

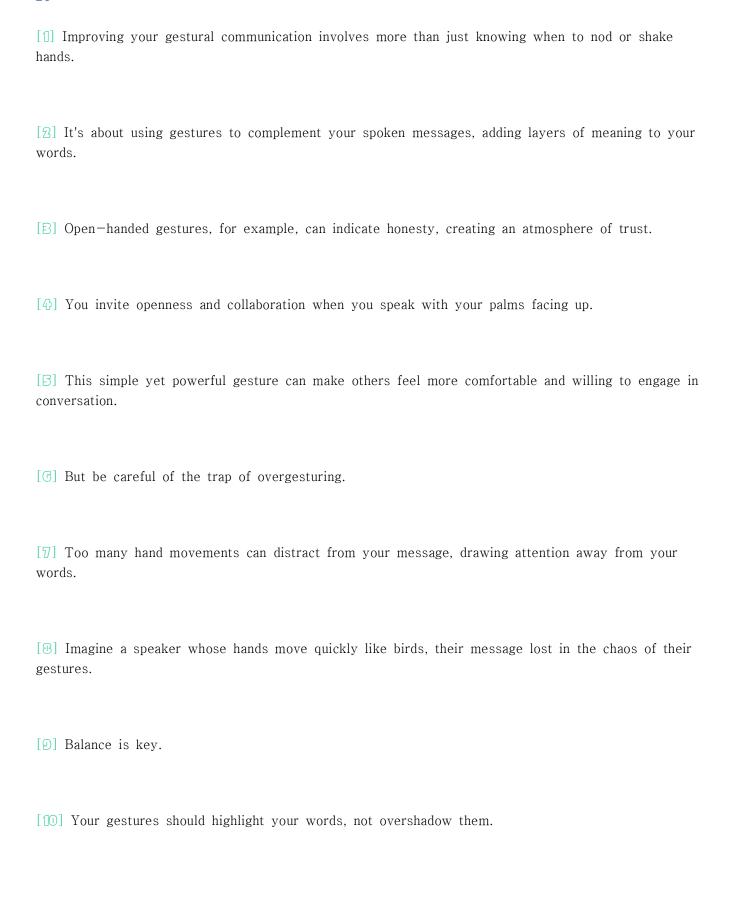
18
[1] Dear Miranda,
[2] Thank you for participating in our Crafts Art Fair.
[B] Since we've chosen you as one of the 'Artists of This Year', we are looking forward to introducing your unique handmade baskets to our community.
[4] As part of organizing the exhibition plan, we are happy to inform you that your artworks will be exhibited at the assigned table, number seven.
[5] Visitors can easily find your artworks located near the entrance.
[G] If you have any special requirements or need further assistance, feel free to contact us in advance.
[7] Sincerely, Helen Dwyer

[8] I'm left smiling.

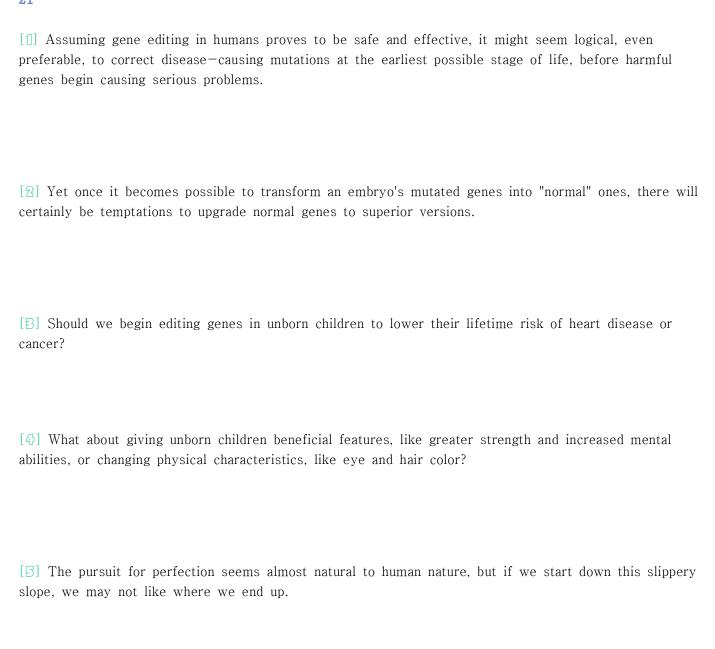
[9] I start to feel at ease.

19
[1] The shed is cold and damp, the air thick with the smell of old wood and earth.
[2] It's dark, and I can't make out what's moving in the shadows.
[B] "Who's there?" I ask, my voice shaking with fear.
[4] The shadow moves closer, and my heart is beating fast — until the figure steps into a faint beam of light breaking through a crack in the wall.
[B] A rabbit. A laugh escapes my lips as it stares at me with wide, curious eyes.
[G] "You scared me," I say, feeling much better.
[7] The rabbit pauses for a moment, then hops away, disappearing back into the shadows.





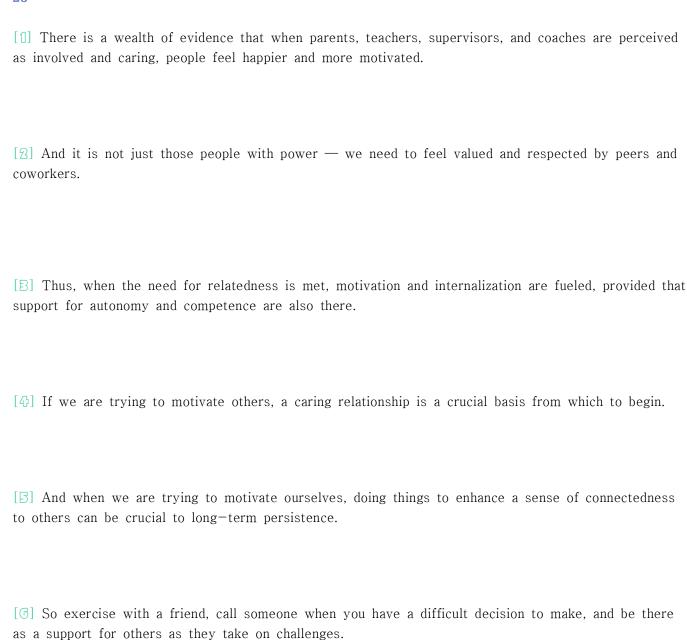






- [2] Only when you start to learn the practice of science do you realize that each of these "facts" was hard won through a succession of logical inferences based upon many observations or experiments.
- [B] The process of science is less about collecting pieces of knowledge than it is about reducing the uncertainties in what we know.
- [4] Our uncertainties can be greater or lesser for any given piece of knowledge depending upon where we are in that process today we are quite certain of how an apple will fall from a tree, but our understanding of the turbulent fluid flow remains a work in progress after more than a century of effort.







aloud.

[1] Modern brain—scanning techniques such as fMRI (functional Magnetic Resonance Imaging) have revealed that reading aloud lights up many areas of the brain.
[2] There is intense activity in areas associated with pronunciation and hearing the sound of the spoken response, which strengthens the connective structures of your brain cells for more brainpower.
[B] This leads to an overall improvement in concentration.
[4] Reading aloud is also a good way to develop your public speaking skills because it forces you to read each and every word — something people don't often do when reading quickly, or reading in silence.

[B] Children, in particular, should be encouraged to read aloud because the brain is wired for learning through connections that are created by positive stimulation, such as singing, touching, and reading





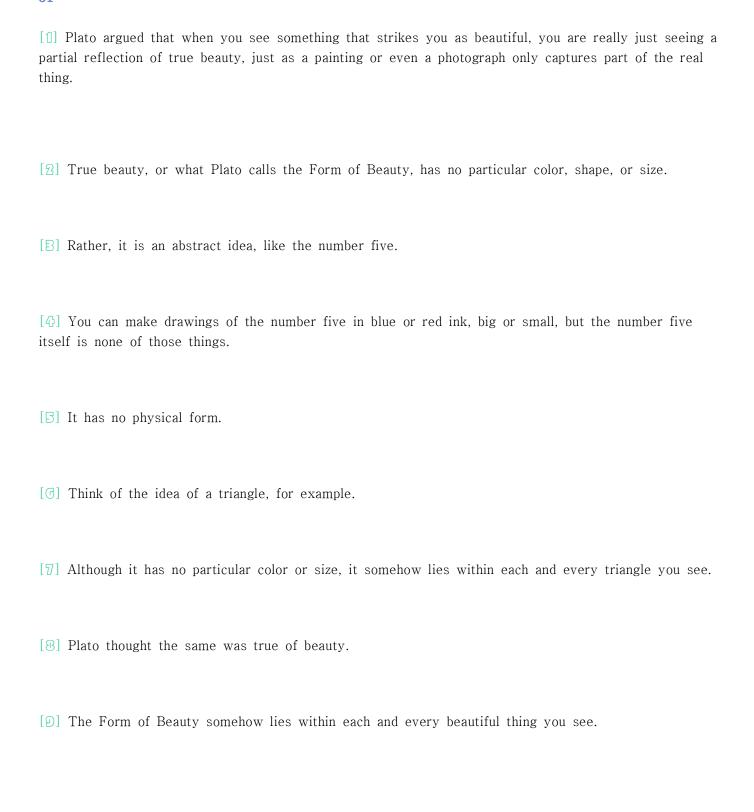


[1] Routines enable athletes to evaluate competition conditions.
[2] For example, bouncing a ball in a volleyball service routine supplies the server with information about the ball, the floor, and the state of her muscles.
[B] This information can then be used to properly prepare for her serve.
[4] Routines also enable athletes to adjust and fine—tune their preparations based on those evaluations or in pursuit of a particular competitive goal.
[5] This adaptation can involve adjustment to the conditions, rivals, competitive situation, or internal influences that can affect performance.
[G] Just like adjusting a race—car engine to the conditions of the track, air temperature, and weather, routines adjust all competitive components to achieve proper performance.



[1] Promotion deals with consumer psychology.
[2] We can't force people to think one way or another, and the clever marketer knows that promotion is used to provide information in the most clear, honest, and simple fashion possible.
[B] By doing so, the possibility of increasing sales goes up.
[4] Gone are the days when promotions were done in order to fool the consumer into purchasing something.
[B] The long-term effect of getting a consumer to buy something they did not really want or need wasn't good.
[G] In fact, consumers fooled once can do damage to sales as they relate their experience to others.
[7] Instead, marketers now know that their goal is to identify the consumers who are most likely to appreciate a good or service, and to promote that good or service in a way that makes the value clear to the consumer.
[8] Therefore, marketers must know where the potential consumers are, and how to reach them.









[1] Our skin conducts electricity more or less efficiently, depending on our emotions. [2] We know that when we're emotionally stimulated — stressed, sad, any intense emotion, really our bodies sweat a tiny bit, so little we might not even notice. [B] And when those tiny drops of sweat appear, our skin gets more electrically conductive. [4] This change in sweat gland activity happens completely without your conscious mind having much say in the matter. [B] If you feel emotionally intense, you're going to notice an increase in sweat gland activity. [G] This is particularly useful from a scientific viewpoint, because it allows us to put an objective value on a subjective state of mind. [7] We can actually measure your emotional state by tracking how your body subconsciously sweats, by running a bit of electricity through your skin. [8] We can then turn the subjective, subconscious experience of emotional intensity into an objective number by figuring out how good your skin gets at transferring an electrical current.



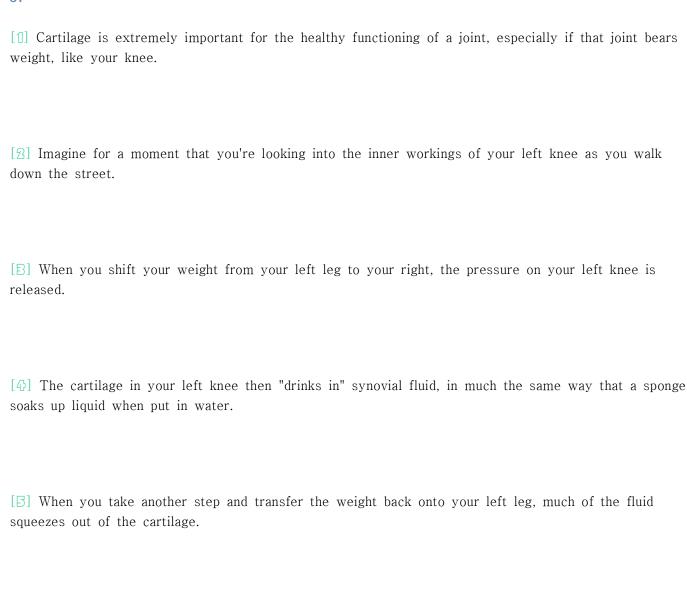
34
[1] Plants can communicate, although not in the same way we do.
[2] Some express their discontent through scents.
[B] You know that smell that hangs in the air after you've mowed the lawn?
[4] Yeah, that's actually an SOS.
[B] Some plants use sound.
[G] Yes, sound, though at a frequency that we can't hear.
[7] Researchers experimented with plants and microphones to see if they could record any trouble calls
[8] They found that plants produce a high-frequency clicking noise when stressed and can make different sounds for different stressors.
[9] The sound a plant makes when it's not getting watered differs from the one it'll make when a leaf is cut.
[10] However, it's worth noting that experts don't think plants are crying out in pain.
[00] It's more likely that these reactions are kneejerk survival actions.
[12] Plants are living organisms, and their main objective is to survive.

[13] Scents and sounds are their tools for defending against things that might harm them.



[U] what does it mean for a character to be a hero as opposed to a villain?
[2] In artistic and entertainment descriptions, it's essential for the author to establish a positive relationship between a protagonist and the audience.
[B] In order for tragedy or misfortune to draw out an emotional response in viewers, the character must be adjusted so as to be recognizable as either friend or enemy.
[4] Whether the portrayal is fictional or documentary, we must feel that the protagonist is someone whose actions benefit us; the protagonist is, or would be, a worthy companion or valued ally.
[5] Violent action films are often filled with dozens of incidental deaths of minor characters that draw out little response in the audience.
[G] In order to feel strong emotions, the audience must be emotionally invested in a character as either ally or enemy.





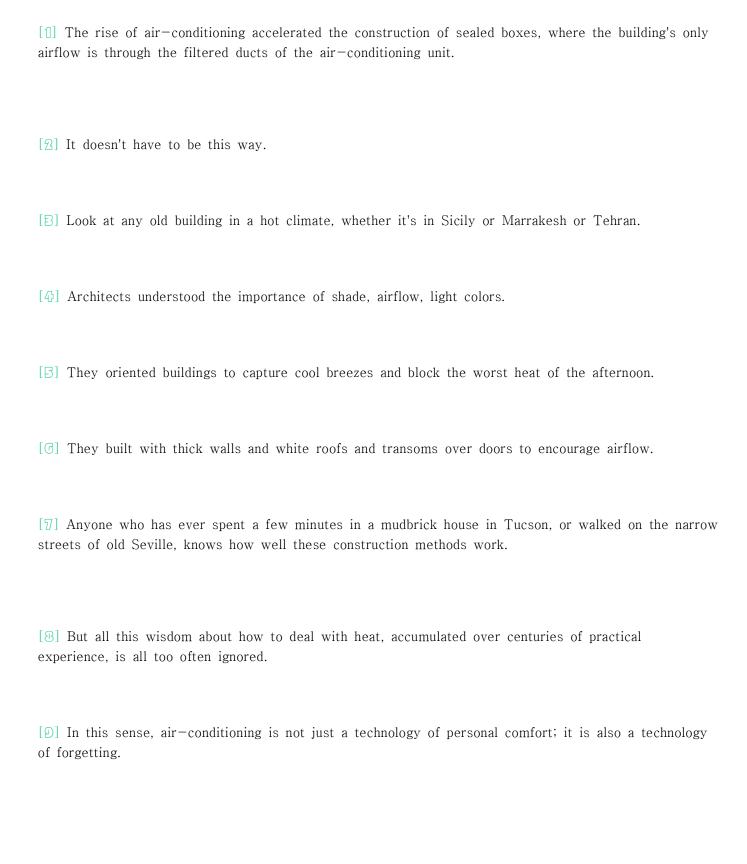
[G] This squeezing of joint fluid into and out of the cartilage helps it respond to the off-and-on

pressure of walking without breaking under the pressure.

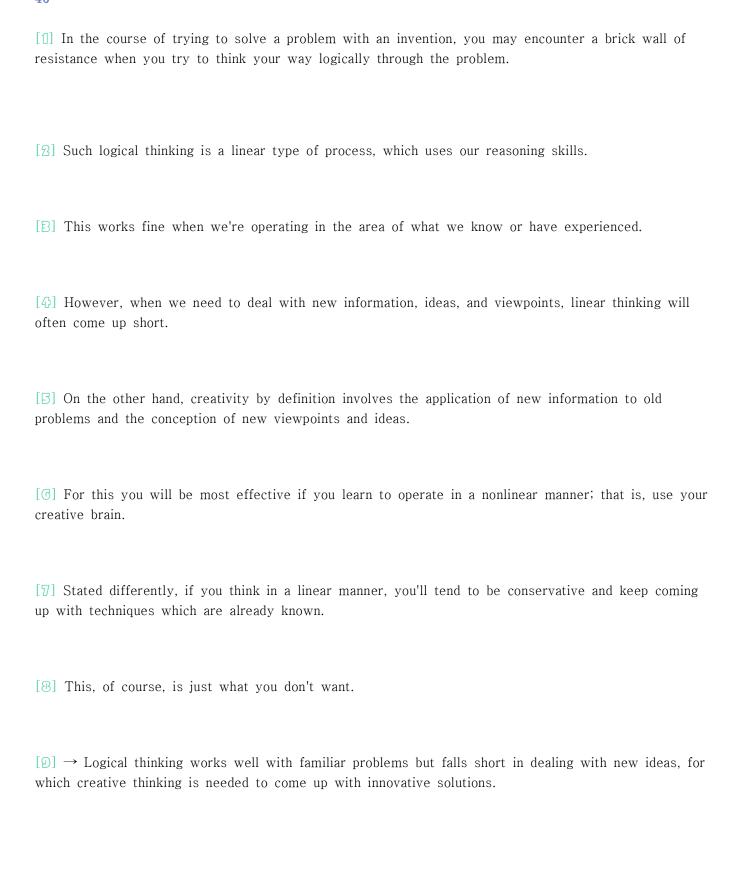














41~42

[2] They think numbers represent the most neutral language of description. [E] However, when our language of description is changed to numbers, we do not move toward greater accuracy. [4] Numbers are no more appropriate 'pictures of the world' than words, music, or painting. [5] While useful for specific purposes (e.g. census taking, income distribution), they eliminate information of enormous value. [6] For example, the future lives of young students are tied to their scores on national tests. [7] In effect, whether they can continue with their education, where, and at what cost depends importantly on a handful of numbers. [8] These numbers do not account for the quality of schools they have attended, whether they have been tutored, have supportive parents, have test anxiety, and so on.	[1] Some researchers view spoken languages as incomplete devices for capturing precise differences.
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[9] Finally, putting aside the many ways in which statistical results can be manipulated, there are ways in which turning people's lives into numbers is morally insulating.
[10] Statistics on crime, homelessness, or the spread of a disease say nothing of people's suffering.
[10] We read the statistics as reports on events at a distance, thus allowing us to escape without being disturbed.
[12] Statistics are human beings with the tears wiped off.
[18] Quantify with caution.