



PTE Magazine

Reading: Fill in the blanks

Reading and Writing: Fill in the blanks

V2.0

Summary of changes:

- *18 new passages added to the pamphlet.*
- *59 questions for more practice added to the pamphlet.*





Table of Contents

1	Indian Onion	5
2	Kashmir Whispers of Rediscovered Appeal	5
3	Stress Knows Few Borders	5
4	Impressionism	5
5	Edible Insects	6
6	Using Images in the Writing Process	6
7	Black Diamonds from Outer Space	7
8	The Snake that Hears Sound through its Jaw	7
9	Technology Education	8
10	Personal Politics	8
11	Jean Piaget	8
12	Exploring the Deep Ocean Floor	8
13	Hip and Back Pain-Remedy	9
14	Estee Lauder – A Biography	9
15	Power Drinking in Iron Age Europe	9
16	The Genetically Engineered Foods Question	10
17	Farming	10
18	Entrepreneurs	10
19	Development Strategy	10
20	Australian Overseas Departure	11
21	Thea Proctor	11
22	The Attitude and Behavior of Children-Centered Mothers during Purchasing	12
23	Would you credit it?	12
24	Funerary Violin	12
25	The Role of a Doctor	12
26	The Market for Vegetarian Food	12
27	A Big, Bad Idea	13
28	Does Space Travel Damage Eyesight?	13
29	DNA Barcoding	13
30	Empty Lecture Halls in the online Campus	14
31	Government Defends Foreign Student’s English Standards	14
32	Stream Plants & Animals Waltzed in from the Rumbling	14
33	University to Offer Arabic MBA Course	15
34	Edison	15
35	Chomolungma	16
36	Language	16



37	Tall Building	17
38	United Nation	17
39	C. S. Lewis	18
40	How to define a country?	18
41	Space, Time, and Why Things Are As They Are	18
42	“Mud Volcano” in Indonesia Caused by Gas Exploration	19
43	Top Business Schools Woo Young Students to Foil Rivals	19
44	Stress Management	19
45	My Father’s Bookshelf	19
46	Folklore and Flying	20
47	William Shakespeare	20
48	Beijing Language Institution	20
49	Evaluating a Career Decision	21
50	Flying the Crowded Skies: Challenges for Aviation	21
51	When Job Hunting — Dress For Success	21
52	Nature	22
53	Joy through Pain	22
54	Paying for University Education	22
55	Ikebana Flower Arrangement	23
56	The Teen Brain	23
57	A Beard Full of Bunkum	23
58	Basic Instincts	23
59	Video-conference Technology	24
60	Letting Your Readers Know What You Mean	24
61	Has university really changed?	24
62	Essays	25
63	Advertising	25
64	Just in Time	25
65	Chinese Communist Party	25
66	The Genetic Test for PD	26
67	Classic Music	26
68	Banking	26
69	Advertisement	27
70	Seatbelt	27
71	Smallpox	28
72	Sound Depressing	28
73	Assessment in Design and Technology	28
74	Works of Hans Christian Andersen	29



75	Why People Choose to Live Alone	29
76	A Financial Director	29
77	How to Win Votes?	30
78	Modern Lifestyle	30
79	Influential Music	30
80	Popularizing Pennsylvania	30
81	Corporate Culture	31
82	Alaska's Aleutian Islands	31
83	Copyright	31
84	Impact and Management of Purple Loosestrife	32
85	Space Work for an Astronaut	32
86	Roman Arena	33
87	Scientist's Job	33
88	Dog	33
89	The Contemporary Ministerial Staffing System	33
90	TV Advertising	34
91	Western Words	34
92	Complementary Therapies	34
93	Egg-eating Snakes	34
94	First-year Students	35
95	Mike's Research	35
96	The Allure of the Book	36
97	Siblings	36
98	Roommate	36



1 Indian Onion

With its capacity for bringing down governments and scarring political careers, the onion plays an **explosive** role in Indian politics. This week, reports of rising onion prices have made front-page news and absorbed the attention of the governing **elite**.

The most **vital/staple** ingredient in Indian cooking, the **basic** element with which all dishes begin and, normally, the **cheapest** vegetable available, the pink onion is an **essential item in the shopping basket of families of all classes**.

But in recent weeks, the onion has started to seem an **unaffordable luxury** for India's poor. Over the past few days, another **sharp surge/increase** in prices has begun to unsettle the influential urban middle classes.

The **sudden spike in prices** has been caused by large exports to **neighboring** countries and a **shortage of supply**.

2 Kashmir Whispers of Rediscovered Appeal

Two decades ago, Kashmiri houseboat-owners **rubbed** their **hands** every spring at the **prospect** of the annual **influx of tourists**. From May to October, the hyacinth-choked* waters of Dal Lake saw **flotillas** of **vividly painted** shikaras **carrying** Indian families.

Then, in 1989, everything changed. Hindus and countless Kashmiri business people **bolted**, at least 35,000 people were killed in a decade, the lake **stagnated** and the houseboats rotted. Any foreigners **venturing** there **risked their lives** - proved in 1995 when five young Europeans were **kidnapped** and **murdered**.

* The text uses a different word

3 Stress Knows Few Borders

Stress that tense feeling often connected to having too much to do, too many **bill to pay** and not enough time or money is a **common emotion** that knows few borders.

About three-fourths of people in the United States, Australia, Canada, France, Germany, Italy South Korea and the United Kingdom say they experience stress on a **daily basis**, **according to a polling**. Those anxious feelings are even **more intense** during the holidays.

Germans feel stress more **intensely** than those in other countries polled. People in the US **cite financial pressure** as the **top worry**. About half the people in Britain said they frequently or sometimes felt life was **beyond their control**, the highest level in the 10 countries **surveyed**.

4 Impressionism

Movement in painting that **originated in** France in the 1860s and had **enormous influence** in European and North American painting in the late 19th century. The Impressionists wanted to **depict** real life, to paint straight from nature, and to capture the changing effects of light. The term was first used **abusively** to describe Claude Monet's painting Impression: Sunrise (1872). The other **leading** Impressionists included Paul Cezanne, Edgar Degas, Edouard Manet, Camille Pissarro, Pierre-Auguste

Renoir, and Alfred Sisley, but only Monet remained devoted to Impressionist ideas throughout his career.

The core of the Impressionist group was formed in the early 1860s by Monet, Renoir, and Sisley, who met as students and enjoyed painting in the open air — one of the hallmarks of Impressionism. They met other members of the Impressionist circle through Paris café society. They never made up a formal group, but they organized eight group exhibitions between 1874 and 1886, at the first of which the name Impressionism was applied. Their styles were diverse, but all experimented with effects of light and movement created with distinct brushstrokes and fragments of color dabbed side-by-side on the canvas rather than mixed on the palette. By the 1880s the movement's central impulse had dispersed, and a number of new styles were emerging, later described as post-Impressionism.

British Impressionism had a major influence on the more experimental and progressive British painters in the late 19th and early 20th centuries. Many of the painters were affected in the circle of Walter Sickert, who spent much of his career in France and was an influential figure who inspired many younger artists. His friend and exact contemporary Philip Wilson Steer is generally regarded as the most outstanding British Impressionist.

5 Edible Insects

FANCY A locust for lunch? Probably not, if you live in the west, but elsewhere it's a different story. Edible insects — termites, stick insects, dragonflies, grasshoppers and giant water bugs — are on the menu for an estimated 80 per cent of the world's population.

More than 1000 species of insects are served up around the world. For example, “kungu cakes” — made from midges — are a delicacy in parts of Africa. Mexico is an insect-eating — or entomophagous — hotspot, where more than 200 insect species are consumed. Demand is so high that 40 species are now under threat, including white agave worms. These caterpillars of the tequila giant-skipper butterfly fetch around \$250 a kilogram.

Eating insects makes nutritional sense. Some contain more protein than meat or fish. The female gypsy moth, for instance, is about 80 per cent protein. Insects can be a good source of vitamins and minerals too: a type of caterpillar (Usta terpsichore) eaten in Angola is rich in iron, zinc and thiamine.

What do they taste like? Ants have a lemon tang, apparently, whereas giant water bugs taste of mint and fire ant pupae of watermelon. You have probably, inadvertently, already tasted some of these things, as insects are often accidental tourists in other types of food. The US Food and Drug Administration even issues guidelines for the number of insect parts allowed in certain foods. For example, it is acceptable for 225 grams of macaroni to contain up to 225 insect fragments.

6 Using Images in the Writing Process

It is the assertion of this article that students who use visual art as a pre-writing stimulus are composing their ideas both in images and in words. The result of the art creation process allows students the distance to elaborate, add details, and create more coherent text.

The process of writing is more than putting words on a piece of paper. Effective authors are able to create imagery and to communicate ideas using well-chosen words, phrases, and text structures.

Emergent writers struggle with the **mechanics** of the writing process, i.e., **fine motor control** for printing **legibly**, **recall of** spelling patterns, and the use of **syntax and grammar rules**. As a result, texts written by young writers tend to be **simplistic** and **formulaic**. The artwork **facilitates** the writing process, resulting in a text that is **richer in sensory detail** and more **intricate** than the more traditional writing-first crayon drawing-second **approach**.

7 Black Diamonds from Outer Space

An **exotic type** of diamond may have come to Earth from outer space, scientists say. Called carbonado or “black” diamonds, the **mysterious** stones are **found** in Brazil and the Central African Republic. They are unusual for being the color of charcoal and full of frothy bubbles.

The diamonds, which can **weigh in** at more than 3,600 carats, can also have a face that looks like melted glass. Because of their **odd appearance**, the diamonds are **unsuitable** as gemstones. But they do have **industrial applications** and were used in the drill bits that helped **dig** the Panama Canal.

Now a team led by Stephen Haggerty of Florida International University in Miami has presented a new study **suggesting** that the odd stones were brought to Earth by an asteroid billions of years ago. The findings were published online in the journal *Astrophysical Journal Letters* on December 20.

The scientists **exposed** polished pieces of carbonado **to extremely intense infrared light**. The test **revealed** the presence of many hydrogen-carbon bonds, **indicating** that the diamonds probably **formed in** a hydrogen-rich environment—such as that found in space. The diamonds also showed strong **similarities to** tiny nanodiamonds, which are frequently found in meteorites. “They’re not **identical**” Haggerty said, “but they’re very similar.”

Astrophysicists, he added, have **developed theories predicting** that nanodiamonds form easily in the titanic stellar explosions called supernovas, which scatter **debris** through **interstellar** space.

The **deposits** in the Central African Republic and Brazil, he said **probably** come from the **impact** of a diamond-rich asteroid billions of years ago, when South America and Africa were joined.

8 The Snake that Hears Sound through its Jaw

The **horned** desert viper’s ability to hunt at night has always **puzzled** biologists. Though it **lies with** its head buried in the sand, it can **strike** with great **precision** as soon as **prey** appears.

Now, Young and physicist Leo van Hemmen and Paul Friedel at the Technical University of Munich in Germany have developed a computer model of the snake’s **auditory system** to explain how the snake “hears” its **prey** without really having the ears for it.

Although the vipers have internal ears that can hear frequencies between 200 and 1000 hertz, it is not the sound of the mouse **scurrying** about that they are **detecting**.

“The snakes don’t have external eardrums,” says van Hemmen. “So unless the mouse wears boots and starts stamping, the snake won’t hear it.”



9 Technology Education

The first section of the book covers new modes of assessment. In Chapter 1, Kimbell (Goldsmith College, London) responds to criticisms of design programs as formalistic and conventional, stating that a focus on risk-taking rather than hard work in design innovation is equally problematic. His research contains three parts that include preliminary exploration of design innovation qualities, investigation of resulting classroom practices, and development of evidence-based assessment. The assessment he describes is presented in the form of a structured worksheet, which includes a collaborative element and digital photographs, in story format. Such a device encourages stimulating ideas, but does not recognize students as design innovators. The assessment sheet includes holistic impressions as well as details about “having, growing, and proving” ideas.

Colloquial judgments are evident in terms such as “wow” and “yawn” and reward the quality and quantity of ideas with the term, “sparkiness”, which fittingly is a pun as the model project was to design light bulb packaging. In addition, the assessment focuses on the process of optimizing or complexity control as well as proving ideas with thoughtful criticism and not just generation of novel ideas. The definitions for qualities such as “technical” and “aesthetic” pertaining to users, are too narrow and ill-defined. The author provides examples of the project, its features and structures, student’s notes and judgments, and their sketches and photographs of finished light bulb packages, in the Appendix.

10 Personal Politics

The morality of the welfare state depends on contribution and responsibility. Since some people don’t contribute and many are irresponsible, the choice of those who do contribute and are responsible is either to tolerate the free riders, refuse to pay for the effects of their irresponsibility or trust the state to educate them.

11 Jean Piaget

Jean Piaget, the pioneering Swiss philosopher and psychologist, spent much of his professional life listening to children, watching children and poring over reports of researchers around the world who were doing the same. He found, to put it most succinctly, that children don’t think like grownups. After thousands of interactions with young people often barely old enough to talk, Piaget began to suspect that behind their cute and seemingly illogical utterances were thought processes that had their own kind of order and their own special logic. Einstein called it a discovery “so simple that only a genius could have thought of it.”

Piaget’s insight opened a new window into the inner workings of the mind. By the end of a wide-ranging and remarkably prolific research career that spanned nearly 75 years--from his first scientific publication at age 10 to work still in progress when he died at 84--Piaget had developed several new fields of science.

12 Exploring the Deep Ocean Floor

The ocean floor is home to many unique communities of plants and animals. Most of these marine ecosystems are near the water surface, such as the Great Barrier Reef, a 2000-km-long coral



formation off the northeastern coast of Australia. Coral reefs, like nearly all complex living communities, depend on **solar energy** for growth (photosynthesis). The sun's energy, however, penetrates at most only about 300 m below the surface of the water. The relatively **shallow penetration** of solar energy and the sinking of cold, subpolar water combine to make most of the deep ocean floor a frigid environment with few life forms.

In 1977, scientists discovered hot springs at a depth of 2.5 km, on the Galapagos Rift (spreading ridge) off the coast of Ecuador. This **exciting discovery** was not really a **surprise**. Since the early 1970s, scientists had **predicted** that hot springs (geothermal vents) should be found at the active spreading centers along the mid-oceanic ridges, where magma, at temperatures over 1000 °C, **presumably** was being **erupted** to form new oceanic crust. More exciting, because it was totally **unexpected**, was the discovery of **abundant** and unusual sea life – giant tube worms, huge clams, and mussels — that **thrived around** the hot springs.

13 Hip and Back Pain-Remedy

Icing and anti-inflammatories will help **with** the pain and swelling. **Vigorous massage** of the knot **in** the muscle will help it **to** relax and ease the pain. Meanwhile, work **on** strengthening and stretching your hip, hamstring and lower-back muscles. **For** stretching, focus on the hamstring stretch, the hip and lower-back stretch, and the hamstring and back stretch. For strengthening, try side leg lifts.

14 Estee Lauder – A Biography

Leonard Lauder, chief executive of the company his mother founded, says she always thought she “was growing a nice little business.” And that it is. A little business that **controls** 45% of the cosmetics market in U.S. department stores. A little business that sells in 118 countries and last year grew to be \$3.6 billion **big in sales**. The Lauder family's **shares** are worth more than \$6 billion.

But early on, there wasn't a **burgeoning business**, there weren't houses in New York, Palm Beach, Fla., or the south of France. It is said that at one point there was one person to answer the telephones who changed her voice to become the shipping or billing department as needed. You more or less know the Estee Lauder story because it's a chapter from the book of American business folklore. In short, Josephine Esther Mentzer, daughter of immigrants, lived above her father's hardware store in Corona, a section of Queens in New York City. She started her **enterprise** by selling skin creams **concocted by** her uncle, a chemist, in beauty shops, beach clubs and **resorts**.

No doubt the **potions** were good — Estee Lauder was a quality **fanatic** — but the saleslady was better. Much better. And she simply **outworked** everyone else in the cosmetics industry. She **stalked** the bosses of New York City department stores until she got some counter space at Saks Fifth Avenue in 1948. And once in that space, she utilized a personal selling approach that proved as **potent** as the **promise** of her skin regimens and perfumes.

15 Power Drinking in Iron Age Europe

By the Bronze Age drinking **vessels** were being made of sheet metal, primarily bronze or gold. However, **the peak of feasting** — and in particular, of the “political” type of feast — came in the late Hallstatt period (about 600 — 450 BC), soon after the foundation of the Greek **colony** of Massalia

(Marseille) at the mouth of the Rhine. From that date on, the blood of the grape began to make its way north and east along major river systems together with imported metal and ceramic drinking vessels from the Greek world.

Wine was thus **added** to the list of **mood-altering beverages** — such as mead and ale available to establish social networks in Iron Age Europe. Attic pottery **fragments** found at hillforts such as Heuneburg in Germany and luxury goods such as the monumental 5th century Greek bronze krater (or wine mixing vessel) found at Vix in Burgundy supply archaeological evidence of this **interaction**. Organic containers such as leather or wooden wine barrels may also have travelled north into Europe but have not survived. It is unknown what goods were **traded in return**, but they may have included salted meat, hides, timber, amber and slaves.

16 The Genetically Engineered Foods Question

Genetically modified foods provide no **direct benefit** to consumers; the food is not **noticeably** better or cheaper. The greater benefit, proponents argue, is that that genetic engineering will play a **crucial** role in feeding the world's **burgeoning** population.

Opponents disagree. Asserting that the world already grows more food per person than ever before—more, even, than we can consume.

17 Farming

In the last years of the wheat boom, Bennett had become increasingly **frustrated at** how the government seemed to be encouraging an **exploitive farming binge**. He **went** directly **after** his old employer, the Department of Agriculture, for **misleading** people. Farmers on the Great Plains were working against nature, he thundered in speeches across the country.

18 Entrepreneurs

Entrepreneurs **seek the best opportunities** for production and **coordinate** all the other resources in order to carry them out. An entrepreneur **visualizes** **needs** and **takes the necessary actions** to **initiate** the process by which they will be **met**. This often means **classifying** and taking risks.

19 Development Strategy

The principal and most consistently **articulated** recommendation of the world conferences was that countries must take full responsibility for their own development. National responsibility for national development is the necessary consequence of **sovereignty**. The Monterrey Consensus states that 'Each country has **primary** responsibility for its own economic and social development, and the role of national policies and development strategies cannot be **overemphasized**. National development strategies and policies are therefore critically important. This was reflected most recently at the 2005 Summit when Member States agreed on a target date of 2006 for all developing countries to **adopt** and start to **implement/start implementation of these** strategies to achieve the internationally agreed development **goals and objectives**, including the MDGs.

The automatic **corollary** of that principle is that each country must be free to determine its own development strategy. It is essential that all **donors** and **lenders** accept the principle of country **ownership** of national development strategies. This **implies** the acceptance of the principle that development strategies should not only be **attuned to** country circumstances, but also be prepared and implemented under the leadership of the governments of the countries themselves. The 2005 World Summit also acknowledged, in this regard, that all countries must recognize the need for developing countries to **strike a balance between** their national policy priorities and their international commitments.

20 Australian Overseas Departure

Over the past ten years, Australian overseas **departures** have grown from 1.7 million to 3.2 million. This **represents** strong average, annual growth of 6.5 per cent. This paper **analyses** **outbound travel demand** to **each** destination country using the travel demand models of short-term resident departures. The models are specified in terms of a double logarithmic linear functional form, with overseas departures as the **dependent variable** and real **household disposable income prices** of travel and accommodation in Australia, and overseas and the exchange rate as **independent variables**.

The models were **estimated** using historical time series data from 1973 to 1998. The data were **obtained from** several sources such as the World Tourism Organization, Australian Bureau of Statistics, World Bank and International Monetary Fund. The results suggest that the estimated elasticity **parameters** are **consistent with** standard economic theory. The number of short-term resident departures is positively influenced by per capita real household disposable income; and the price of **domestic** travel and accommodation are **negatively** influenced by the price of travel and accommodation overseas. The estimated demand models were used to develop the Tourism Forecasting Council's **long run forecasts**. The forecasts suggest that the number of short-term resident departures will increase strongly over the next ten years, largely due to the strength of the Australian economy, competitive travel prices, and Australian's interest in **experiencing** different cultures and lifestyles.

21 Thea Proctor

Thea Proctor was just sixteen when her **entry** at the Bowral Art Competition **caught** the eye of the judge, Arthur Streeton. It was the first of many **associations** with at world **luminaries**. The next year saw her at the Julian Ashton Art School in the **illustrious** company of Elioth Gruner, Sydney Long and George Lambert, for whom she often posed and remained her great friend until his death in 1930.

Lambert's paintings and sketches of Proctor **emphasis** the **elegance** of her dress. A **keen interest** in fashion was just one aspect of her **fascination with** design, and she saw herself as an early style **guru** on a **quest** to **rid** Australian art of "its lack of imagination and inventive design". Skilled in watercolors and drawings, Proctor did not limit herself to paper, canvases or to her popular magazine **illustrations**; she designed theatre sets and a restaurant interior and wrote on a range of subjects from flower arranging to the colors of cars. It made for a busy and varied life but, as she said she was not the **sort** of person "who could sit at home and **knit** socks".



22 The Attitude and Behavior of Children-Centered Mothers during Purchasing

The conducted study serves to three objectives. The first objective is to reveal the values loaded to the child by the child centric mother's **attitude** and the **behavior** about the effect of 5-6 aged **nursery** school children on the purchasing decision of the families who belong to high socio-economic class. The second objective is to develop **child centricity scale** and the third objective is to examine the attitude and behavior differences between low child centric and high child centric mothers. Analyzing the data gathered from 257 mother **respondents**, the researchers have found out that the lowest influence of child upon the purchasing decision of the family are those which carry high purchasing risk and used by the whole family, whereas the highest influence of the child **upon** the purchasing decision of the family are the products with low risk and used by the whole family. Findings also reveal that there are **statistically** significant differences between the high child centricity and low child centricity mothers regarding the purchasing products that are highly risky and used by the whole family.

23 Would you credit it?

24 Funerary Violin

In the 250 years of its active evolution Funerary Violin moved from the formal to the personal. It is clear from the earliest **accounts** of the form that its role during the sixteenth and seventeenth centuries was largely **heraldic**: to **exemplify** the **continuity** of the social **structure**. The few works that have survived from this period are often **surprisingly** unemotional and at times **overtly grandiose**.

25 The Role of a Doctor

In the fast-changing world of modern healthcare, the job of a doctor is more and more like the job of chief executive. The people who run hospitals and physicians' practices don't just need to know medicine. They must also be able to **balance** budgets, **motivate** a large and **diverse** staff and **make** difficult marketing and legal **decisions**.

26 The Market for Vegetarian Food

Mintel Consumer Intelligence estimates the 2002 market for vegetarian foods, those that directly replace meat or other animal products, to be \$1.5 billion. Note that this excludes traditional vegetarian foods such as produce, pasta, and rice. Mintel **forecasts** the market to nearly **double** by 2006 to \$2.8 billion, with the highest growth coming from soymilk, especially refrigerated brands.

The Food and Drug Administration's 1999 decision to allow manufacturers to include **heart-healthy** claims on foods that deliver at least 6.25 grams of soy protein per **serving** and are also low in **saturated** fat and cholesterol has **spurred tremendous interest** in soymilk and other soy foods. A **representative** of manufacturer Food Tech International (Veggie Patch brand) reported that from 1998 to 1999, the percentage of consumers willing to try soy products jumped from 32% to 67%.



Beliefs about soy's effectiveness in reducing the symptoms of menopause also attracted new consumers. A 2000 survey conducted by the United Soybean Board showed that the number of people eating soy products once a week or more was up to 27%. Forty-five percent of respondents had tried tofu, 41% had sampled veggie burgers, and 25% had experience with soymilk (Soy-foods USA e-mail newsletter). Mintel estimates 2001 sales of frozen and refrigerated meat alternatives in food stores at nearly \$300 million, with soymilk sales nearing \$250 million.

27 A Big, Bad Idea

In their paper in *BioScience*, the two researchers showed that reintroducing the wolves was correlated with increased growth of willow and cottonwood in the park. Why? Because grazing animals such as elk were avoiding sites from which they couldn't easily escape, the scientists claimed. And as the woody plants and trees grew taller and thicker, beaver colonies expanded.

28 Does Space Travel Damage Eyesight?

Researchers already know that spending long periods of time in a zero-gravity environment — such as that inside the International Space Station (ISS) — results in loss of bone density and damage to the body's muscles. That's partly why stays aboard the ISS are capped/restricted at six months. And now, a number of NASA astronauts are reporting that their degenerated eye vision faded after spending time in space, with many needing glasses once they returned to Earth.

29 DNA Barcoding

DNA barcoding was invented by Paul Hebert of the University of Guelph, in Ontario, Canada, in 2003. His idea was to generate a unique identification tag for each species based on a short stretch of DNA. Separating species would then be a simple task of sequencing this tiny bit of DNA. Dr. Hebert proposed part of a gene called cytochrome c oxidase I (CO1) as suitable to the task. All animals have it. It seems to vary enough, but not too much, to act as a reliable marker. And it is easily extracted, because it is one of a handful of genes found outside the cell nucleus, in structures called mitochondria.

Barcoding has taken off rapidly since Dr. Hebert invented it. When the idea was proposed, it was expected to be a boon to taxonomists trying to name the world's millions of species. It has, however, proved to have a far wider range of uses than the merely academic—most promisingly in the realm of public health.

One health-related project is the Mosquito Barcoding Initiative being run by Yvonne-Marie Linton of the Natural History Museum in London. This aims to barcode 80% of the world's mosquitoes within the next two years, to help control mosquito-borne diseases. Mosquitoes are responsible for half a billion malarial infections and 1m deaths every year. They also transmit devastating diseases such as yellow fever, West Nile fever and dengue. However, efforts to control them are consistently undermined by the difficulty and expense of identifying mosquitoes—of which there are at least 3500 species, many of them hard to tell apart.

30 Empty Lecture Halls in the online Campus

Richard Morris, of the school of accounting at the University of NSW, which requires an **entrance score** in the top 5 per cent of students, says **attendance** has been a problem since the late 1990s.

“Sometimes in the lectures we’ve only got about one third of students **enrolled** attending,” he said. “It **definitely** is a problem. If you don’t **turn up to** class you’re missing out on the whole richness of the **experience**: you don’t think a whole lot, you don’t engage in debates with other students - or with your teachers.”

It is not all **gloom**, said Professor John Dearn, a Pro **Vice-Chancellor** at the University of Canberra, who said the internet was **transforming** the way students **access and use information**. “It is strange that despite all the evidence as to their ineffectiveness, traditional lectures seem to **persist in** our universities.”

31 Government Defends Foreign Student’s English Standards

Federal Education Minister Julie Bishop says she has seen no **evidence** that foreign students are graduating from Australian universities with poor English skills.

Research by Monash University academic Bob Birrell has found a third of foreign students are graduating without a **competent** level of English.

But Ms. Bishop says Australian universities only **enroll** foreign students once they have achieved international standards of **language proficiency**.

“This has been an **extraordinary attack** by Professor Birrell on our universities,” she said. International students must meet international **benchmarks** in English language in order to get a place at a university in Australia and they can’t get into university without reaching that international standard.”

University of Canberra vice chancellor Roger Dean also says international students are required to sit an English test before being **admitted to** nearly all Australian universities. “There are, of course, intercultural difficulties as well as language difficulties,” he said. “There are, of course, also many Australian students who don’t speak such **fantastically** good English either.

“So we’re trying to **push** the standard even **higher** than present but it’s a very useful one already.” Ms. Bishop says Australia’s university system has high standards.

“I’ve seen no evidence to suggest that students are not able to complete their courses because they’re failing in English yet they’re being passed by the universities,” she said. “I’ve not seen any evidence to back that up.”

“International education is one of our largest exports, it’s our fourth largest export and it’s in the interest of our universities to **maintain** very high standards because their **reputation/recognition** is **at stake**.”

32 Stream Plants & Animals Waltzed in from the Rumbling

Plants & Animals are a Montreal-based indie rock **trio** that began playing together as kids. Touring **arduously** for about five years after their proper full-length **debut** in 2008, they pretty much made



their records on the go until 2013. So the band's decision to be slow, deliberate, and thorough on their latest offering, *Waltzed in from the Rumbling*, represents a major change of pace. Finally sleeping in their in own beds while recording, the band assembled the album over the course of nine seasons.

It's a return to their origins, but it also pushes audaciously forward.

The aesthetic varies wildly and wonderfully from track to track, each song having its own hermetic seal but somehow still melding cohesively as a body of work. Jangling guitars, drums leaning toward the off-kilter swing of J Dilla, found sounds, a hint of shoegaze, and unorthodox instrumentation come together to keep the ear constantly engaged with a feeling of constant evolution. They found an antique guiro next to a broken VCR and recorded both. They made an empty fridge sound like a timpani drum. They recorded gossip on a city bus. They brought in classical string flourishes. They sometimes left mistakes if they felt they were perfectly imperfect. It's truly DIY, but with a feel of big production value that makes the album soar.

Contemplative lyrics anchor the album through all the exploratory wandering. The words are delivered melodically, belying their potency, but listening beyond the pretty aesthetic reveals piercing observations and an undeniable translation of feeling. The simplicity of the penetrating refrain on the three-part mini opus "Je Voulais Te Dire" is a paragon of how the lyrics effortlessly cut through the instrumentation. Guitarist/ vocalist Warren Spicer sings "It's only love, but you want it bad," encompassing how we try to avoid and downplay our desire for love and affection, but ultimately search and long for it anyway.

33 University to Offer Arabic MBA Course

HERIOT-WATT University in Edinburgh has become the first in Europe to offer an MBA in Arabic. Arab students will be able to sign up to study at a distance for the business courses in their own language. The Edinburgh Business School announced the project at a reception in Cairo on Saturday. It is hoped the course will improve links between the university and the Arab business world. A university spokeswoman said: "The Arabic MBA will raise the profile of Heriot-Watt University and the Edinburgh Business School among businesses in the Arabic-speaking world and will create a strong network of graduates in the region." The first intake of students is expected later this year. Professor Keith Lumsden, director of Edinburgh Business School, said: "Arabic is a major global language and the Arab world is a center for business and industrial development. We are proud to work with Arab International Education to meet the demands of the region."

34 Edison

Born in 1847. Edison would see tremendous change take place in his lifetime. He was also to be responsible for making many of those changes occur. When Edison was born, society still thought of electricity as a novelty, a fad. By the time he died, entire cities were lit by electricity. Much of the credit for that progress goes to Edison. In his lifetime, Edison patented 1093 inventions, earning him the nickname "The Wizard of Menlo Park." The most famous of his inventions was an incandescent light bulb. Besides the light bulb, Edison developed the phonograph and the "kinescope," a small box for viewing moving films. He also improved upon the original design of the stock ticker, the telegraph, and Alexander Graham Bell's telephone. He believed in hard work, sometimes working twenty hours a day. Edison was quoted as saying, "Genius is one percent inspiration and 99 percent



perspiration.” In tribute to this important American, electric lights in the United States were dimmed for one minute on October 21, 1931, a few days after his death.

35 Chomolungma

Called Chomolungma (“goddess mother of the world”) in Tibet and Sagarmatha (“goddess of the sky”) in Nepal, Mount Everest once went by the pedestrian name of Peak XV among Westerners. That was before surveyors established that it was the highest mountain on Earth, a fact that came as something of a surprise - Peak XV had seemed lost in the crowd of other formidable Himalayan peaks, many of which gave the illusion of greater height.

In 1852 the Great Trigonometrical Survey of India measured Everest’s elevation as 29,002 feet above sea level. This figure remained the officially accepted height for more than one hundred years. In 1955 it was adjusted by a mere 26 feet to 29,028 (8,848 m).

The mountain received its official name in 1865 in honor of Sir George Everest, the British Surveyor General from 1830-1843 who had mapped the Indian subcontinent. He had some reservations about having his name bestowed on the peak, arguing that the mountain should retain its local appellation, the standard policy of geographical societies. Before the Survey of India, a number of other mountains ranked supreme in the eyes of the world. In the seventeenth and eighteenth centuries, the Andean peak Chimborazo was considered the highest. At a relatively unremarkable 20,561 feet (6,310 m), it is in fact nowhere near the highest, surpassed by about thirty other Andean peaks and several dozen in the Himalayas. In 1809, the Himalayan peak Dhaulagiri (26,810 ft.; 8,172 m) was declared the ultimate, only to be shunted aside in 1840 by Kanchenjunga (28,208 ft.; 8,598 m), which today ranks third. Everest’s status has been unrivaled for the last century and a half, but not without a few threats.

36 Language

If after years of Spanish classes, some people still find it impossible to understand some native speakers, they should not worry. This does not necessarily mean the lessons were wasted. Millions of Spanish speakers use neither standard Latin American Spanish nor Castilian, which predominate in US schools. The confusion is partly political - the Spanish-speaking world is very diverse. Spanish is the language of 19 separate countries and Puerto Rico. This means that there is no one standard dialect.

The most common Spanish dialect taught in the US is standard Latin American. It is sometimes called “Highland” Spanish since it is generally spoken in the mountainous areas of Latin America. While each country retains its own accents and has some unique vocabulary, residents of countries such as Mexico, Colombia, Peru, and Bolivia generally speak Latin American Spanish, especially in urban centers. This dialect is noted for its pronunciation of each letter and its strong “r” sounds. This Spanish was spoken in Spain in the sixteenth and seventeenth centuries, and was brought to the Americas by the early colonists.

However, the Spanish of Madrid and of northern Spain, called Castilian, developed characteristics that never reached the New World. These include the pronunciation of “ci” and “ce” as “th.” In Madrid, “gracias” (thank you) becomes “gratheas” (as opposed to “gras-see-as” in Latin America). Another difference is the use of the word “vosotros” (you all, or you guys) as the informal form of



“ustedes” in Spain. Castilian sounds to Latin Americans much like British English sounds to US residents.

37 Tall Building

The Eiffel Tower was the tallest building in the world when it was completed in 1889. It was built for the World's Fair to **demonstrate** that iron could be as strong as stone while being **infinitely** lighter. And in fact the wrought-iron tower is twice as tall as the masonry Washington Monument and yet it weighs 70,000 tons less! It is repainted every seven years with 50 tons of dark brown paint.

Called “the father of the skyscraper,” the Home Insurance Building, constructed in Chicago in 1885 (and **demolished** in 1931), was 138 feet tall and 10 stories. It was the first building to effectively employ a **supporting** skeleton of **steel beams and columns**, allowing it to have many more windows than traditional masonry structures. But this new construction method made people worry that the building would fall down, leading the city to **halt construction** until they could investigate the structure's **safety**.

In 1929, auto tycoon Walter Chrysler **took part in an intense race with** the Bank of Manhattan Trust Company to build the world's tallest **skyscraper**. Just when it looked like the bank had captured the **coveted title**, workers at the Chrysler Building **jacked** a thin **spire** hidden inside the building through the top of the roof to win the contest (subsequently losing the title four months later to the Empire State Building). Chrysler also **decorated** his building to mirror his cars, with hubcaps, mudguards, and hood **ornaments**.

38 United Nation

Founded after World War II by 51 “peace-loving states” **combined** to oppose future **aggression**, the United Nations now counts 192 member nations, **including** its newest members, Nauru, Kiribati, and Tonga in 1999, Tuvalu and Yugoslavia in 2000, Switzerland and East Timor in 2002, and Montenegro in 2006.

United Nations Day has been **observed** on October 24 since 1948 and celebrates the **Objectives and accomplishments of the organization**, which was **established** on October 24, 1945.

The UN engages in **peacekeeping** and **humanitarian missions** across the **globe**. Though some say its influence has **declined** in recent decades, the United Nations still **plays a tremendous role** in world politics. In 2001 the United Nations and Kofi Annan, then Secretary-General of the UN, won the Nobel Peace Prize “for their work for a better organized and more peaceful world.”

Since 1948 there have been 63 UN peacekeeping **operations**, 16 are currently under way. Thus far, close to 130 nations have **contributed** personnel at various times; 119 are currently providing peacekeepers. As of August 31, 2008, there were 16 peacekeeping operations **underway with** a total of 88,230 personnel. The small island nation of Fiji has **taken part in virtually** every UN peacekeeping operation, as has Canada.



39 C. S. Lewis

C. S. Lewis, or Jack Lewis, as he preferred to be called, was born in Belfast, Ireland (now Northern Ireland) on November 29, 1898. He was the second son of Albert Lewis, a lawyer, and Flora Hamilton Lewis. His older brother, Warren Hamilton Lewis, who was **known as** Warnie, had been born three years earlier in 1895.

Lewis's early childhood was relatively happy and **carefree**. In those days Northern Ireland was not yet **plagued by** bitter civil **strife**, and the Lewises were **comfortably** off. The family home, called Little Lea, was a large, gabled house with dark, narrow passages and an overgrown garden, which Warnie and Jack played in and **explored** together. There was also a library that was **crammed with** books - two of Jack's favorites were *Treasure Island* by Robert Louis Stevenson and *The Secret Garden* by Frances Hodgson Burnett.

This somewhat **idyllic** boyhood **came to an end** for Lewis when his mother became ill and **died of** cancer in 1908. **Barely** a month after her death the two boys were sent away from home to go to boarding school in England.

Lewis hated the school, with its **strict rules** and hard, **unsympathetic** headmaster, and he missed Belfast **terribly**. Fortunately for him, the school closed in 1910, and he was able to return to Ireland.

After a year, however, he was sent back to England to study. This time, the **experience proved to be mostly positive**. As a teenager, Lewis learned to love poetry, especially the works of Virgil and Homer. He also **developed an interest in** modern languages, mastering French, German, and Italian.

40 How to define a country?

When people ask how many countries there are in the world, they **expect** a simple answer. **After all**, we've **explored** the whole planet, we have international travel, **satellite navigation** and plenty of global organizations like the United Nations, so we should really know how many countries there are! However, the answer to the question **varies** according to **whom you ask**. Most people say there are 192 countries: but others **point out** that there could be more like 260 of them.

So why isn't there a **straight forward** answer?

The problem **arises** because there isn't a **universally agreed definition of** 'country' and because, for political reasons, some countries **find it convenient** to recognize or not recognize **other countries**.

41 Space, Time, and Why Things Are As They Are

Surely, reality is what we think it is; reality is **revealed to** us by our experiences. **To one extent or another**, this view of reality is one many of us **hold**, if only **implicitly**. I certainly **find** myself thinking this way in **day-to-day life**; it's easy **to be seduced by** the face nature **reveals** directly to our senses. Yet, in the decades since first **encountering** Camus' test, I've learned that modern science **tells** a very different story.

42 “Mud Volcano” in Indonesia Caused by Gas Exploration

Gas drilling on the Indonesian island of Java has **triggered** a “mud volcano” that has killed 13 people and may **render** four square miles (ten square kilometers) of countryside **uninhabitable** for years.

In a report released on January 23, a team of British researchers says the **deadly upwelling** began when an **exploratory** gas **well** **punched through** a layer of rock 9,300 feet (2,800 meters) below the surface, allowing hot, high-pressure water to **escape**.

The water carried mud to the surface, where it has **spread across** a region 2.5 miles (4 kilometers) in diameter in the eight months since the **eruption** began.

The mud volcano is similar to a gusher or blowout, which occur in oil drilling when oil or gas **squirt to** the surface, the team says. This upwelling, however, **spews out** a volume of mud **equivalent** to a dozen Olympic swimming pools each day.

Although the eruption isn't as violent as a **conventional** volcano, more than a dozen people died when a natural gas pipeline **ruptured**.

The research team, who published their findings in the February issue of GSA Today, also **estimate** that the volcano, called Lusi, will leave more than 11,000 people **permanently displaced**.

43 Top Business Schools Woo Young Students to Foil Rivals

In an attempt to **lure** new students, leading business schools - including Harvard, Stanford, the University of Chicago and Wharton - have moved away from the unofficial admissions prerequisite of four years work experience and instead have **set their sights on** recent college graduates and so-called “early career” professionals with only a couple years of work under their belt.

- under one's belt = as part of one's experience e.g. he had a linguistics degree under his belt.

44 Stress Management

Stress is what you feel when you have to **handle** more than you are used to. When you are stressed, your body **responds** as though you are in danger. It makes **hormones** that speed up your heart, make you breathe faster, and give you a **burst of energy**. This is called the fight-or-flight **stress response**. Some stress is normal and even useful. Stress can help if you need to work hard or react quickly. For example, it can help you win a race or finish an **important** job on time. But if stress happens too often or **lasts** too long, it can have bad effects. It can be **linked to** headaches, an upset stomach, back pain, and trouble sleeping. It can **weaken** your immune system, making it harder **fight off** disease.

45 My Father's Bookshelf

None of the books in my father's **dusty** old **bookcase** were **forbidden**. Yet **while** I was growing up, I never saw anyone take one down. Most were **massive tomes**—a **comprehensive history of civilization**, matching volumes of the great works of western literature, numerous others I can no longer **recall**—that seemed almost **fused to** shelves that **bowed** slightly from decades of **steadfast** support.



But way up on the highest shelf was a thin little text that, every now and then, would catch my eye because it seemed so out of place, like Gulliver among the Brobdingnagians. In hindsight, I'm not quite sure why I waited so long before taking a look.

46 Folklore and Flying

Folklore is a modern term for the body of traditional customs, superstitions, stories, dances, and songs that have been adopted and maintained within a given community by processes of repetition not reliant on the written word. Along with folk songs and folktales, this broad category of cultural forms embraces all kinds of legends, riddles, jokes, proverbs, games, charms, omens, spells, and rituals, especially those of pre-literate societies or social classes. Those forms of verbal expression that are handed on from one generation or locality to the next by word of mouth are said to constitute an oral tradition.

47 William Shakespeare

William Shakespeare was born in Stratford-upon-Avon, allegedly on April 23, 1564. Church records from Holy Trinity Church indicate that he was baptized there on April 26, 1564. Young William was born of John Shakespeare, a glover and leather merchant, and Marry Arden, a landed local heiress. William, according to the church register, was the third of eight children in the Shakespeare household—three of whom died in childhood. John Shakespeare had a remarkable run of success as a merchant, alderman, and high bailiff of Stratford, during William's early childhood. His fortunes declined, however, in the late 1570s.

For all his fame and celebration, William Shakespeare remains a mysterious figure with regards to personal history. There are just two primary sources for information on the Bard: his works, and various legal and church documents that have survived from Elizabethan times. Naturally, there are many gaps in this body of information, which tells us little about Shakespeare the man.

48 Beijing Language Institution

There were twenty-six freshmen majoring in English at Beijing Language Institute in the class of 1983, I was assigned to Group Two with another eleven boys and girls who had come from big cities in China. I was told that language study required smallness so that we would get more attention from the skillful teachers. The better the school, the smaller, the smaller the class.

I realized that my classmates were already all talking in English, simple sentences tossed out to each other in their red-faced introductions and carefree chatting. Their intonations were curving and dramatic and their pronunciation refined and accurate. But as I stretched to catch the drips and drops of their humming dialogue, I couldn't understand it all, only that it was English. Those words now flying before me sounded a little familiar. I had read them and tried to speak them, but I had never heard them spoken back to me in such a speedy, fluent manner. My big plan of beating the city folks was thawing before my eyes.



49 Evaluating a Career Decision

It has been a year since I started writing my Graduate Journal column for Nature jobs, the past 12 months have been **marked with fundamental** changes and fundamental **constants**, both of which I'm glad to have experienced.

When I **enrolled in** my master's course at Oxford last year, I had come **straight** from medical school with the decision **to leave** clinical science **for good**. Thinking back, I realize that I didn't **put** very much **weight on** this decision at the time. But today, I more clearly understand the **consequences of** leaving my original profession. When I meet old friends who are now physicians and surgeons, I **sense** how our views on medical problems have **diverged**. They **scrutinize** the effects of disease and try to **eliminate** or **alleviate** them; I try to understand how they **come about** in the **first place**. I feel happier working on this side of the problem, although I do occasionally miss **clinical work** and seeing **patients**.

However, when I think about the rate at which my medical skills and knowledge have **dissipated**, the years spent reading **weighty** medical textbooks, the hours spent at the bedside, I sometimes wonder if these years were partly **a waste of time** now that I am **pursuing** a research career.

Nonetheless, I know the **value** of my medical education. It is easy to forget the importance of the biosciences when working with model organisms in basic research that seem **to have nothing to do with** a sick child or a suffering elderly person. Yet, I still have **vivid memories** of the cruel kaleidoscope of severe diseases and of how they can **strike** a human being. I hope to **retain** these memories as a **guide** in my current **occupation**.

50 Flying the Crowded Skies: Challenges for Aviation

By 2025, government experts say, America's skies will **swarm** with three times as **many** planes, and not just the kind of **traffic** flying today. There will be thousands of tiny jets, seating six or fewer, at **airliner altitudes**, **competing for** space with remotely operated **drones** that need help **avoiding** midair **collisions**, and with **commercially** operated rockets **carrying satellites** and tourists **into** space.

51 When Job Hunting — Dress For Success

When it comes to job-hunting, **first impressions** are critical. Remember, you are marketing a product - yourself - to a potential employer. The first thing the employer sees when **greeting** you is your **attire**; thus, you must make every effort to have the **proper** dress for the type of job you are **seeking**. Will dressing properly get you the job? Of course not, but it will give you a **competitive edge** and a positive first impression.

How should you dress? Dressing **conservatively** is always the **safest route**, but you should also try and do a little investigating of your **prospective** employer so that what you wear to the interview makes you look as though you **fit in with** the organization. If you overdress (which is rare but can happen) or under dress (the more likely scenario), the potential employer may feel that you don't care enough about the job.

52 Nature

Nature is no longer an alien enigma, but instead something immediately beautiful, an exuberant opus with space for us to join in. Bird melodies have always been called songs for a reason. As long as we have been listening, people have presumed there is music coming out of those scissoring beaks.

53 Joy through Pain

All approaches aim to increase blood flow to areas of tension and to release painful knots of muscle known as "trigger points".

"Trigger points are tense areas of muscle that are almost constantly contracting," says Kippen. "The contraction causes pain, which in turn causes contraction, so you have a vicious circle. This is what deep tissue massage aims to break."

The way to do this, as I found out under Ogedengbe's elbow, is to apply pressure to the point, stopping the blood flow, and then to release, which causes the brain to flood the affected area with blood, encouraging the muscle to relax. At the same time, says Kippen, you can fool the tensed muscle into relaxing by applying pressure to a complementary one nearby. "If you cause any muscle to contract, its opposite will expand. So you try to trick the body into relaxing the muscle that is in spasm."

54 Paying for University Education

Financing of Australian higher education has undergone dramatic change since the early 1970s. Although the Australian Government provided regular funding for universities from the late 1950s, in 1974 it assumed full responsibility for funding higher education - abolishing tuition fees with the intention of making university accessible to all Australians who had the ability and who wished to participate in higher education.

Since the late 1980s there has been a move towards greater private contributions, particularly student fees. In 1989, the Australian Government introduced the Higher Education Contribution Scheme (HECS) which included a loans scheme to help students finance their contributions. This enabled universities to remain accessible to students by delaying their payments until they could afford to pay off their loans. In 2002, the Australian Government introduced a scheme similar to HECS for postgraduate students - the Postgraduate Education Loan Scheme (PELS).

Funding for higher education comes from various sources. This article examines the three main sources - Australian Government funding, student fees and charges, and HECS. While the proportion of total revenue raised through HECS is relatively small, HECS payments are a significant component of students' university costs, with many students carrying a HECS debt for several years after leaving university. This article also focuses on characteristics of university students based on their HECS liability status, and the level of accumulated HECS debt.



55 Ikebana Flower Arrangement

Ikebana is the Japanese art of flower **arrangement**. It is more than simply putting flowers in a **container**. It is a disciplined art form in which the arrangement is a living thing where nature and humanity are brought together. It is **steeped in** the philosophy of developing a closeness with nature. As is true of all other arts, ikebana is creative expression within certain rules of construction. Its materials are living branches, leaves, grasses, and **blossoms**. Its heart is the beauty resulting from color combinations, natural shapes, graceful lines, and the meaning latent in the total form of the arrangement. Ikebana is, therefore, much more than mere **floral decoration**.

* be steeped in sth: to have a lot of a particular quality or thing. E.g. the region is steeped in history.

56 The Teen Brain

Your teenage daughter gets top marks in school, **captures** the **debate team**, and volunteers at a **shelter for** homeless people. But while driving the family car, she textmessages her best friend and rear-ends another vehicle.

How can teens be so clever, accomplished, and responsible—and reckless **at the same time**? Easily, according to two physicians at Children’s Hospital Boston and Harvard Medical School (HMS) who have been **exploring** the unique structure and chemistry of the **adolescent** brain. “The teenage brain is not just an adult brain with fewer miles on it,” says Frances E. Jensen, a professor of neurology. “It’s a **paradoxical** time of **development**. These are people with very sharp brains, but they’re not quite sure what to do with them.”

57 A Beard Full of Bunkum

In his **fascinating** book Carbon Detox, George Marshall argues that people are not **persuaded by** information. Our views are **formed** by the views of the people with whom we mix. Of the narratives that might **penetrate** these **circles**, we are more likely to listen to those which offer us some reward. A story which tells us that the world is cooking and that we’ll have to **make sacrifices for the sake of** future generations is less likely to be accepted than the more **rewarding** idea that climate change is a **conspiracy hatched** by **scheming** governments and **venal** scientists, and that strong, independent-minded people should **unite to** defend their freedoms.

He **proposes** that instead of arguing for sacrifice, **environmentalists** should show where the rewards might lie: that understanding what the science is saying and planning accordingly is the smart thing to do, which will protect your interests more effectively than **flinging abuse** at scientists. We should emphasize the old-fashioned **virtues** of uniting in the face of a crisis, of **resourcefulness** and community action. Projects like the transition towns network and proposals for a green new deal tell a story which people are more willing to hear.

58 Basic Instincts

In a sequence of bestsellers, including The Language Instinct and How the Mind Works, Pinker has argued that **swathes** of our mental, social and emotional lives may have **originated as** evolutionary **adaptations**, well suited to the lives our ancestors **eked out** on the Pleistocene savannah. Sometimes it seems as if nothing is immune from being explained this way. Road rage, adultery, marriage,



altruism, our tendency to reward senior executives with corner offices on the top floor, and the small number of women who become mechanical engineers – all may have their **roots** in natural selection, Pinker claims. The controversial **implications** are obvious: that men and women might differ in their **inborn** abilities at performing certain tasks, for example, or that parenting may have little influence on personality.

59 Video-conference Technology

Never has the carbon **footprint** of multi-national corporations been under such **intense scrutiny**. Inter-city **train journeys** and **long-haul** flights to **conduct** face-to-face business meetings contribute significantly to greenhouse gases and the resulting **strain on** the environment.

The Anglo-US company Teliris has introduced a new video-conferencing technology and partnered with the Carbon Neutral Company, **enabling** corporate **outfits** to become more environmentally **responsible**. The innovation allows simulated face-to-face meetings to be **held** across continents without the time **pressure** or environmental **burden of** international travel.

Previous designs have enabled video-conferencing on a point-to-point, dual-location basis. The firm's Virtualive technology, however, can bring people together from up to five separate locations anywhere in the world-with **unrivaled** transmission quality.

60 Letting Your Readers Know What You Mean

Learning to write well means **discovering** how to write **plainly** and **clearly**. Now that doesn't mean that plainness is the only beneficial style, or that you should become a **slave to bare**, undecorated writing. **Formality** and **elaborateness** have their place, and incompetent hands complexity can **take us on** a dizzying, breathtaking **journey**. But most people, most of the time, should **endeavor** to be **reasonably** simple, to **acquire** a baseline style of short words, active verbs, and comparatively simple sentences **carrying clear actions or identities**. It's quicker, it makes arguments easier to follow, it step-ups the chances a busy reader will bother to pay attention, and it lets you **center** more **attention** on your moments of **rhetorical** flourish, which I don't **advise** **deserting** altogether.

61 Has university really changed?

University science is now in real crisis - particularly the non-telegenic, non-ology bits of it such as chemistry. Since 1996, 28 universities have stopped **offering** chemistry degrees, according to the Royal Society of Chemistry.

The society **predicts** that as few as six departments could remain **open by** 2014. Most recently, Exeter University closed down its chemistry department, **blaming it on** "market forces", and Bristol took in some of the refugees.

The **closures** have been blamed on a **fall in** student applications, but money is a factor: chemistry degrees are expensive to provide - compared with English, for example - and some scientists say that the way the government **concentrates** research funding on a small number of top departments, such as Bristol, **exacerbates** the problem.



62 Essays

Essays are used as an **assessment tool** to **evaluate** your ability to research a topic and **construct** an **argument**, as well as your understanding of subject content. This does not mean that essays are a “regurgitation” of everything your lecture has said **throughout** the course. Essays are your opportunity to explore in **greater depths** aspects of the course theories, issues, texts etc., and in some cases **relate** these aspects **to** a **particular** context. It is your opportunity to **articulate** your ideas, but in a certain way: using formal academic style.

63 Advertising

Drive down any highway, and you’ll see a **proliferation** of chain restaurants — most likely, if you navel long and far enough, you’ll see McDonald’s golden arches as well as **signs** for Burger King. Hardee’s and Wendy’s the “big four” of burgers. Despite its name, though, Burger King has fallen short of claiming the burger **crown** unable to **surpass** market leader McDonald’s number 1 sales status. Always the bridesmaid and never the bride, Burger King remains number 2.

Worse yet, Burger King has experienced a six-year 22 percent decline in customer traffic, with its overall quality rating **dropping**, while ratings for the other **contenders** have increased. The decline has been **attributed to** inconsistent product quality and poor customer service. Although the chain tends to **throw** advertising dollars **at** the problem, an understanding of Integrated Marketing Communication theory would suggest that internal management problems (nineteen CEOs in fifty years) need to be rectified before a unified, long-term strategy can be put in place.

The importance of consistency in brand image and messages, at all levels of communication, has become a basic **tenet** of IMC theory and practice. The person who takes the customer’s order must communicate the same message as Burger King’s famous tagline, “Have it your way.” or the customer will just buzz up the highway to a chain restaurant that seems more consistent and, therefore, more reliable.

64 Just in Time

“Just-in-time” is a management philosophy and not a technique. It originally referred to the production of goods to **meet** customer demand exactly, in time, quality and quantity, whether the “customer” is the final purchaser of the product or another process **further** along the production line. It has now come to mean producing with minimum **waste**. “Waste” is taken in its most general sense and includes time and resources as well as materials.

65 Chinese Communist Party

The book advances five fundamental and, in my view, fundamentally correct propositions. First, for all its **manifest** achievements. The Chinese attempt to **marry** a communist party-state with the market is **unsustainable**. Hutton does not deny the economic **achievements** of the past three decades. But he stresses that the result has been “not free-market capitalism but Leninist corporatism”. This is not a **viable** new **model**, but an ultimately **dysfunctional** **hybrid**.

The **inevitable** **consequences** include **rampant** corruption, an absence of globally competitive Chinese companies, **chronic** waste of resources, rampant environmental **degradation** and soaring

inequality. Above all, the monopoly over power of an ideologically bankrupt communist party is inconsistent with the pluralism of opinion, security of property and vibrant competition on which a dynamic economy depends. As a result, Chinese development remains parasitic on know-how and institutions developed elsewhere.

66 The Genetic Test for PD

While Florey researchers have also created a genetic test for PD (10% of PD cases are caused by genetic factors), this new test has a broader application by screening for many different types of PD and monitoring treatment, as well as measuring the effectiveness of drugs being developed to treat the disease.

Dr. Qiao-Xin Li and colleagues from The University of Melbourne and The Mental Health Research Institute of Victoria, along with Professor Malcolm Home from the Howard Florey Institute, found people with PD had low levels of the brain-secreted protein “alpha-synuclein” in their blood, while people without PD had high levels of the protein.

Professor Home said the test they developed measured alpha-synuclein levels in blood. “Currently there is no specific PD diagnostic test so doctors rely on their observations to make a diagnosis, which means some patients may not be prescribed the most suitable medication and around 15% of those diagnosed may actually be suffering from something else,” Professor Home said.

“Further studies are required to establish whether this test can distinguish between people who are responsive to treatment and those who are not,” he said.

The researchers are now conducting a large-scale study to determine the effectiveness of the test, to discover whether it is applicable for all types of PD, and to find out if it can measure the rate of progression and severity of the disease.

67 Classic Music

Away from the tumble of Shanghai’s highways and the cacophony of the shopping districts, stroll down side streets filled with rows of tall brick houses. In the early evening or on a weekend morning, you’ll hear the sound of classical music drifting from a piano, played by a 10-year old or a grandmother in her seventies. Wander down another alley toward drab high-rises and you’ll hear Beethoven or Mozart flowing from a violin, or perhaps a cello, accordion or flute.

In China, classical music is booming as mightily as the 1812 overture, its fortissimo in Shanghai, is home to China’s oldest orchestra, forte in Beijing and other lively cities, and on a crescendo in farther-flung areas. Commanding ¥100-200 (512.50425) per hour, private music teachers in Shanghai can readily earn more than five times the average per capita monthly income.

68 Banking

The first banks were probably the religious temples of the ancient world, and were probably established sometime during the third millennium B.C. Banks probably predated the invention of money. Deposits initially consisted of grain and later other goods including cattle, agricultural



implements, and eventually precious metals such as gold, in the form of easy-to-carry compressed plates. Temples and palaces were the safest places to store gold as they were constantly attended and well built. As sacred places, temples presented an extra deterrent to would-be thieves.

69 Advertisement

Almost all public spaces nowadays have advertisements in sight, and all forms of media, from newspapers to the cinema to the Internet are filled with adverts. This all-pervasive presence reflects the value of advertising to us. Without it, businesses of all types and sizes would struggle to inform potential customers about the products or services they provide, and consumers would be unable to make informed assessments when looking for products to buy and services to use. Without advertising, the promotion of products and practices that contribute to our physical and psychological well-being — medicines to treat minor ailments, insurance schemes to protect us, clothes and cosmetics to make us look and feel better — would be infinitely more problematic than it is. And without advertisements and the aspirations represented in them, the world would be a far duller place.

70 Seatbelt

I, for example, am a cyclist and a motorist. I fasten my seatbelt when I drive and wear a helmet on my bike to reduce the risk of injury. I am convinced that these are prudent safety measures. I have persuaded many friends to wear helmets on the grounds that transplant surgeons call those without helmets “donors on wheels”. But a book on ‘Risk’ by my colleague John Adams has made me re-examine my convictions.

Adams has completely undermined my confidence in these apparently sensible precautions. What he has persuasively argued, particularly in relation to seatbelts, is that the evidence that they do what they are supposed to do is very suspect. This is in spite of numerous claims that seat belts save many thousands of lives every year. Between 1970 and 1978 countries in which the wearing of seat belts is compulsory had on average about five percent more road accident deaths than before the introduction of the law. In the United Kingdom road deaths decreased steadily from about seven thousand a year in 1972 to just over four thousand in 1989. There is no evidence in the trend for any effect of the seat belt law that was introduced in 1983; there’s actually evidence that the number of cyclists and pedestrians killed increased by about ten percent. That twice as many children were killed in road accidents in 1922 as now must not be taken as evidence that there is less risk when children play in the street today. It almost certainly reflects the care taken by parents in keeping children off the streets.

How are these figures, which are both puzzling and shocking to be explained? The answer seems to lie in our perception of risk and how we modify our behavior. An important concept that has been developed to account for people's handling of risk is the “Thermostat Model”. An individual’s propensity to take risks is influenced by their own experience and that of others and this model assumes that the degree to which we take risks varies from one individual to another. The key feature in risk taking is the balancing of perceptions of the risk and the possible rewards, and this balance may be a reflection of an individual’s particular type of personality. In general, the more risks an individual takes the greater will be both the positive and negative rewards.

71 Smallpox

According to the literature, the history of vaccination can be traced back to as early as the 7th century when the monks in India tried to immunize themselves by drinking snake venom. The first vaccination was inoculation with human smallpox, a practice widely carried out in ancient India, Arabia, and China. This method of vaccination consisted of collecting pus from a patient suffering from mild form of smallpox virus infection and inoculating the sample to a healthy human, which later led to a minor infection.

This method was first introduced in England by a Greek named E. Timoni. However, this method had a risk of spreading smallpox in the community and even worsening the health condition of the person who received the inoculation.

While the use of human smallpox vaccine was controversial, E. Fenner came up with bovine smallpox vaccine in 1796: this new method also faced controversy, but continued to be universalized. Smallpox became a preventable disease by injecting pus extracted from a human infected with cowpox virus. Jenner named the substance “vaccine” after the Latin word “vacca” which means “cow,” and thus the process of giving vaccine became “vaccination”.

72 Sound Depressing

Sound depressing, even apocalyptic? Well, it could be the future. If government forecasts are right, about 20 years from now, two out of five households will be single occupancy. And there is evidence the situation is already deteriorating. According to a report, Social Isolation in America, published in the American Sociological Review in 2006, the average American today has only two close friends. Twenty-five per cent of those surveyed said they do not have anyone to talk with about important things.

And yet, while some are declaring a crisis in our ability to make friends, others are saying exactly the opposite. For example, MSN’s Anatomy of Friendship Report, published last November, suggests that the average Briton has 54 friends - a spectacular rise of 64 per cent since 2003.

73 Assessment in Design and Technology

Professor Richard Kimbell directed the DES funded Assessment of Performance Unit research project in Design and Technology. In 1990 he founded the Technology Education Research Unit (TERU) at Goldsmiths College, University of London, which is now running a wide range of funded research projects in design and technology and IT. He has published widely in the field, including reports commissioned by the Congress of the United States, UNESCO and NATO; he has written and presented television programs and regularly lectures internationally. His latest book Assessing Technology: International Trends in Curriculum and Assessment won the international technology education book of the year award from the Council for Technology Teacher Education at ITEA in 1999 in Minneapolis, USA.

Kay Stables is Reader in Design and Technology Education and former Head of the Design Department at Goldsmiths College, University of London. She started her career as a textiles teacher, moving to Goldsmiths as a part of the APU D&T research team. From 1990–1992 she was Project Director for the Key Stage 1 Technology SAT developments and followed this as Research Associate on the Understanding Technological Approaches project which built case studies of D&T work from

children aged 5–16. Most recently she has conducted, with Richard Kimbell, an **evaluation** of the **impact** of a technology education **initiative** in South Africa and is currently researching into the use of handling collections in developing D&T **capability** and **literacy**.

74 Works of Hans Christian Andersen

Fans of biographical criticism have a **luxurious** source in the works of Hans Christian Andersen. **Like** Lewis Carroll (and, to a lesser extent, Kenneth Grahame), Andersen was near-pathologically **uncomfortable in the company of** adults. **Of course** all three had to work and interact with adults, but all three really **related well to** children and their simpler worlds. Andersen, for a time, ran a puppet theatre and was **incredibly** popular with children, and, of course, he wrote an impressive body of fairy tales which have been produced in thousands of editions since the 19th century.

Most everyone has read or at least knows the titles of many of Andersen's works: "The Ugly Duckling," "The Emperor's New Clothes," "The Nightingale," "The Little Mermaid," "The Match Girl," and many others. **Though**, as with most folk and fairy tales, they **strike** adult re-readers much differently than they do young first-time readers.

Charming tales of ducks who feel **awkward** because they don't **fit in**, only to **exult in** the **discovery** that they are majestic swans, gives child readers clearly-identifiable messages: don't **tease** people because they're different; don't **fret about** your being different because some day you'll discover what special gifts you have.

A closer, deeper look at many of Andersen's tales (including "The Ugly Duckling," which is not on our reading list), **reveals** a darker, harder, more painful **thread**. People are often cruel and unfeeling, love is torturous – in general, the things of the material world **cause suffering**. There is often a happy ending, but it's not conventionally happy.

Characters are rewarded, but only after they **manage** (often through death) **to transcend** the **rigors** of the mortal world.

75 Why People Choose to Live Alone

<https://www.theguardian.com/lifeandstyle/2012/mar/30/the-rise-of-solo-living>

76 A Financial Director

There isn't a financial director around who wouldn't like to **accelerate cash flow** by reducing debtor days – in other words, get customers to pay up faster. In Europe's top 1,000 **quoted** companies, nearly one quarter of all **invoices** are **unpaid** at any point in time, according to recent research carried out by the ASF organization. This means they are sitting on a total of 274bn **overdue** debt. Most of this is caused by poor collection **practices**. According to Jan Porter, ASF's Managing Director, "You can set up all the systems you want, you can **insist on** water light contracts and payment terms, the government can even introduce late payment **legislation**, but there are always some debtors who fail to pay on time. Once a payment is overdue, your first step is to talk to your debtor. You should let them know the payment is late and try to find out if there is a **dispute about** the work, or if your debtor has financial problems."



It seems obvious, but Tim Vainio, a **chartered accountant**, believes that too many companies are afraid of **losing a relationship**, and that, before **undertaking** any action; the focus should be on **recovering** as much money as possible, rather than on **preserving a relationship**.

77 How to Win Votes?

It is **tempting** to try to prove that good looks win votes, and many academics have tried. The difficulty is that beauty is in the eye of the beholder, and you cannot behold a politician's **face** without a veil of extraneous **prejudice** getting in the way. Does George Bush possess a disarming grin, or a facetious **smirk**? It's hard to find anyone who can look at the president without assessing him **politically** as well as **physically**.

78 Modern Lifestyle

One thing is certain. Most people do not get enough **exercise** in their **ordinary routines**. All of the advances of modern technology – from electric can openers to power steering – have made life easier, more comfortable and much less physically **demanding**. Yet our bodies need activity, especially if they are **carrying around** too much fat. **Satisfying** this need requires a definite plan, and a **commitment**.

79 Influential Music

Those were his **halcyon** days, when his music was heard constantly in Venice and his **influence** blanketed Europe. He spent much of his time on the road, **performing** and **overseeing** productions of his music. In Germany, Bach studied Vivaldi's scores, copied them for performance and arranged some for other instruments.

80 Popularizing Pennsylvania

The **dramatic shift** of **cultural** presentation between the Progressive era and the 1990s matches the **chronology** historian Michael Kammen has **projected for** the role of tradition in American culture. Since 1870, he has **pointed** out, the most significant **role involved** the deliberate Americanization of folk heritage through collected and presented narrative, speech, and song. **Broadly** speaking, what followed was an **imperfect** democratization in regions and occupations, and later pluralization in groupings of ethnicity, race, gender, age, sexuality, appearance, and class, to name some in the ever-growing list. Kammen also noted the influence of tourism on later uses of tradition, and Pennsylvania, with its whopping fifty-one separate tourist agencies, certainly **attests to** that **trend** in the state. Even more than attracting tourism, heritage-writing—indeed, a whole heritage industry—is being called on for purposes of “economic development,” to promote community pride and image. Judging from the meteoric **increase in** museums, magazines, and films on heritage during the 1980s and 1990s, and the leveling-off of American studies programs in universities, the production of American heritage knowledge comes increasingly from media and public agencies. If the 1980s reports on higher education are to be believed, the role for public agencies may be heightened by the diminishing cultural authority of the academy. At the same time, American cultural education by



many public agencies in the 1990s is a frequent target of conservative criticism in an effort to scale back or re-devise governmental programs.

One might now forecast a period in which American folk tradition is geared toward emotional community-building in order to deal with the role of individuals in a global mass culture, where electronic communication and constant mobility create a need for organizing belonging. That opens up the kinds of traditions—the kinds of communities and organizations, identities and rituals—representing the American memory of the past, the American perception of the present, to a tremendously wide array of possibilities for a mobile and electronically communicating society. Muse-ums, books, films, and schools are scrambling to keep up. It used to be that Americans were preoccupied with the ways in which such institutions and the media reflected society's traditions. Now, and Shoemaker's building of the Pennsylvania mystique is a notable example, Americans have a view in which they see themselves as shaping traditions, or at least as defining what's important. Therefore, history is more than recorded; it is constructed. And folklore is more than collected; it is projected. In Pennsylvania, much of the mystique-building through folklore and history of the highland paradise seems to have worn off (and probably so has American romantic regionalism generally). Nevertheless, Shoemaker would be heartened to know that Pennsylvanians have retained their woods

81 Corporate Culture

The article subjects the assumptions and prescriptions of the 'Corporate Culture' literature to critical scrutiny. The body of the article is devoted to teasing out the distinctive basis of its appeal compared with earlier management theory. It is seen to build upon earlier efforts (e.g. 'theory Y') to constitute a self-disciplining form of employee subjectivity by asserting that 'practical autonomy' is conditional upon the development of a strong corporate culture. The paper illuminates the dark side of this project by drawing attention to the subjugating and totalitarian implications of its excellence/ quality prescriptions. To this end, parallels are drawn with the philosophy of control favored by the Party in Orwell's Nineteen Eighty-Four. Specifically, the paper critiques the 'doublethink' contention that autonomy can be realized in monoculture conditions that systematically constrain opportunities to wrestle with competing values standpoints and their associated life projects.

82 Alaska's Aleutian Islands

Alaska's Aleutian Islands have long been accustomed to shipwrecks. They have been part of local consciousness since a Japanese whaling **ship** ran aground near the western end of the 1,100-mile (1,800-km) volcanic **archipelago** in 1780, inadvertently naming what is now Rat Island when the ship's infestation **scurried** ashore and made itself at home. Since then, there have been at least 190 shipwrecks in the islands.

83 Copyright

No one in Parliament would know better than Peter Garrett what largesse copyright can confer so it may seem right that he should announce a royalty for artists, amounting to 5 per cent of all sales after the original one, which can go on giving to their families for as much as 150 years. But that



ignores the truth that copyright law is a scandal, recently **exacerbated** by the Free Trade Agreement with the US which required extension of copyright to 70 years after death.

Is it scandalous that really valuable copyrights end up in the ownership of corporations (although Agatha Christie's no-doubt worthy great-grandchildren are still **reaping** the benefits of West End success for her who dun nits and members of the Garrick Club enjoy the continuing fruits of A.A. Milne's Christopher Robin books)? No. The **scandal** is that bien pensants politicians have attempted to appear cultured by creating private assets which depend on an act of Parliament for their existence and by giving away much more in value than any public benefit could **justify**. In doing so they have betrayed our trust.

84 Impact and Management of Purple Loosestrife

The invasion of non-indigenous plants is considered a primary threat to integrity and function of ecosystems. However, there is little quantitative or **experimental** evidence for ecosystem impacts of invasive species. Justifications for control are often based on potential, but not presently realized, recognized or quantified, negative impacts. Should lack of scientific certainty about impacts of non-indigenous species result in postponing measures to prevent degradation? Recently, management of purple loosestrife (*Lythrum salicaria*), has been criticized for lack of evidence demonstrating negative impacts of *L. salicaria*, and management using biocontrol for lack of evidence documenting the failure of conventional control methods. Although little quantitative evidence on negative impacts on native wetland biota and wetland function was available at the onset of the control program in 1985, recent work has demonstrated that the invasion of purple loosestrife into North American freshwater wetlands alters **decomposition** rates and nutrient cycling, leads to reductions in wetland plant diversity, reduces pollination and seed output of the native *Lythrum alatum*, and reduces habitat suitability for specialized wetland bird species such as black terns, least bitterns, pied-billed grebes, and marsh wrens. Conventional methods (physical, mechanical or chemical), have continuously failed to curb the spread of purple loosestrife or to provide satisfactory control. Although a number of generalist insect and bird species utilize purple loosestrife, wetland habitat specialists are excluded by **encroachment** of *L. salicaria*. We conclude that negative ecosystem impacts of purple loosestrife in North America justify control of the species and that detrimental effects of purple loosestrife on wetland systems and biota and the potential benefits of control outweigh potential risks associated with the introduction of biocontrol agents. Long-term experiments and monitoring programs that are in place will evaluate the impact of these insects on purple loosestrife, on wetland plant succession and other wetland biota.

85 Space Work for an Astronaut

The space work for an astronaut can be inside or outside, inside they can monitor machines and the work is **carried** out alongside the craft. They also need to make sure the Space **Travel**. **Outside** the craft, they can see how the seeds react in the space. Some seeds company send seeds to them



to **investigate** how seeds change their biological character. When outside the craft, they can set up experiments or clean **up** the space rubbish.

86 Roman Arena

The Romans glorified the **bravery** shown in the arena, but trivialized the events and degraded the participants. Mosaic pictures of executions and combats, **graphically** violent to our eyes, were displayed in the public rooms and even dining rooms in the homes of wealthy Romans. How can the viewer today possibly understand such images? Until fairly recently, modern authors writing about the arena minimized its significance and represented the institutionalized violence as a sideline to Roman history. The **tendency** was also to view the events through our own eyes and to see them as pitiful or horrifying, although to most Romans empathy with victims of the arena was inconceivable. In the past few decades, however, scholars have started to analyze the complex motivations for deadly public entertainments and for contradictory views of gladiators as despised, yet beloved hero-slaves.

87 Scientist's Job

Scientists make observations, have assumptions and do **experiment**. After these have been done, he got his **results**. Then there are a lot of data from scientists. The scientists around the world have a **picture** of world.

88 Dog

A DOG may be man's best friend. But man is not always a dog's. Over the centuries **selective** breeding has pulled at the canine body shape to produce what is often a grotesque distortion of the underlying wolf. Indeed, some of these distortions are, when found in people, regarded as **pathologies**.

Dog breeding does, though, offer a chance to those who would like to understand how body shape is controlled. The **ancestry** of pedigree pooches is well recorded, their generation time is short and their litter size reasonably large, so there is plenty of material to work with. Moreover, breeds are, by definition, inbred, and this simplifies genetic analysis. Those such as Elaine Ostrander, of America's National Human Genome Research Institute, who wish to identify the genetic basis of the features of particular pedigrees thus have an ideal **experimental** animal.

89 The Contemporary Ministerial Staffing System

The contemporary ministerial staffing system is large, active and partisan – far larger and further evolved than any Westminster equivalent. Ministers' demands for help to cope with the pressures of an increasingly competitive and professionalized political environment have been key drivers of the staffing system's development. But there has not been commensurate growth in **arrangements** to support and control it. The **operating** framework for ministerial staff is **fragmented** and ad hoc.

90 TV Advertising

From a child's point of view, what is the purpose of TV advertising? Is advertising on TV done to give actors the opportunity to take a rest or (practice) their lines? Or is it done to make people buy things? Furthermore, is the main difference between programs and commercials that commercials are for real, whereas programs are not, or that programs are for kids and commercials for adults? As has been shown several times in the literature (e.g. Butter et al. 1981; Donohue, Henke, and Donohue 1980; Macklin 1983 and 1987; Robertson and Rossiter 1974; Stephens and Stutts 1982), some children are able to distinguish between programs and commercials and are aware of the intent of TV advertising, whereas others are not.

91 Western Words

An eccentric mix of English, German and French has entered Japanese usage with grand abandon. A “kariya” woman is a career woman, and a “manshon” is an apartment. This increasing use of katakana, or unique Japanese versions of Western words, and the younger generation's more casual use of the Japanese language have prompted Prime Minister Junichiro Koizumi to worry that these new words may not be understood by a wider audience. **As a result**, a government panel is proposing to publish a manual on how to speak proper Japanese. Foreign words became katakana Japanese **because** no existing Japanese words could quite capture a specific meaning or feeling. When the word “cool” traveled east, all of its English connotations did not make the journey. A kuru person in Japan is someone who is calm and never gets upset. **On the other hand**, someone who is kakkoi is hip, or in translation, “cool.” **Similarly**, a hotto person is one who is easily excitable, perhaps passionate, but not necessarily a popular person or personality of the moment.

92 Complementary Therapies

Complementary therapies – such as those **practiced** by naturopaths, chiropractors and acupuncturists – have become increasingly popular in Australia over the last few **decades**. Interest initially coincided with **enthusiasm** for alternative lifestyles, while immigration and increased contact and trade with China have also had an **influence**. The status of complementary therapies is being revisited in a number of areas: legal regulation; the stances of doctors' associations; their inclusion in medical education; and scientific research into their **efficacy**.

93 Egg-eating Snakes

Egg-eating snakes are a small group of snakes whose diet consists only of eggs. Some eat only bird's eggs, which they have to swallow whole, as the snake has no teeth. Instead, these snakes have spines that stick out from the backbone. The spines crack the egg open as it passes through the throat.

94 First-year Students

For many first-year students, the University may be their first experience living away from home for an extended period of time. It is a definite break from home. In my point of view this is the best thing that you can do. I know you have to fend for yourself, cook and clean after yourself, basically look after yourself without your parents but the truth is – some time in your life you are going to have to part with lovely Mummy and Daddy. But they are only just a phone call away and it is really good to have some QUALITY TIME without them. The first few weeks can be a lonely period. There may be concerns about forming friendship. When new students look around, it may seem that everyone else is self-confident and socially successful! The reality is that everyone is having the same concerns.

Increased personal freedom can feel both wonderful and frightening. Students can come and go as they choose with no one to “hassle” them. The strange environment with new kinds of procedures and new people can create the sense of being on an emotional roller coaster. This is normal and to be expected. You meet so many more people in the halls than if you stayed at home. The main points about living away from home are:

NO PARENTS! You don't have to tell them where you're going, who you're going with, what time you'll be coming, why you're going etc. etc.

You learn various social skills; you have to get along with your roommates. Living with them can present special, sometimes intense, problems. Negotiating respect of personal property, personal space, sleep, and relaxation needs, can be a complex task. The complexity increases when roommates are of different backgrounds with very different values. It is unrealistic to expect that roommates will be best friends. Meaningful, new relationships should not be expected to develop overnight. It took a great deal of time to develop intimacy in high school friendships; the same will be true of intimacy in university friendships.

You have a phone! So if you ever get homesick or miss you Mummy then she's always at the end of a phone-line for you – and so are your friends.

95 Mike's Research

In 2001 he received the SIUC Outstanding Scholar Award. In 2003 he received the Carski Award for Distinguished Undergraduate Teaching from the American Society for Microbiology. Mike's research is **focused** on bacteria that inhabit extreme environments, and for the past 12 years he has studied the microbiology of permanently ice-covered lakes in the McMurdo Dry Valleys, Antarctica. In addition to his research papers, he has edited a major treatise on phototrophic bacteria and served for over a decade as chief editor of the **journal** Archives of Microbiology. He currently serves on the editorial board of Environmental Microbiology. Mike's nonscientific **interests** include forestry, reading, and caring for his dogs and horses. He lives **beside** a peaceful and quiet lake with his wife, Nancy, five shelter dogs (Gaino, Snuffy, Pepto, Peanut, and Merry), and four horses (Springer, Feivel, Gwen, and Festus).



96 The Allure of the Book

The allure of the book has always been negative and **positive**, for the texts and pictures between the covers have helped many young readers to **discover** and grasp the world around them in a pleasurable and meaningful way. But the allure has also enabled authors and publishers to prey upon young readers' dispositions and desires and to **sell** them a menu that turns out to be junk food.

97 Siblings

No two siblings are the same, not even **identical** twins. Parents often **puzzle** about why their children are so different from one another. They'll say, 'I brought them I up all the same.' They forget that what **determines** our behavior isn't what happens to us but how we interpret what happens to us, and no two people ever see anything in exactly the same way.

98 Roommate

If you're choosing to use the random pairing or are **letting** the college choose your roommate for you, you'll probably have to fill out some kind of profile or questionnaire. These usually include things like: what time do you usually go to bed, where do you prefer to study, do you keep your space clean or are you more messy, etc. When you're answering these questions, be as honest as possible. If there's something you're dead set against (e.g., a roommate who smokes) you can mark that and you will not be paired with someone who fits that criteria.

Choosing a roommate can be kind of **stressful**. In some cases, it can feel like as big of a decision as actually choosing which school to attend. But don't worry, if you get to campus and live with your roommate for a few weeks and find out that your lifestyles are just too different, you can always move. I **swapped** roommates my first semester of college, and after I moved my college experience was much more positive. In fact, I lived with different people every year of college and it all worked out.

So have fun with it! Be open to meeting new people and trying new things. Sometimes the best roommates are the ones that are the ones that are completely different than you because they can not only **introduce** you to new cultural experiences, but they can also expand your ways of thinking and isn't that what college is all about?

For more practice

1. Absence from work is a costly and (A) _____ problem for any organization. The cost of absenteeism in Australia has been put at 1.8 million hours per day or \$1400 million annually. In 2015, a study was (B) _____ in the Prince William Hospital in Brisbane, Australia, where, prior to this time, few active steps (C) _____ been taken to measure, understand or manage the (D) _____ of absenteeism.

occurrence conducted had disruptive repetition
claimed has malicious

2. The coastal hypothesis (A) _____ an economy based on marine mammal hunting, saltwater fishing, shellfish gathering, and the use of watercraft. (B) _____ of the barrier of ice to the east, the Pacific Ocean to the west, and populated areas to the north, may have been a greater (C) _____ for people to move in a southerly direction.

speed suggests recommends
impetus In spite Because

3. One of the most eminent of psychologists, Clark Hull, (A) _____ that the essence of reasoning lies in the putting together of two 'behavior segments' in some (B) _____ way, never actually performed before, so as to reach a goal. Two followers of Clark Hull, Howard and Tracey Kendler, (C) _____ a test for children that was explicitly based on Clark Hull's principles. The children were given the task of learning to (D) _____ a machine so as to get a toy. In order to succeed, they had to go through a two stage sequence.

devised observe operate device novel
claimed manufactured

4. The new systematic nomenclature was so (A) _____ that many chemists preferred to (B) _____ to the older trivial names that were at least shorter. At least, that is the ostensible reason. Actually, tradition seems to carry more weight than (C) _____ with some scientists.

irrational system cumbersome revert
longevity adapt



5. Phoenix is adamant that the new course will teach “solid (A)_____”, but he thinks that an attraction for students will be a teaching approach that (B)_____ significantly from his days as an undergraduate. This takes real-life issues as the starting point of lectures and modules, such as how drugs are made or the science behind green issues. Out of this study, he says, students will be exposed to exactly the same core chemistry unchanged over decades, but they will be doing it in a way that is more (C)_____ and more likely to lead to more fundamental learning.

differs engaged chemistry engaging difference

6. An eccentric mix of English, German and French has entered Japanese usage with grand abandon. A “kariya” woman is a career woman, and a “mansion” is an apartment. This increasing use of katakana, or unique Japanese versions of Western words, and the younger generation's more casual use of the Japanese language have prompted Prime Minister Junichiro Koizumi to worry that these new words may not be understood by a wider audience. (A)_____, a government panel is proposing to publish a manual on how to speak proper Japanese. Foreign words became katakana Japanese (B)_____ no existing Japanese words could quite capture a specific meaning or feeling. When the word “cool” traveled east, all of its English connotations did not make the journey. A kuru person in Japan is someone who is calm and never gets upset. (C)_____, someone who is kakkoii is hip, or in translation, “cool.” (D)_____, a hotto person IS one who is easily excitable, perhaps passionate, but not necessarily a popular person or personality of the moment.

A result of even because similarly on the other hand

As a result similar

7. In 2001 he received the SIUC Outstanding Scholar Award. In 2003 he received the Carski Award for Distinguished Undergraduate Teaching from the American Society for Microbiology. Mike’s research is (A)_____ on bacteria that inhabit extreme environments, and for the past 12 years he has studied the microbiology of permanently ice-covered lakes in the McMurdo Dry Valleys, Antarctica. In addition to his research papers, he has edited a major treatise on phototrophic bacteria and served for over a decade as chief editor of the (B)_____ Archives of Microbiology. He currently serves on the editorial board of Environmental Microbiology. Mike’s non-scientific (C)_____ include forestry, reading, and caring for his dogs and horses. He lives (D)_____ a peaceful and quiet lake with his wife, Nancy, five shelter dogs (Gaino, Snuffy, Pepto, Peanut, and Merry), and four horses (Springer, Feivel, Gwen, and Festus).

*aimed journal paper interested interests
focused around beside*



8. One thing is certain. Most people do not get enough exercise in their (A)_____ routines. All of the advances of modern technology – from (B)_____ can openers to power steering – have made life easier, more comfortable and much less physically (C)_____. Yet our bodies need activity, especially if they are carrying around too (D)_____ fat. Satisfying this need requires a definite plan, and a commitment.

much *so* *demanding* *electric* *regular*
ordinary *demandable*

9. Complementary therapies – such as those (A)_____ by naturopaths, chiropractors and acupuncturists – have become increasingly popular in Australia over the last few decades. Interest initially coincided with (B) for alternative lifestyles, while immigration and increased contact and trade with China have also had an (C) _____. The status of complementary therapies is being re-visited in a number of areas: legal regulation; the stances of doctors' associations; their inclusion in medical education; and scientific research into their (D)_____.

influence *efficacy* *enthusiasm* *practiced*
influential *done*

10. If you have a (A)_____ disease – such as heart disease, diabetes, asthma, or back or joint pain – exercise can have important health (B)_____. However, it's important to talk to your doctor before starting an exercise routine. He or she might have (C)_____ on what exercises are safe and any precautions you might need to take while exercising.

benefits *chronic* *waterborne* *cited*
benefit *advised*





11. Financing of Australian higher education has undergone dramatic change since the early 1970s. Although the Australian Government provided regular funding for universities from the late 1950s, in 1974 it (A) _____ full responsibility for funding higher education – (B) _____ tuition fees with the intention of making university (C) _____ to all Australians who had the (D) _____ and who wished to participate in higher education. Since the late 1980s, there has been a move towards greater private contributions, particularly student fees in 1989, the Australian Government introduced the Higher Education Contribution Scheme (HECS), which included a loans scheme to help students finance their contributions. This enabled universities to remain accessible to students by delaying their payments until they could afford to pay off their loans. In 2002, the Australian Government (E) _____ a scheme similar to HECS for postgraduate students – the Postgraduate Education Loan Scheme (PELS). Funding for higher education comes from various sources. This article examines the three main sources – Australian Government funding, student fees and charges, and HECS. While the proportion of total (F) _____ raised through HECS is relatively small, HECS payments are a significant component of students' university costs, with many students carrying a HECS debt for several years after leaving university. This article also focuses on characteristics of university students based on their HECS liability status, and the level of accumulated HECS debt.

revenue ability assumed tax abolishing introduced
doctrine persecuting pretended

12. Bhutan is the last standing Buddhist Kingdom in the World and, until recently, has (A) _____ much of their culture since the 17th century by avoiding globalization and staying isolated from the world. Internet, television, and western dress were banned from the country up until ten years ago. But over the past ten years globalization has begun to change in Bhutan, but things remain (B) _____ balanced. Bhutan is the only country in the world that has a 'GNH.' You may think GNH is just another (C) _____ based term with no real-life application, but it refers to "Gross National Happiness." The process of measuring GNH began when Bhutan opened up to globalization. It measures people's quality of life, and makes sure that "material and spiritual development happen together." Bhutan has done an amazing job of finding this balance. Bhutan has continually been (ranked) as the happiest country in all of Asia, and the eighth Happiest Country in the world according to Business Week. In 2007, Bhutan had the second fastest growing GDP in the world, at the same time as (D) _____ their environment and cultural identity. Bhutan is the only Buddhist Kingdom in the world; Mahayana Buddhism is the official religion of Bhutan. Over two thirds of the people are Buddhist, and Buddhism is supported by the government both politically and economically. The government gives subsidies to Buddhist monasteries, shrines, monks and other Buddhist programs.

statistically preserved maintain maintaining
perfectly perfect



13. Impressionism was an art movement of the 19th century, which began as a private association of Paris-based artists who exhibited publicly in 1874. The term impressionism originated from art critic Louis Leroy, who commented Monet's painting 'Impression: Soleil Levant'. Leroy said that it indeed was just an impression and that the work could not be considered finished. The Impressionists adopted this term and decided to use it for their own (A) _____. Early Impressionist painters were (B) _____ in their time, breaking many of the rules of picture making that had been set by earlier (C) _____. Up until the Impressionists, history had been the accepted (D) _____ of subject matter for paintings.

generations cost source radicals benefit
belief

14. Two decades ago, Kashmiri houseboat-owners rubbed their hands every spring at the (A) _____ of the annual influx of tourists. From May to October, the hyacinth-choked waters of Dal Lake saw flotillas of vividly painted shikaras carrying Indian families, boho westerners, young travelers and wide-eyed Japanese. Carpet-sellers (B) _____ their skills, as did purveyors of anything remotely embroidered while the houseboats initiated by the British Raj provided unusual accommodation. The economy boomed. Then, in 1989, separatist and Islamist militancy struck and everything changed. Hindus and countless Kashmiri business people bolted, at least 35,000 people were killed in a decade, the lake stagnated and the houseboats rotted. Any foreigners venturing there risked their (C) _____ -proved in 1995 when five young Europeans were kidnapped and murdered.

disseminate honed lives perspective prospect

15. Nature is no longer an alien (A) _____, but (B) _____ something immediately beautiful, an exuberant (C) _____ with space for us to join in. Bird melodies have always been called songs for a reason. As long as we have been listening, people have (D) _____ there is music coming out of those (E) _____ beaks.

Instead alien however exuberant assumed
enigma opus presumed scissoring



16. Richard Morris, of the school of accounting at the University of NSW, which requires an entrance score in the top 5 per cent of students, says attendance has been a problem since the late 1990s. "Sometimes in the lectures we've only got about one- third of students (A) _____ attending," he said. "It definitely is a problem. If you don't turn up to class you're missing out on the whole (B) _____ of the experience: you don't think a whole lot, you don't engage in debates with other students - or with your teachers." It is not all (C) _____, said Professor John Dearn, a Pro Vice-Chancellor at the University of Canberra, who said the Internet was (D) _____ the way students access and use information. "It is strange that despite all the evidence as to their ineffectiveness, (E)_____ lectures seem to persist in our universities. "

gloom enrolment enrolled traditional
transforming gloomy richness rich

17. While Florey researchers have also created a genetic test for PD (10⁰ of PD cases are caused by genetic factors), this new test has a broader (A) _____ by screening for many different types of PD and monitoring treatment, as well as measuring the effectiveness of drugs being developed to treat the disease. Dr. Qiao-Xin Li and colleagues from The University of Melbourne and The Mental Health Research Institute of Victoria, along with Prof Malcolm Horne from the Howard Florey Institute, found people with PD had low levels of the brain-secreted protein 'alpha-syncline' in their blood, (B) _____ people without PD had high levels of the protein. Prof Horne said the test they developed measured alpha-syncline levels in blood. "Currently there is no specific PD diagnostic test so doctors rely on their observations to make a diagnosis, which means some patients may not be prescribed the most suitable medication and around 15⁰ of those(C) _____ may actually be suffering from something else," Prof Horne said. Further studies are required to establish whether this test can (D) _____ between people who are responsive to treatment and those who are not," he said. The researchers are now conducting a large-scale study to determine the (E) _____ of the test, to discover whether it is applicable for all types of PD, and to find out if it can measure the rate of progression and severity of the disease.

distinguish effectiveness application diagnosed
while applied whatever



18. What is a country, and how is a country (A) _____? When people ask how many countries there are in the world, they expect a simple (B) _____. After all, we've explored the whole planet, we have international travel, satellite navigation and plenty of global organizations like the United Nations, so we should really know how many countries there are! However, the answer to the question (C) _____ according to whom you ask. Most people say there are 192 countries, but others point out that there could be more like 260 of them. So why isn't there a (D) _____ answer? The problem arises because there isn't a universally agreed definition of 'country' and because, for political (E) _____ some countries find it convenient to recognize or not recognize other countries. For example, Taiwan claims to be a country, but China states that Taiwan is just another part of China. The consequence is that the USA, that doesn't want to upset China, doesn't recognize Taiwan as a country. (F) _____ from the end of the Second World War, the Soviet Union annexed the countries of Estonia, Latvia and Lithuania but the USA continued to regard them as independent countries that were 'occupied' because it didn't really get on with the USSR. So, how do governments define what makes a country?

*identified**answer**defined**varies**reasons**conversely**straightforward**instability**varied**in addition*

19. It has been a year since I started writing my Graduate Journal (A) _____ for Nature jobs. The past 12 months have been marked with fundamental changes and fundamental (B) _____ both of which I'm glad to have experienced. When I enrolled in my master's course at Oxford last year, I had come straight from medical school with the decision to leave clinical science for good. Thinking back, I realize that I didn't put weight very much on this decision at the time. But today, I more clearly understand the (C) _____ of leaving my original profession. When I meet old friends who are now physicians and surgeons, I sense how our views on medical problems have diverged. They scrutinize the effects of disease and try to eliminate or alleviate them; I try to understand how they come about in the first place. I feel happier working on this side of the problem, although I do (D) _____ miss clinical work and seeing patients. However, when I think about the rate at which my medical skills and knowledge have dissipated, the years spent reading weighty medical textbooks, the hours spent at the bedside, I sometimes wonder if these years were partly a waste of time now that I am pursuing a research career. Nonetheless, I know the value of my medical education. It is easy to forget the importance of the biosciences when working with model organisms in basic research that seem to have nothing to do with a sick child or a (E) _____ elderly person. Yet, I still have vivid memories of the cruel kaleidoscope of severe diseases and of how they can strike a human being. I hope to retain these memories as a guide in my current occupation.

*constants**objects**literature**occasional**consequences**occasionally**column**suffering*



20. (A) _____, reality is what we think it is; reality is revealed to us by our experiences. To one extent or another, this view of reality is one many of us hold, if only implicitly. I certainly find myself thinking this way in day-to-day life; it's easy to be (A) _____ by the face nature reveals directly to our senses. Yet, in the decades since first (B) _____ Camus' text, I've learned that modern science tells a very different story. The overarching lesson that has emerged from scientific inquiry over the last century is that human experience is often a (C) _____ guide to the true nature of reality.

Seduced *reduced* *encountering* *Surely*
misleading *overarching* *overhead* *Mistakenly*

21. The article subjects the assumptions and prescriptions of the 'Corporate Culture' literature to (A) _____ scrutiny. The body of the article is devoted to teasing out the distinctive basis of its appeal compared with earlier management theory. It is seen to build upon earlier efforts (e.g. 'theory Y') to constitute a self-disciplining form of employee subjectivity by asserting that 'practical autonomy' is (B) _____ upon the development of a strong corporate culture. The paper illuminates the dark side of this project by (C) _____ attention to the subjugating and totalitarian implications of its excellence/quality prescriptions. To this end, parallels are drawn with the philosophy of control (D) _____ by the Party in Orwell's Nineteen Eighty-Four. Specifically, the paper critiques the *doublethink' contention that autonomy can be realized in monocultural conditions that systematically constrain opportunities to wrestle with competing values standpoints and their associated life projects.

favoured *conditional* *mandatory* *catching*
drawing *critical* *tough*

22. Impressionism was a nineteenth century art movement that began as a loose association of Paris-based artists who started publicly exhibiting their art in the 1860s. Characteristics of Impressionist painting include visible brush strokes, light colors, open composition, emphasis on light in its changing qualities (often accentuating the effects of the passage of time), ordinary subject matter, and unusual visual angles. The name of the movement is derived from Claude Monet's Impression, Sunrise (Impression, soleil levant). Critic Louis Leroy (A) _____ coined the term in a satiric review published in Le Charivari. Radicals in their time, early Impressionists broke the rules of (B) _____ painting. They began by giving colors, freely brushed, primacy over line, drawing (C) _____ from the work of painters such as Eugene Delacroix. They also took the act of painting out of the studio and into the world. Previously, not only still lives and portraits, but also landscapes had been painted indoors, but the Impressionists found that they could capture the momentary and transient effects of sunlight by painting en plain air (in plain air).

inadvertently *regular* *academic* *inspired*
inspiration *exhibiting* *exhibits*



23. All approaches aim to increase blood flow to areas of tension and to release painful knots of muscle known as "trigger points." "Trigger (A) _____ are tense areas of muscle that are almost constantly contracting," says Kippen. "The contraction causes pain, which in turn causes contraction, so you have a vicious circle. This is what (B) _____ tissue massage aims to break." The way to do this, as I found out under Ogedengbe's elbow, is to apply pressure to the point, stopping the blood flow, and then to release, which causes the brain to flood the affected area with blood, encouraging the (C) _____ to relax. At the same time, says Kippen, you can fool the tensed muscle into relaxing by applying pressure to a (D) _____ one nearby. "If you cause any muscle to contract, its opposite will expand. So, you try to trick the body into relaxing the muscle that is in spasm."

body points *complementary places* *muscle* *deep*

24. Sportswomen's records are important and need to be preserved. And if the paper records (A) _____ exist, we need to get out and start (B) _____ people, not to put too fine a point on it, while we still have a chance. After all, if the (C) _____ aren't kept in some form or another, then the stories are lost too.

records interview *also interviewing* *too* *doesn't* *don't*

25. Now that doesn't mean that plainness is the only good style, or that you should (A) _____ a slave to spare, unadorned writing. Formality and ornateness have their place, and in competent hands complexity can carry us on a (B) _____, breathtaking journey. But most students, most of the time, should strive to be sensibly simple, to develop a baseline style of short words, active verbs, and relatively simple sentences conveying clear actions or identities. It's faster, it makes arguments easier to follow, it increases the (C) _____ a busy reader will bother to pay attention, and it lets you focus more attention on your moments of (D) _____ flourish, which I do not advise abandoning altogether.

chance dizzying *chances* *rhetorical* *have become*



26. Measuring poverty on a global scale requires establishing a uniform poverty level across extremely divergent economies, which can result in only rough comparisons. The World Bank has defined the international poverty line as U.S. \$1 and \$2 per day in 1993 Purchasing Power Parity (PPP); which adjusts for differences in the (A) _____ of goods and services between countries. The \$1 per day level is generally used for the (B) _____ developed countries, primarily African; the \$2-per-day level is used for middle income (C) _____ such as those of East Asia and Latin America.

purchasing prices lower economies least

27. University science is now in real crisis - particularly the non-telegenic, non-ology bits of it such as chemistry. Since 1996, 28 universities have stopped offering chemistry degrees, according to the Royal Society of Chemistry. The society (A) _____ that as few as six departments (those at Durham, Cambridge, Imperial, UCL, Bristol and Oxford) could remain (B) _____ by 2014. Most recently, Exeter University closed down its chemistry department, blaming it on "market forces", and Bristol took in some of the refugees. The closures have been blamed on a (C) _____ in student applications, but money is a (D) _____ chemistry degrees are expensive to provide-compared with English, for example - and some scientists say that the way the government concentrates research (E) on a small number of top departments, such as Bristol, exacerbates the problem.

factor funding bless open predicts
fall fate

28. In the U.S., artists in the mid-1950s began to create a (A) _____ to Pop. Strongly influenced by Dada and its emphasis on appropriation and every objects, artists increasingly worked with (B) _____, consumer products, and a healthy dose of irony. Jasper Johns reimagined iconic imagery like the American flag; Robert Rauschenberg employed silk-screen printing and found objects; and Larry Rivers images of mass-produced good. All three are considered American (C) _____ of Pop.

collage together bridge forerunners fortune



29. From a child's point of view, what is the purpose of TV advertising? Is advertising on TV done to give actors the opportunity to take a (A) _____ or practice their lines? Or is it done to make people buy things? Furthermore, is the main difference between programs and commercials that commercials are for (B) _____ whereas programs are not, or that programs are for kids and commercial for adults? As has been shown several times in the literature, some children are able to (C) _____ between programs and commercials and are aware of the internet of TV advertising, (D) _____ others are not.

holiday *whether* *distinguish* *reality* *real*
whereas *rest*

30. It is the (A) _____ of this article that students who use visual art as a pre-writing stimulus are composing their ideas both in images and in words. The result of the art (B) _____ process allows students the distance to elaborate, add details, and create more coherent text. The process of writing is more than putting words on a (C) _____ of paper. Effective authors are able to create imagery and to communicate ideas using well-chosen words, phrases, and text structures. Emergent writers struggle with the mechanics of the writing process, i.e., fine motor control for printing legibly, recall of spelling patterns, and the use of syntax and grammar rules. As a result, texts written by young writers tend to be simplistic and formulaic. The artwork facilitates the writing process, resulting in a text that is richer in sensory (D) _____ and more intricate than the more traditional writing-fast crayon drawing second approach.

detail *creative* *assertion* *creation* *fact*
piece *syntax* *detailing*

31. The first banks were (A) _____ the religious temples of the ancient world, and were probably established sometime during the third (B) _____ B.C. Banks probably (C) _____ the invention of money. Deposits initially consisted of grain and later other goods including cattle, agricultural implements, and eventually precious metals such as gold, in the form of easy-to-carry compressed plates. Temples and palaces were the safest places to store gold as they were constantly attended and well built. As sacred places, temples (D) _____ an extra deterrent to would-be thieves.

millennium *probable* *predated* *probably*
situated *presented*



32. Genetically modified foods provide no direct benefit to consumers; the food is not (A) _____ better or cheaper. The greater benefit, (B) _____ argue, is that genetic engineering will play a crucial role in feeding the world's burgeoning population. Opponents disagree, (C) _____ that the world already grows more food per person than ever before more, even, than we can (D) _____.

proponents *consume* *described* *noticeably* *asserting*
intake

33. The inevitable consequences (A) _____ rampant corruption, an absence of globally competitive Chinese companies, (B) _____ waste of resources, rampant environmental (C) _____ and soaring inequality. Above all, the monopoly over power of an ideologically bankrupt communist party is (D) _____ with the pluralism of opinion, security of property and vibrant competition on which a dynamic economy depends. As a result, Chinese development remains parasitic on know-how and institutions developed elsewhere.

inconsistent *independent* *include* *degradation*
chronic *reusable*

34. The conducted study serves three objectives. The first objective is to reveal the (A) _____ loaded to the child by the child-centric mother's attitude and the effect of 5-6 year old nursery school children on the purchasing decision of families who belong to a high socio- economic class. The second objective is to (B) _____ a child centricity scale and the third object is to examine the attitude and behaviour differences between low child-centric and high child-centric mothers. (C) _____ the data gathered from 257 mother respondents, the researchers have found that the lowest influence of the child upon the purchasing decisions of the family are those which carry high purchasing risk and are used by the whole family, whereas the highest influence of the child upon the purchasing decision of the family are the products with low risk used by the whole family. Findings also reveal that there are statistically significant (D) _____ between the high child-centric and low child-centric mothers regarding purchasing products that are highly risky and used by the whole family.

analyzing *developing* *develop* *formulating* *monitoring* *differences*
values



35. Away from the rumble of Shanghai's highways and the cacophony of the shopping districts, stroll down side streets filled with rows of tall (A) _____ houses. In the early evening or on a weekend morning, you'll hear the sound of classical music drifting from a piano, played by a 10-year old or a grandmother in her seventies. (B) _____ down another alley toward drab high-rises and you'll hear Beethoven or Mozart flowing from a violin, or perhaps a cello, accordion or flute. In China, classical music is (C) _____ as mightily as the 1812 Overture. It's fortissimo in Shanghai, home to China's oldest orchestra, forte in Beijing and other lively cities, and on a crescendo in farther-flung areas. Commanding ¥ 100-200 (\$12.50-\$25) per hour, private music teachers in Shanghai can readily earn more than five times the average per capita monthly income.

brick boosting skyscraper booming Wonder
Wander

36. Movement in painting that (A) _____ in France in the 1860s and had enormous influence in European and North American painting in the late 19th century. The Impressionists wanted to depict real life, to paint straight from nature, and to capture the changing effects of light. The term was first used abusively to (B) _____ Claude Monet's painting Impression: Sunrise (1872). The other leading Impressionists included Paul Cézanne, Edgar Degas, Eduard Manet, Camille Pissarro, Pierre-Augusté Renoir and Alfred Sisley, but only Monet remained devoted to Impressionist ideas throughout his career. Monet, Renoir, and Sisley, who met as students and enjoyed painting in the open air — one of the hallmarks of Impressionism, formed the core of the Impressionist group in the early 1860s. They met other members of the Impressionist circle through Paris café society. They never made up a formal group, but they organized eight group exhibitions between 1874 and 1886, at the first of which the name Impressionism was applied. Their styles were diverse, but all (C) _____ with effects of light and movement created with distinct brushstrokes and (D) _____ of color dabbed side-by-side on the canvas rather than mixed on the palette. By the 1880s the movement's central impulse had dispersed, and a number of new styles were emerging, later described as post-impressionism. British Impressionism had a major influence on the more (E) _____ and (F) _____ British painters in the late 19th and early 20th centuries. Many of the painters affected were in the circle of Walter Sickert, who spent much of his career in France and was an influential figure that (G) _____ many younger artists. His friend and exact contemporary Philip Wilson Steer is generally regarded as the most outstanding British Impressionist.

describe explain inspiring inspired originated
experimental divisions progressive
experimented fragments



37. So why is it a concern? It is (A) _____ radioactivity is invisible and un-sensed, and for that reason is perceived as scary. (B) _____, we understand quite well the radiation levels to which people can be (C) _____ without harm, and those levels, are orders of (D) _____ above at the typical background levels.

exposed *Although* *in addition* *randomly*
because *magnitude* *Nevertheless*

38. Steven Pinker, a cognitive psychologist best known for his book "The Language Instinct", has called music "auditory cheesecake, an exquisite confection crafted to tickle the sensitive spots of at least six of our mental faculties. If it (A) _____ from our species, he said, "The rest of our lifestyle would be (B) _____ unchanged." Others have argued that, on the (C) _____ music along with art and literature, is part of what makes people human; its absence would have a brutalizing effect. Philip Ball, a British science writer and an avid music enthusiast, comes down somewhere in the middle. He says that music is ingrained in our auditory, cognitive and motor functions. We have a music (D) _____ as much as a language instinct, and could not rid ourselves of it if we tried.

disappear *vanished* *virtually* *sense* *instinct*
PTEMagazine *contrary*

39. Ikebana is the Japanese art of flower arrangement. It is more than simply putting flowers in a (A) _____. It is a disciplined art form in which the (B) _____ is a living thing where nature and humanity are brought together. It is (C) _____ in the philosophy of developing closeness with nature. As is true of all other arts, ikebana is creative expression within certain rules of construction. Its materials are living branches, leaves, grasses, and (D) _____. Its heart is the beauty resulting from color combinations, natural shapes, graceful lines, and the meaning latent in the total form of the arrangement. Ikebana is, therefore, much more than mere (E) _____.

floral *decoration* *steeped* *written* *jar*
container *blossoms* *arrangement*

40. Allergies are abnormal immune system reactions to things that are typically harmless to most people. When you're allergic to something, your immune system (A) _____ believes that this substance is harmful to your body. Substances that cause allergic reactions such as certain foods, dust, plant pollen, or medicines are known as allergens. In an attempt to protect the body, the immune system produces the antibodies to that allergen. Those antibodies then cause certain cells in the body to (B) _____ chemicals into the bloodstream, one of which is histamine. The histamine then (C) _____ on a person's eyes, nose, throat, lungs, skin, or gastrointestinal tract and causes the symptoms of the allergic reaction. Future exposure to that same allergen will trigger this antibody response again. This means that every time you come into contact with that allergen, you'll have an allergic reaction.

unfortunately absorb release do acts mistakenly

41. Once an organization has its product to sell, it must then (A) _____ the appropriate price to sell it at. Balancing many factors including supply-and-demand, cost, desired profit, competition, perceived value, and market behaviour sets the price. Ultimately, the final price is determined by what the market is willing to (B) _____ for the product. Pricing theory can be quite complex because so many (C) _____ influence what the purchaser (D) _____ is a fair value.

sell incidences factors determine decide
decides exchange

42. A bonus of dendrochronology is that the width and substructure of each ring reflect the amount of rain and the (A) _____ at which the rain fell during that particular year. Thus, tree ring studies also allow one to reconstruct (B) _____ climate; e.g., a series of wide rings means a wet period, and a series of narrow rings means (C) _____.

past natural drought season time

43. The contemporary ministerial staffing system is large, active and partisan - far larger and further evolved than any Westminster equivalent. Ministers' demands for help to cope with the pressures of an increasingly competitive and professionalized political environment have been key drivers of the staffing system's development. But there has not been commensurate growth in (A) _____ to support and control it. The (B) _____ framework for ministerial staff is (C) and ad hoc.

constitutional operating arrangements agreements
fragmented distributed



44. The morality of the welfare state depends on contribution and responsibility. Since some people don't (A) _____ and many are irresponsible, the choices of those who do contribute and are responsible is either to (B) _____ the free riders, refuse to pay for the effects of their (C) _____ or trust the state to (D) _____ them.

admit *irresponsibility* *assume* *help*
educate *tolerate* *contribute*

45. In the 250 years of its active evolution Funerary Violin moved from the formal to the personal. It is clear from the earliest (A) _____ of the form that its role during the sixteenth and seventeenth centuries was largely heraldic: to (B) _____ the continuity of the social structure. The few works that have survived from this period are often (C) _____ unemotional and at times overtly (D) _____.

simplify *exemplify* *accounts* *grandiose*
accounting *incidentally* *surprisingly*

46. None of the books in my father's dusty old bookcase were (A) _____. Yet while I was growing up, I never saw anyone take one down. Most were (B) _____ tomes-a comprehensive history of civilization, matching volumes of the great works of western literature, numerous others I can no longer (C) _____-that seemed almost fused to (D) _____ that bowed slightly from decades of (E) _____ support.

huge *massive* *shelves* *forgiven*
forbidden *recall* *steadfast*

47. Entrepreneurs seek the best opportunities for production and (A) _____ all the other resources in order to carry them out. An entrepreneur (B) _____ needs and takes the necessary actions to initiate the (C) _____ by which they will be (D) _____. This often means (E) _____ and taking risks.

meet *met* *decides* *visualizes* *control* *coordinate*
process *innovate* *innovating*

48. . In the last years of the wheat boom, Bennett had become increasingly (A) _____ at how the government seemed to be encouraging an (B) _____ farming binge. He went directly after his old employer, the Department of Agriculture, for (C) _____ people. Farmers on the Great Plains were working against nature, he (D) _____ in speeches across the country; they were asking for trouble.

frustration *underrated* *frustrated* *emerging*
exploitive *thundered* *misleading*



49. Fancy a locust for lunch? Probably not, if you live in the west, but elsewhere it's a different story. Edible insects-termites, stick insects, dragonflies, grasshoppers and giant water bugs-are on the menu for an (A) _____ 80 percent of the world's population.

More than 1000 species of insects are served up around the world. For example, "kungu cakes"-made from midges-are a (B) _____ in parts of Africa. Mexico is an insect-eating-or entomophagous hot spot, where more than 200 insect species are consumed. Demand is so high that 40 species are now under threat, including white agave worms. The caterpillars of the tequila giant-skipper butterfly (C) _____ around \$250 a kilogram.

Eating insects make (D) _____ sense. Some contain more (E) _____ instance, is about 80 percent protein. Insects can be a good (F) _____ eaten in Angola is rich in iron, zinc and thiamine than meat or fresh fish. The female gypsy moth, for of vitamins and minerals too: a type of caterpillar.

What do they taste like? Ants have a lemon tang, apparently, whereas giant water bugs taste of mint and fire and pupae of watermelon. You have probably, inadvertently, already tasted some of these things, as insects are often accidental tourists in other types of food. The US Food and Drug Administration even issues guidelines for the number of insect parts allowed in certain foods. For example, it is (G) _____ for 225 grams of macaroni to contain up to 225 insect fragments.

source *like* *granted* *estimated*
fetch *protein* *acceptable* *delicacy*
nutritional *given*

50. Descendants of the Maya living in Mexico still sometimes refer to themselves as 'the corn people'. The phrase is not intended as metaphor. Rather, it's meant to (A) _____ their abiding dependence on this miraculous grass, the (B) _____ of their diet for almost 9000 years.

The supermarket itself-the wallboard and joint compound, the linoleum and fiberglass and adhesives out of which the building itself has been built-is in no small measure a (C) _____ of corn.

manifestation *staple* *acknowledge* *acknowledgement*
demonstration

51. Research has suggested that major stressors in our lives are life (A) _____, for example, moving house, marriage or relationship breakdown. Work-related factors, (B) _____ unemployment and boredom, are also common (C) _____ of stress. Differences in personality may also (D) _____ a part.

including *keep* *changes* *changing* *play*
causes



52. Learning to write well in college means learning (or re-learning) how to write plainly and clearly. Now that doesn't mean that plainness is the only good style, or that you should become a (A) _____ to spare, unadorned writing.

Formality and ornateness have their place, and in (B) _____ hands complexity can carry us on a dizzying, breathtaking journey. But most students, most of the time, should (C) _____ to be sensibly simple, to develop a baseline style of short words, active verbs, and relatively simple sentence (D) _____ clear actions or identities. It's faster, it makes arguments easier to follow, it increases the chances a busy reader will bother to pay attention, and it lets you (E) _____ more attention on your moments of rhetorical flourish, which I do not advise abandoning altogether.

conveying *focused* *potential* *competent*
focus *slave* *strive* *fact*

53. Serving on a jury is normally compulsory for individuals who are (A) _____ for jury service. A jury is (B) _____ to be an impartial panel capable of reaching a verdict. (C) _____ and requirements may include a fluent understanding of the language and the opportunity to test jurors' neutrality or otherwise exclude jurors who are perceived as likely to be less than (D) _____ or partial to one side.

procedures *skewed* *neutral* *intention* *qualified*
intended *devoted*

54. One city will start to attract the (A) _____ of public and/ or private investment. This could be due to (B) _____ advantage or political decisions. This in turn will (C) _____ further investment due to the multiplier effect and (D) _____ rural to urban migration. The investment in this city will be at the (E) _____ of other cities.

stimulate *progress* *natural* *void* *important*
majority *PTEMagazine* *expense* *enhance* *significant*

55. A few summers ago I visited two dairy farms, Huls Farm and Gardar Farm, which despite being located thousands of miles apart were still remarkably similar in their strengths and vulnerabilities. Both were by far the largest, most prosperous, most technologically advanced farms in their respective (A) _____. In particular, each was centered around a magnificent state-of-the-art barn for (B) and milking cows. Those structures, both neatly (C) _____ into opposite-facing rows of cow stalls, dwarfed all other barns in the district. Both farms let their cows (D) _____ outdoors in lush pastures during the summer, produced their own hay to harvest in the late summer for feeding the cows through the winter, and increased their production of summer fodder and winter hay by irrigating their fields. The two farms were similar in area (a few square miles) and in barn size, Huls barn holding somewhat more cows than Gardar barn (200 vs. 165 cows, respectively). The owners of both farms were viewed as leaders of their respective societies. Both owners were deeply religious. Both farms were located in gorgeous natural setting that attract tourists from afar, with backdrops of high snowcapped mountains drained by streams teeming with fish and sloping down to a famous river (below Huls Farm) or 30rd (below Gardar Farm).

sheltering *providing* *shelter* *graze*
divided *districts* *division*



56. The rest of the universe appears to be made of a mysterious, invisible (A) _____ called dark matter (25 percent) and a force that (B) _____ gravity known as dark energy (70 percent). Scientists have not yet (C) _____ dark matter directly. It doesn't interact with baryonic matter and; it's completely invisible to light and other forms of electromagnetic radiation, making dark matter impossible to (D) _____ with current instruments. But scientists are confident it exists because of the gravitational effects it appears to have on galaxies and galaxy clusters.

repels *find* *calculated* *observed* *detect*
objects *substance* *find*

57. Equitable and sustainable (A) _____ of water resources is a major global challenge. About one third of the world's population lives in countries with moderate to high water stress with (B) _____ high impacts on the poor. With current projected human population growth, industrial development and the expansion of irrigated (C) _____ in the next two decades, water demand will rise to levels that will make the task of providing water for human (D) _____ more difficult.

agriculture *proportionately* *disproportionately*
sustenance *industry* *management* *sustain*

58. Called Chomolungma ("goddess mother of the world") in Tibet and Sagarmatha ("goddess of the sky") in Nepal, Mount Everest once went by the pedestrian name of Peak XV among Westerners. That was before (A) _____ established that it was the highest mountain on Earth, a fact that came as something of a surprise - Peak XV had seemed lost in the crowd of other formidable Himalayan peaks many of which gave the (B) _____ of greater height.

In 1852 the Great Trigonometrical Survey of India measured Everest's elevation as 29,002 feet above sea level. This figure remained the officially (C) _____ height for more than one hundred years. In 1955 it was adjusted by a mere 26 feet to 29,028 (8,848 m).

The mountain received its official name in 1865 in honor of Sir George Everest, the British Surveyor General from 1830-1843 who had mapped the Indian subcontinent. He had some (D) _____ about having his name bestowed on the peak, arguing that the mountain should retain its local appellation, the standard policy of geographical societies.

Before the Survey of India, a number of other mountains ranked supreme in the eyes of the world. In the seventeenth and eighteenth centuries, the Andean peak Chimborazo was considered the highest. At a relatively unremarkable 20,561 feet (6,310 m), it is in fact nowhere near the highest, (E) _____ by about thirty other Andean peaks and several dozen in the Himalayas. In 1809, the Himalayan peak Dhaulagiri (26,810 ft: 8,172 m) was declared the ultimate, only to be shunted aside in 1840 by Kanchenjunga (28,208 ft; 8,598 m), which today ranks third. Everest's status has been unrivaled for the last century and a half, but not without a few threats.

purveyors *surpassed* *allusion* *surveyors*
illusion *accepted* *reservations*



59. Leadership is all about being granted (A) _____ by others to lead their thinking. It is a bestowed moral authority that gives the right to organize and direct the efforts of others. But moral authority does not come from simply managing people effectively or communicating better or being able to motivate. It comes from many (B) _____, including being authentic and genuine, having integrity, and showing a real and deep understanding of the business in question. All these (C) _____ build confidence.

methods
permission

source

can

factors

materials





The answers:

- 1) disruptive, conducted, had, occurrence
- 2) suggests, Because, impetus
- 3) claimed, novel, devised, operate
- 4) cumbersome, revert to, system
- 5) chemistry, differs, engaging
- 6) As a result, because, on the other hand, similarly
- 7) focused, journal, interests, beside
- 8) ordinary, electric, demanding, much
- 9) practiced, enthusiasm, influence, efficacy
- 10) chronic, benefits, advised
- 11) assumed, abolishing, accessible, ability, introduced, revenue
- 12) preserved, perfectly, statistically, maintaining
- 13) benefit, radicals, generations, source
- 14) prospect, honed, lives
- 15) enigma, instead, opus, presumed, scissoring
- 16) enrolled, richness, gloom, transforming, traditional
- 17) application, while, diagnosed, distinguish, effectiveness
- 18) defined, answer, varies, straightforward, reasons, conversely
- 19) column, constants, consequences, occasionally, suffering
- 20) Surely, seduced, encountering, misleading
- 21) critical, conditional, drawing, favored
- 22) inadvertently, academic, inspiration
- 23) points, deep, muscle, complementary
- 24) don't, interviewing, records
- 25) become, dizzying, chances, rhetorical
- 26) prices, least, economies
- 27) predicts, open, fall, factor, funding
- 28) bridge, collage, forerunners
- 29) rest, real, distinguish, whereas
- 30) Assertion, creation, piece, detail



- 31) Probably, millennium, predated, presented
- 32) Noticeably, proponents, assertion, consume
- 33) Include, chronic, degradation, inconsistent
- 34) Values, develop, Analyzing, differences
- 35) Brick, wander, booming,
- 36) originated, describe, experimented, fragments, experimental, progressive, inspired
- 37) Because, nevertheless, exposed, magnitude
- 38) vanished, virtually, contrary, instinct
- 39) container, arrangement, steeped, blossoms, floral, decoration
- 40) mistakenly, release, acts
- 41) determine, exchange, factors, decides
- 42) season, past, drought
- 43) arrangements, operating, fragmented
- 44) contribute, tolerate, irresponsibility, educate
- 45) accounts, exemplify, surprisingly, grandiose
- 46) forbidden, massive, recall, shelves, steadfast
- 47) coordinate, visualizes, process, met, innovating
- 48) frustrated, exploitive, misleading, thundered
- 49) estimated, delicacy, fetch, nutritional, protein, source, acceptable
- 50) acknowledge, staple, manifestation
- 51) changes, including, causes, play
- 52) slave, competent, strive, conveying, focus
- 53) qualified, intended, procedures, focus
- 54) majority, natural, stimulate, significant, expense
- 55) districts, sheltering, divided, graze
- 56) substance, repels, observed, detect
- 57) management, disproportionately, agriculture, sustenance
- 58) surveyors, illusion, accepted, reservation, surpassed
- 59) permission, sources, factors