



CHAPTER REVIEW 5 - 01 현실을 드러내는 사진술



- a photographic technique that reveals reality

- <1> There is no question whatever that the camera can lie.
- <2> A million publicity photos prove this to be so.
- <3> Nevertheless, the invention of photography has made it more difficult to maintain a sentimental view of the world.
- <4> A good photographer always manages to cut through even our most cherished illusions, that the poor are happy despite their poverty, for instance, or that suffering is always noble.
- <5> Thus photography has revealed to us the cold, terrible horror of war, with the result that although we are still willing to accept war, we now do so with considerably less enthusiasm.
- <6> The camera catches us in the act of being human.
- <7> That kind of truth and knowledge, no matter how shocking or distasteful, is always valuable, although it is not always valued.



CHAPTER REVIEW 5 - 02 제품과 상표 선택이 소비자들에게 미치는 영향



- *The Effect of Product and Trademark Choice on Consumers*

〈1〉 In a study, researchers asked subjects to write about health-conscious behaviors using either their dominant or non-dominant hands.

〈2〉 Next, some of the participants engaged in an activity that was designed to restore their confidence (writing an essay about the most important value in their lives).

〈3〉 When then given a choice between a healthy snack (an apple) and an unhealthy snack (a candy bar), participants whose confidence had been shaken (by not using their dominant hand) but did not have the opportunity to reaffirm it with the essay were more likely to choose the healthy snack and thereby restore their confidence in their health-consciousness.

〈4〉 Thus, it appears that just as consumers select products and brands that bring them closer to their ideal self, products and brands also can move consumers further from their undesired self-concept.



CHAPTER REVIEW 5 - 03 소리 내어 읽게 하는 교육의 가치

- *the value of education that makes you read aloud*



❶ Although almost all the reading we do in everyday life is actually done silently, there is still value in having a child read aloud to an adult sometimes.

❷ Listening to a child read enables a parent to determine the range of skills that the child has already acquired.

❸ For example, it is possible to judge whether the child seems to recognize most basic sight words easily, whether he or she makes use of context, whether phonic knowledge is automatically applied to sound out unfamiliar words, whether the child self-corrects when errors are made, and whether the child reads reasonably fluently and with expression.

❹ Sessions of reading aloud are best carried out as an shared reading activity, with child and parent taking it in turns to read.

❺ However, the ultimate aim is to help the child become a more independent and confident reader, so the amount of direct help the parent provides should be reduced over time.



CHAPTER REVIEW 5 - 04 새로운 에너지원의 등장으로 얻은 인간의 자유

- *Human Freedom Acquired from the Advent of New Energy Sources*



- 〈1〉 In early agricultural societies food production still dominated human activities, and as a result the range of social interactions remained relatively narrow.
- 〈2〉 Then the introduction of draft-animal power into agricultural production decreased human power expenditure and increased free personal time.
- 〈3〉 People gained the freedom to participate in various activities and social systems became more complex.
- 〈4〉 Over time, water and wind emerged as excellent energy resources.
- 〈5〉 Instead of using draft animals that required energy for feed and care, people used waterwheels and windmills.
- 〈6〉 With this change, humans had more power at their disposal and at a lower cost (calculated as human energy input) than in the past.
- 〈7〉 In this way, the amount of surplus energy available to society was greatly increased.