quotes some sociologists who lament the problems brought about by technology. Work in pairs and decide whether the following problems are true or not and give your reasons.

- 1 threats to privacy
- 2 a shrinking diversity of voices
- 3 inequitable access to information technology and digital journalism

## Language building-up

**Task 1 / Collocation**

 Match the words in Column A with those in Column B.

Column A	Column B
1 undergo	a reporting
2 present	b force
3 apply	c rules
4 instantaneous	d access
5 inequitable	e threat
6 unleash	f transformation

Task 1 / Read the conclusion section of a paper discussing construction management and economics in the context of Chinese culture (as shown in the sample). Decide which part of the section fulfills the following functions.

- 1 Referring back to the topic.
- 2 Restating the thesis.
- 3 Analyzing and evaluating the ideas to explain their significance.
- 4 Offering recommendations for future action.

Task 2 / Write up the conclusion of your research project.

## Reference

## Key Terms and Websites for Further Study

balance of power 权力平衡  
coercive diplomacy 高压外交  
failed states 失败国家  
hard power 刚性权力  
national willpower 国家意志  
power capacity 权力能力  
realist 现实主义者  
realpolitik 现实政治  
soft power 柔性权力

The American Political Science Association  
<http://www.apsanet.org>

Paul Krugman's writing for *The New York Times*  
<http://krugman.blogs.nytimes.com>

UNIT

# 9

## Globalization in Political Science

In Unit 5, globalization is mentioned as a recent trend in the development of culture and is defined from a sociologist's point of view. Globalization is also the buzzword in political science nowadays. In this unit we are going to see how political scientists define globalization, how their perspective is different from sociologists', and more importantly, what the difference implies about the way we acquire knowledge.

## Lead-in

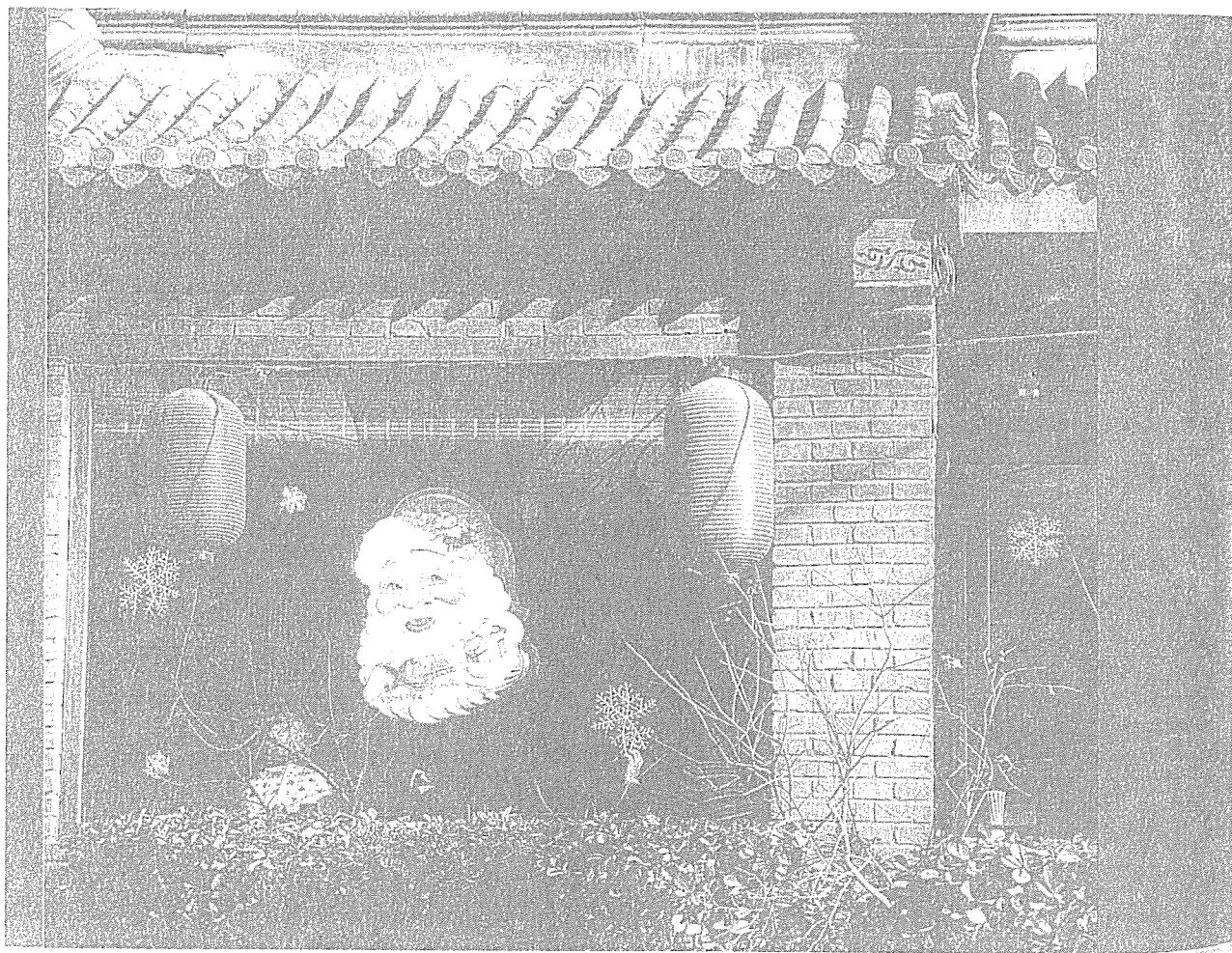
Task / Find the word "amalgamation" in the first paragraph, and choose its meaning from the following two definitions in *Macmillan Dictionary*.

- 1 a process in which two organizations join and make one large one
- 2 a process in which two or more things are combined

Now read the text and check your answer.

## Cultural Globalization<sup>1</sup>

John T. Rourke and Mark A. Boyer



- 1 Much of the early development of different languages, customs, and other diverse aspects of world cultures resulted from the isolation of groups of people from

1 The text is adapted from "Globalism: The Alternative Orientation" of the book *International Politics on the World Stage* (Brief) by John T. Rourke and Mark A. Boyer in 2010.

one another. It is not surprising, then, that a degree of cultural amalgamation has occurred as improved transportation and communication have brought people of various societies into ever-more-frequent contact. Analyzing the blurring of cultural differences inevitably includes a great deal about fast food, basketball, rock music, and other such aspects of pop culture, but such analysis does not trivialize the subject. Instead, a long-standing bottom-up line of political theory argues that the world's people can build on commonplace interactions and increasing cultural commonalities that engender familiarity with and confidence in one another to create a global civil society that might evolve into a global nation. By the same process, if transnational civil societies develop, then regional and even global schemes of governance could conceivably form and supplement or supplant the territorial state. Scholars who examine the bottom-up process of transnational integration look for evidence in such factors as the flow of communications and commerce between countries and the spread across borders of what people wear, eat, and do for recreation.

- 2 While it is premature to talk of a world culture, and indeed that may never come, there is significant evidence of cultural amalgamation in the world. The leaders of China once wore "Chinese tunic suits"<sup>2</sup>; now they wear Western-style business suits. When dressing informally, people in Shanghai, Lagos<sup>3</sup>, and Mexico City<sup>4</sup> are more apt to wear jeans, T-shirts, and sneakers<sup>5</sup> than their country's traditional dress. Young people everywhere listen to the same music, with, for example "Disturbia" by Rihanna<sup>6</sup> on the Top-10 charts in many countries in addition to the United States in 2008. And whatever it means to our gastronomic future, Big Macs<sup>7</sup>, fries, and milk shakes<sup>8</sup> are consumed around the world.
- 3 Before looking further at the evidence of cultural amalgamation, one caution is in order. You will see that a great deal of what is becoming world culture is Western, especially American, in its origins. That does not imply that Western culture is superior; its impact is a function of the economic and political strength of Western Europe and the United States. Nor does the preponderance of Western culture in the integration process mean that the flow is one way. American culture, for example, is influenced by many foreign imports, ranging from fajitas<sup>9</sup> and sushi<sup>10</sup>, through soccer, to acupuncture.

2 Chinese tunic suit: a style of male attire known in China as the *Zhongshan* suit 中山装

3 Lagos: a port and the most populous city in Nigeria 拉各斯 (尼日利亚港市)

4 Mexico City: the capital of Mexico 墨西哥城

5 sneaker: (AmE) a type of light soft shoe with a rubber sole, used for sports 帆布胶底运动鞋

6 Rihanna: (1988- ) an R&B and Soul recording artist. She is the youngest artist in *Billboard* charts history to achieve 11 number-one singles on the Hot 100. "Disturbia" is a song by Rihanna, from her third studio album, *Good Girl Gone Bad*, 2008. 蕾哈娜

7 Big Mac: a hamburger sold by McDonald's, one of the company's signature products 巨无霸 (麦当劳的主产品之一)

8 milk shake: a sweet drink made of milk, ice cream, and fruit or chocolate 奶昔

9 fajita: a kind of Mexican cuisine 韩国铁板烧

10 sushi: a Japanese food consisting of cooked vinegared rice combined with other ingredients 日本寿司

## Language

- 4 One of the most important aspects of converging culture is English, which is becoming the common language of business, diplomacy, communications, and even culture. President Hamid Karzai of Afghanistan<sup>11</sup> and many other leaders of countries of international organizations converse in English. Indeed, a number of them, including UN Secretary-General Ban Ki-moon<sup>12</sup> of South Korea, learned or improved their English while enrolled at U.S. universities. A bit more slowly, English is spreading among common citizens around the world. This is evident in differences among various age groups. Among Europeans, for instance, 89% of all school-children now have English instruction.
- 5 Modern communications are one factor driving the spread of English. There have been notable advances, such as the ability to search in nearly 100 languages through Google, in making the Web more accessible to non-English speakers; but the vast majority of what is available on the Internet has been and remains in English. As the webmaster<sup>13</sup> at one site in Russia comments, "It is far easier for a Russian ... to download the works of Dostoyevsky<sup>14</sup> translated in English to read than it is for him to get [it] in his own language." Business needs also promote the global growth of English. The U.S. status as the world's economic powerhouse makes it far more common for foreign businesspeople to learn the language of Americans than it is for Americans to learn other languages. A report issued by the Japanese government declared that "achieving world-class excellence demands that all Japanese acquire a working knowledge of English". The use of English will probably continue to expand throughout the world, because a majority of people in every region in the world believe their children are more likely to prosper if they learn English.

## Consumer products

- 6 The interchange of popular consumer goods is another major factor in narrowing cultural gaps. American movies are popular throughout much of the world. In 2007, for example, the top drawing film globally was *Pirates of the Caribbean: At World's End*<sup>15</sup>. Moreover, foreign distribution is vital to the U.S. film industry, which earns 61% of its revenue overseas. In contrast, foreign films account for just 3% of the U.S. market. American television programming is also widespread, but unlike movies, it is a declining part of most foreign television markets. However, jeans, logo-bearing

11 President Hamid Karzai of Afghanistan: (1957- ) the 12th and current President of Afghanistan 阿富汗总统哈米德·卡尔扎伊

12 UN Secretary-General Ban Ki-moon: (1944- ) the 8th Secretary-General of the United Nations 联合国秘书长潘基文

13 webmaster: also called a Web architect, Web developer, site author, website administrator, a person responsible for maintaining one or many websites 网管

14 Dostoyevsky: (1821-1881) a Russian writer of novels, short stories and essays, best-known for his novels *Crime and Punishment*, *The Idiot* etc.陀思妥耶夫斯基

15 *Pirates of the Caribbean: At World's End*: 电影《加勒比海盗：世界的尽头》

T-shirts, and other American-style dress trends are nearly ubiquitous globally, and burgers, fried chicken, and other types of fast food further spread common culture.

- 7 To reemphasize the main point, there is a distinct and important intermingling and amalgamation of cultures under way. For good or ill, Western, particularly American, culture is at the forefront of this trend. The observation of the Director-General of UNESCO<sup>16</sup>, that “America’s main role in the new world order is not as a military superpower; but as a multicultural superpower”, is an overstatement, but it captures some of what is occurring. What is most important is not the specific source of common culture. Rather, it is the important potential consequences of cultural amalgamation. As noted, some analysts welcome it as a positive force that will bring people and, eventually, political units together. Others see transnational culture as a danger to desirable diversity. (933 words)

## New words and expressions

amalgamation /ə'mælgə'meɪʃn/ *n.* a process in which two or more things are combined 合并，融合

blur /blɜ:/ *v.* become difficult to see or make sth. difficult to see, because the edges are not clear (使)模糊, (使)看不清楚

trivialize /'trɪvɪəlaɪz/ *vt.* make sth. seem less important or serious than it really is 使……显得琐碎(平凡)

commonality /'kɒmələ'nælɪti/ *n.* the fact of having things in common 共性

engender /ɪn'dʒendə/ *vt.* be the cause of sth. such as a situation, action, or emotion 导致(某种情形、行为或情感等)

familiarity /fə'mili'ær̩t̩i/ *n.* a good knowledge of a particular subject or place (对某一领域或地方的)精通, 通晓

governance /'gʌvənəns/ *n.* the way of governing a country or organization 统治; 管理; 控制

conceivably /kən'sirvəbəli/ *ad.* in a way that is able to be believed or imagined 可以相信地; 可想象地

supplant /sə'plɑ:tnt/ *vt.* take the place or move into the position of 取代, 排挤

territorial /'terɪtɔ:rɪəl/ *a.* relating to the land of a particular country 领土的

premature /'premə:tʃuə/ *a.* unusually early or before the expected time 不成熟 的; 早熟的

gastronomic /'gæstrə'nɒmɪk/ *a.* relating to skillful cooking and the enjoyment of good food 厨饪法的; 美食的

preponderance /pri'pɒndərəns/ *n.* superiority in power or influence 优势

acupuncture /'ækjyū,pʌŋktʃə/ *n.* a treatment for pain and disease that involves pushing special needles into parts of the body 针灸

powerhouse /'paʊəhaʊs/ *n.* sth. such as a country or organization that has a lot of power or influence 有势力的团体

interchange /'ɪntə'reindʒ/ *n.* an exchange of things such as ideas or information 交换; 互换

pirate /'paɪərət/ *n.* sb. who sails on the seas, attacking other boats and stealing things from them 海盗

revenue /'revju:nju:/ *n.* money that a business or organization receives over a period of time, especially from selling goods or services (尤指出售商品或提供服务所获得的) 收益, 收入

intermingle /'ɪntə'mɪnggl̩/ *v.* become mixed together 混合; 拴杂

frontline /'frɔ:fɪnənt/ *n.* being in the main or most important position 位于(某事物的)最前列; 处于(某事物的)领先地位

overstatement /'əʊvə'steɪtmənt/ *n.* exaggeration 夸大其词

16 UNESCO: United Nations Educational, Scientific and Cultural Organization, a part of the UN, based in Paris, which is concerned especially with providing help for poorer countries with education and science 联合国教科文组织

## Critical reading and thinking

Task 1 / Text A discusses cultural globalization — what brings globalization in turn brings about changes in our daily life. Complete the summary of Text A.

Globalization has changed the face of our lives. Western, especially (1) \_\_\_\_\_ such as fast food, NBA, Hollywood films has come to dominate the world. Two obvious factors that have greatly boosted globalization are transportation and (2) \_\_\_\_\_. Apart from these two factors, (3) \_\_\_\_\_ and popular consumer goods have also narrowed the gap between cultures.

The results of globalization can be much deeper than amalgamation of culture. Some predict that the differences between people might reduce to such an extent that there is one global civil (4) \_\_\_\_\_. Moreover, (5) \_\_\_\_\_ state might disappear and global (6) \_\_\_\_\_ might form. The real impact of globalization is yet to see. Some argue that it can bring people together while others are worried that it might pose a threat to (7) \_\_\_\_\_.

Task 2 / Read the tips about paraphrasing, and then paraphrase the following sentences.

### Paraphrasing

Paraphrasing is using your own words to express what someone has said or written in a shorter, clearer, or different way. When paraphrasing, you need to change the words and the structure but keep the original meaning. This technique is quite useful in academic writing.

- 1 Analyzing the blurring of cultural differences inevitably includes a great deal about fast food, basketball, rock music, and other such aspects of pop culture.

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- 2 Such analysis does not trivialize the subject.

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- 3 The world's people can build on commonplace interactions and increasing cultural commonalities that engender familiarity with and confidence in one another to create a global civil society that might evolve into a global nation.

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- 4 Global schemes of governance could conceivably form and supplement or supplant the territorial state.
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- 5 It is premature to talk of a world culture, and indeed that may never come.
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- 6 Nor does the preponderance of Western culture in the integration process mean that the flow is one way.
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Task 2 / Work in pairs and discuss the following questions.

- 1 What is the authors' opinion of "one-world culture"?
- 2 What do you think of it?
- 3 Do you think regional states might disappear when one-world culture becomes a reality? Why/Why not?

Task 3 / Work in groups of 3-4 and discuss the following question.

The iPad and iPhone, the digital products developed by Apple Inc., have caused worldwide frenzy. How does globalization manifest itself in this phenomenon, especially in terms of production and marketing?

