

Day 16

Question Type 4_(4)

1. Day 15 Review
2. Practice
3. Review

1. Day 15 Review

1. Note-taking을 잘 활용하여 답변을 만든다.
2. Reading 지문을 간단히 한두 문장으로 정리한 뒤 Listening 지문을 첫 번째와 두 번째 예시로 나누어 정리하여 Reading + Listening을 완성한다.

2. Practice

Practice 1

Cognitive Dissonance

In psychology, the term, cognitive dissonance, refers to a situation in which a person experiences conflict because he or she holds two ideas that contradict each other. Usually, the person in question might feel guilty or ashamed because of this conflict and will not know what to do. Sometimes, individuals might try to reduce dissonance by changing their beliefs about something, or they might rationalize in order to justify their actions.

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|-------|----------------------|
| 독해 주제 | cognitive dissonance |
| -요점 | - conflict: 2 ideas |

Practice 1: Reading 정리

→ The reading passage talks about cognitive dissonance, which refers to a situation where a person experiences conflict because of two ideas that contradict each other.

Practice 1: Listening Note-Taking

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|-------|--|
| 예시 1 | 1. want to have <u>nice/lean body</u> |
| 세부 사항 | <ul style="list-style-type: none"> - must <u>EXR</u> - might hate <u>EXR</u> - bc) <u>lazy/tedious</u> - so) <u>force yourself</u> |
| 예시 2 | 2. professor (himself) |
| 세부 사항 | <ul style="list-style-type: none"> - love to <u>SMK</u> - cause <u>L cancer</u> - <u>want to stay Hthy & live a L life</u> - so) <u>cut ↓ on SMK</u> |

Practice 1: Listening 정리

First of all, the professor says that some people want to have nice bodies. Therefore, they have to exercise in the gym. However, they might hate exercising. So, they will force themselves to go to the gym. Then, in the latter part of the lecture, the professor talks about himself as an example. What I learned is that he loves to smoke but he knows smoking can cause lung cancer. However, he wants to live a long life and stay healthy. So he cut down on his smoking. This is how the professor explains today's topic.

Practice 1: Full Response

The reading passage talks about Cognitive Dissonance, which refers to a situation where a person experiences conflict because of two ideas that contradict each other. And the professor gives a couple of examples to illustrate this concept. First of all, the professor says that some people want to have nice bodies. Therefore, they have to exercise in the gym. However, they might hate exercising. Some of them might force themselves to go to the gym. Then, in the latter part of the lecture, the professor talks about himself as an example. What I learned is that he loves to smoke but he knows smoking can cause lung cancer. However, he wants to live a long life and stay healthy. So he cut down on his smoking. And it makes him feel better. This is how the professor explains today's topic.

Practice 2

Creative Grouping

Creative grouping is a type of marketing strategy to change people's view on a particular product. People usually consider the design and price of a product before making a purchase. Therefore, to increase sales, companies will try to change the product's image, or they might market the product as a different item by categorizing it with other products. By doing so, the company can attract more customers.

| | |
|-------|---|
| 독해 주제 | <u>creative grouping</u> |
| -요점 | - change: <u>ppl's view</u> - market <u>diffrent</u> |

Practice 2 : Listening Note-Taking

| | |
|-------|--|
| 예시 1 | <u>Wrist wtchs</u> ← long ago |
| 세부 사항 | <ul style="list-style-type: none"> - lxy items - colors : dull & simple - looked serious - x buy bc) <u>↑ expsv</u> |
| 예시 2 | <u>Wrist wtches</u> today |
| 세부 사항 | <ul style="list-style-type: none"> - market diffrently - <u>brght color</u> ↑ - made of <u>plstc</u> - fun & <u>attrctv</u> toys - <u>cheap</u> → more <u>ppl buy</u> |

Practice 2 : Reading 정리

→ The reading passage talks about creative grouping, which is a type of marketing strategy to change people's view on a particular product. And the professor gives wrist watches as an example.

Practice 2 : Listening 정리

In the first part of the lecture, she describes wrist watches that were made long

ago. To be more specific, people used to think that wrist watches were luxury items. Their colors were just dull and simple, and they looked serious. Plus, they were expensive; so many people couldn't afford them.

Then, in the latter part of the lecture, the professor talks about wrist watches today. What I learned is that companies have marketed them differently. To be more specific, they changed the design of the watch. Now, they are bright and colorful. What's more, some of them are made of plastic, so they look fun and attractive just like toys! On top of that, they are much cheaper now. What this means is that more people can buy them.

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So, this is how the professor explains today's topic.

표현 알아두기

강의를 정리할 때 강조에 쓰이는 표현을 알아보자.

What this means is that

This shows that

This is a good example of

What's important is that

So, what matters the most is

What's interesting is that

What's surprising is that

What's remarkable is that

What this implies is that

3. Review

1. Reading과 Listening을 따로 정리하여 full response를 만들어 답변하는 것이 더 편리하다.
2. Listening 정리를 위해 효과적이고 보기 편한 note-taking을 한다.

Listening Script

Cognitive Dissonance

Now, I'm sure that most of you are confused by the reading. So, I'll give you a couple of examples to help you understand what cognitive dissonance means. Do some of you like to stay in shape? Imagine that you want to have a really nice, lean body. So you must exercise in the gym everyday, right? But what if you really hate exercising because you're lazy or it's tedious? What do you do? Perhaps, you might force yourself to go to the gym still even though you hate it. What about another example? Um.. take me, for instance. As some of you might already know, I love to smoke. I enjoy smoking outside during my breaks. But of course, I already know that smoking can cause lung cancer. And the thing is... I still want to stay healthy and live a long life. So, I worry about my health a lot. These days, I cut down on my smoking. And now, I try to smoke only a few times a day. That does make me feel a little better.

Creative grouping

W : Alright, class, let me give you a few examples that might help explain what you just read. Hmmm... the first example that I want to focus on is wristwatches that were made long ago. In the past, people thought that wristwatches were luxury items. They were made of steel or silver, and their colors were dull and simple... like black or white. They really looked... uh... very serious. And not only that... many people could not buy watches in the past because they were too expensive. But now, let's take a look at wristwatches today. The thing is... companies wanted to attract more buyers, so they marketed the watch differently. They...um... changed the design of the watch. So as you know, watches look a lot different now. These days, they are really bright and colorful. Also, some are now made of plastic, and they look really fun and attractive. In fact, some

of them look like toys, so kids love them. And on top of that... they are now much cheaper to buy. So as you can see...when companies changed how the wristwatch looked, more people starting buying them.