

The
Official
Cambridge
Guide to
IELTS
Reading

학습목표

- Practice 6 - Passage 3 (p259 - 263)

- Multiple Questions
- Matching Information
- Note Completion

Questions 27-30

Choose the correct letter, A, B, e or D.

Write the correct letter in boxes 27-30 on your answer sheet.

Questions 27-30

27 What are we told about the product called a 'Swiffer'?

- A** Its designers had little experience working with household objects.
- B** Once the idea for it was conceived, it did not take long to develop.
- C** It achieved profits beyond the manufacturer's expectations.
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Multiple Questions

1. 문장을 완성하는 형식인지, 의문사로 시작하는 문제인지 파악 후 묻는 바를 명확히 인지한다.

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2. 문제에 주어진 단어 중 스캔 할 단어를 선택하여, 본문에서의 답의 위치를 파악한다.

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Paragraph 1

For a fascinating tale about creativity, look at a cleaning product called the *Swiffer* and how it came about, urges writer Jonah Lehrer. In the story of the *Swiffer*, he argues, we have the key elements in producing breakthrough ideas: frustration, moments of insight and sheer hard work. The story starts with a multinational company which had invented products for keeping homes spotless, and couldn't come up with better ways to clean floors, **so it hired designers to watch how people cleaned**. Frustrated after hundreds of hours of observation, they one day noticed a woman do with a paper towel what people do all the time: wipe something up and throw it away. ...

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Lehrer, the author of *Imagine*, a new book that seeks to explain how creativity works, says **this study of the imagination started from a desire to understand what happens in the brain at the moment of sudden insight.** 'But the book definitely spiraled out of control,' Lehrer says. **'When you talk to creative people, they'll tell you about the 'eureka'* moment, but when you press them they also talk about the hard work that comes afterwards,** so I realised I needed to write about that, too. And then I realised I couldn't just look at creativity from the perspective of the brain, because it's also about the culture and context, about the group and the team and the way we collaborate.'

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When it comes to the mysterious process by which inspiration comes into your head as if from nowhere, Lehrer says modern neuroscience has produced a 'first draft' explanation of what is happening in the brain. **He writes of how burnt-out American singer Bob Dylan decided to walk away from his musical career in 1965 and escape to a cabin in the woods, only to be overcome by a desire to write.** Apparently *'Like a Rolling Stone'* suddenly flowed from his pen. *'It's like a ghost is writing a song,'* Dylan has reportedly said. 'It gives you the song and it goes away.' But it's no ghost, according to Lehrer.

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Paragraph 4

Instead, the right hemisphere of the brain is assembling connections between past influences and making something entirely new. **Neuroscientists have roughly charted this process by mapping the brains of people doing word puzzles solved by making sense of remotely connecting information. For instance, subjects are given three words - such as 'age', 'mile' and 'sand' - and asked to come up with a single word that can precede or follow each of them to form a compound word. (It happens to be 'stone'.) ...**

Paragraph 4

... Using brain-imaging equipment, researchers discovered that when people get the answer in an apparent flash of insight, a small fold of tissue called the anterior superior temporal gyrus suddenly lights up just beforehand. This stays silent when the word puzzle is solved through careful analysis. Lehrer says that this area of the brain lights up only after we've hit the wall on a problem. Then the brain starts hunting through the 'filing cabinets of the right hemisphere' to make the connections that produce the right answer.



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Complete each sentence with the correct ending, A-G, below.

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Complete each sentence with the correct ending, A-G, below.

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31 Scientists know a moment of insight is coming

32 Mental connections are much harder to make

33 Some companies require their employees to stop working

34 A team will function more successfully

A when people are not too familiar with one another.

B because there is greater activity in the right side of the brain.

C if people are concentrating on the specifics of a problem.

D so they can increase the possibility of finding answers.

E when people lack the experience required for problem-solving.

F when the brain shows strong signs of distraction.

G when both hemispheres of the brain show activity.

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Studies have demonstrated **it's possible to predict a moment of insight up to eight seconds before it arrives.** The predictive signal is a steady rhythm of alpha waves emanating from the brain's right hemisphere, which are closely associated with relaxing activities. 'When our minds are at ease - when those alpha waves are rippling through the brain - we're more likely to direct the spotlight of attention towards that stream of remote associations emanating from the right hemisphere,'

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Questions 35-39

Complete the notes below.

Choose ONE WORD ONLY from the passage for each answer.

Write your answers in boxes 35-39 on your answer sheet.

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How other people influence our creativity

- **Steve Jobs**

- made **changes to the** 35_____ to encourage interaction at Pixar.

- **Lehrer**

- company owners must have a wide range of 36_____ to do well.

- it's important to start 37_____ with new people

- the 38_____ has not replaced the need for physical contact.

- **Geoffrey West**

- living in 39_____ encourages creativity.

Paragraph 6

Creativity, it seems, thrives on serendipity. **American entrepreneur Steve Jobs believed so.** Lehrer describes how at Pixar Animation, **Jobs designed the entire workplace to maximise the chance of strangers bumping into each other, striking up conversations and learning from one another. ...**

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... According to theoretical physicist **Geoffrey West**, when corporate institutions get bigger, they often become less receptive to change. **Cities, however, allow our ingenuity to grow** by pulling huge numbers of different people together, who then exchange ideas. Working from the comfort of our homes may be convenient, therefore, but it seems we need the company of others to achieve our finest 'eureka' moments.

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Choose the correct letter, A, B, C or D.

Write the correct letter in box 40 on your answer sheet.

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A Understanding what drives our moments of inspiration

B Challenging traditional theories of human creativity

C Creative solutions for enhancing professional relationships

D How the future is shaped by innovative ideas and inspired people

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