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English in the Hyperconnected World:

part 3

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Table of Contents

| | |
|--|-----------|
| Preface..... | 4 |
| Our IQs have never been higher – but it hasn't made us smart..... | 5 |
| The subtle science of selling..... | 19 |
| The triumph of email | 32 |
| The longevity gap..... | 50 |
| Why time management is ruining our lives..... | 64 |

PREFACE

Настоящее учебное пособие включает актуальные тексты учебно-познавательной тематики для студентов-бакалавров факультета компьютерных наук и информационных технологий (направление 02.03.02 «Фундаментальная информатика и информационные технологии»).

Целью данного пособия является формирование навыка чтения и перевода научно-популярных и собственно научных текстов, а также развитие устной речи студентов.

Пособие состоит из 5 разделов, рассматривающих значение информационных технологий в современном мире. Каждый из них содержит аутентичные материалы (источники: *Aeon*, *BBC Future*, *Nautilus*, *Psychology Today*, *The Guardian*, *The Atlantic*) и упражнения к ним.

Пособие может успешно использоваться как для аудиторных занятий, так и для внеаудиторной практики.

1. Our IQs have never been higher – but it hasn't made us smart

Part 1

Exercise I.

Say what Russian words help to guess the meaning of the following words: person, regularly, potential, historical, mysterious, intellect, races, examining, genes, role.

Exercise II

Make sure you know the following words and word combinations.

to boost one's IQ, medieval peasant, to be anchored in one's own world, to tell somebody mid-way through conversation, simplistic views, current issues, to look beyond smartphone screen, to shape intellect, celebrated psychologist, to dumbfound, puzzling, leap, to ramp up, crucially, to gain ground, ignorance.

Our IQs have never been higher – but it hasn't made us smart

We tend to assume that our intelligence is simply a matter of nature and nurture – but as the celebrated psychologist James Flynn explains to BBC Future, many other factors can stunt or boost your IQ, right down to the person you choose to marry.

James Flynn is worried about leaving the world to millennials. As a professor at the University of Otago in New Zealand,

he regularly meets bright students with enormous potential, only to find that many of them aren't engaging with the complex past of the world around them. "They have all these modern skills and yet they come out of university no different than the medieval peasant who is anchored in his own little world," he tells me mid-way through our conversation. "Well, actually they are anchored in a much bigger world – the world of the present – but with no historical dimension." The result, he thinks, is that we have overly simplistic views of current issues, leaving us open to manipulation by politicians and the media. He hopes to encourage young people to look beyond their smartphone screens. I am here to discuss his latest book, *Does Your Family Make You Smarter?* It is a wide ranging conversation on the ways that human thinking has changed over time, including a mysterious rise in IQ – the "Flynn Effect" for which he is now best known – and the various competing influences that shape our intellect over our lifetime. At 82, Flynn is now a towering figure in intelligence research. As part of this philosophical research on the nature of objectivity, he came across dubious claims that certain races are intellectually inferior. Examining the evidence, he saw that the average scores for everyone – black and white alike – had been rising consistently by around three points a decade. "I thought, why aren't psychologists dancing in the street over this? What the hell is going on?"

(1)

Psychologists had long known that our genes play a role in our intelligence, and that its influence only increases as we get older. At kindergarten, genetics matter relatively little: what's more important is whether your parents talk to you, read to you and practise things like counting. Sure enough, twin studies suggest that your genes account for

about 20% of the variation in IQ at this age. As you grow up and begin to think for yourself, however, your parents' influence wears off. You spend most of your time at school anyway, and if you have the potential, your brain will develop in line with the extra stimulation. Your genes may also push you to find new ways to stimulate your mind yourself – you might pursue more intellectually demanding pastimes, join a book club, or you might be selected for a harder maths class, which should in turn raise your score. So you begin to create your own niche that reflects your genetic potential. That's not to say that your family background doesn't count at all – it still matters if you attend a better school or if your parents buy you lots of books. And chance factors can add up; if you find yourself unemployed or beset by a personal tragedy, your IQ may take a blow. But overall, as an adult your genes can predict about 80% of the differences between you and the next person. (2)

Yet the Flynn Effect was just too pronounced and too rapid to be explained by changing genes; natural selection happens slowly across thousands of years. So what could it be? Other psychologists were dumbfounded. “They were so wedded to the notion that intelligence only changed slowly that they couldn't see what was in front of them.” In fact, the answer is not so puzzling if you compare it to another trait that has slowly grown over the decades: body height. Within one generation you will find that tall parents have taller children, and short parents have shorter children, showing a large genetic component; but if you compare different generations, you will find we are all much taller than our grandparents – and that's not because our genes have changed. It's because modern life, with better medicine and diet, has allowed our bodies to grow. (3)

Flynn and his colleague William Dickens have hypothesised that exactly the same thing was happening to our minds thanks to shifts in the cognitive demands of our society. IQ measures a variety of qualities, such as vocabulary, reasoning and the ability to think abstractly and recognise categories, which together are meant to reflect a “general intelligence”. And even though we are not schooled in all these skills explicitly, our education nevertheless exercises a more abstract way of seeing the world that could help us with that task. Just think of the elementary school lessons that lead us to consider the different elements and the forces of nature – we are slowly beginning to group things together into categories and classes and logical rules, which is central to many questions on the IQ test. The more children are asked to view the world through these “scientific spectacles”, the higher they will score, Flynn suggests. “Society makes highly different demands on us over time, and people have to respond.” But it’s not just education; some researchers have argued that our whole world is now engineered to make us think in this way, thanks to an increasing reliance on technology. Where our great-grandparents may have grappled with typewriters, our parents struggled to program their video recorder, while children today learn to use a touchscreen from an early age. Even reading the schematic London Underground map may have been tough for someone in the 1900s who was used to seeing the world more literally, Flynn says. This progression has forced us to think in hierarchies and symbols, to learn how to follow rules and draw analogies – and it is now so widespread that we forget the cognitive leaps it requires. As a consequence, we all became a bit better at thinking abstractly, leading to an increase of at

least 30 points over the last century. The rise in IQ may not mean we have ramped up our raw brainpower – we are fine-tuning our ancient mental machinery for the modern world, rather than upgrading it completely – but he argues that the improvements are “sociologically significant”, reflecting real changes in thinking. Flynn compares it to physical exercise – we are shaped by our chosen sport. “The brain is a muscle – and a change in mental exercise influences the brain just as much as if you gave up swimming for weightlifting.” (4)

Crucially, IQ is malleable over a lifetime. This means that the elderly can still gain ground, thanks to better overall health (which is linked to intelligence) and longer-lasting, more intellectually demanding careers keeping their brains active for longer time. Flynn’s latest book is an attempt to fill in some of the gaps left in this picture, using a new analysis that allows him to break down the effects depending on the person at hand, and the particular skills it will effect. Consider the part of the IQ test that measures vocabulary. Having more educated parents, who talk with more varied language, will help give a boost even to people with little genetic potential; conversely, people with a genetic advantage may find themselves dragged down by those around them. The differences are small enough that many would like to ignore them, but Flynn’s analysis shows that even a few IQ points can determine your path in life. For a bright kid entering university in America, for instance, living in a slightly more academic home could push their score from 500 to 566 on the exams, for instance – the difference between a place at a prestigious or more mediocre college. But Flynn is not a defeatist: no matter what our family background, we all have the power to take our intellectual development into our own hands. After all, the studies show

that our circumstances today shape our current IQ more than our past history. This is apparent, he says, with his mature students. “Plenty of people come to us from environments that look as if they provide very little intellectual stimulation, and compared to our average students, they gain like crazy.” I ask him how else I could hope to get a brain boost. “You can marry a partner, not because they look like a star, but because you found them intellectually challenging,” he advises me. “They would introduce you into a world of ideas and peers that would make your life far more interesting.” Which brings us round to his concerns about millennials. Despite the gains in IQ, he worries that we aren’t engaging our minds effectively on the issues that matter. “I’m not being gloomy but actually the major intellectual thing that disturbs me is that young people like you are reading less history and less serious novels than you used to,” he says, arguing that we should have a background in the crises that have shaped world history before we form opinions on current politics. George Orwell, he says, painted a dystopia where the government rewrites history to control and manipulate the population. “But all you need are ‘ahistorical’ people who then live in the bubble of the present, and by fashioning that bubble the government and the media can do anything they want with them,” Flynn adds. (5)

In other words, our IQs may have risen, but this hasn’t made us any wiser. “Reading literature and reading history is the only thing that’s going to capitalise on the IQ gains of the 20th Century and make them politically relevant.” You may or may not agree, but Flynn is not the only person with this concern: as William Poundstone shows in his latest book *Head In The Clouds*, everyday ignorance is influencing the way we make decisions in many areas of our lives. Whether or not Flynn

will persuade young people to pick up a book, there's no doubting that he has forever changed our views of intelligence. (6)

Adapted from BBC Future.

Exercise III.

Find paragraphs, dealing with the following: peasant, boost, peasant, dimension, simplistic, mysterious, dubious, background, chance factors, natural selection

Exercise IV.

Fill in the gaps according to the text.

1. We tend to assume that our intelligence is simply a matter of nature and nurture – but as the celebrated psychologist explains to BBC Future, many other factors can stunt or boost your IQ, right down to the person you choose to marry.
2. As a professor at the University of Otago in....., he regularly meets bright students with enormous potential, only to find that many of them aren't engaging with the complex past of the world around them.
3. At, Flynn is now a towering figure in intelligence research.
4. Psychologists had long known that ourplay a role in our intelligence, and that its influence only increases as we get older.
5. At....., genetics matter relatively little: what's more important is whether your parents talk to you, read to you and practise things like counting.
6. Sure enough, twin studies suggest that your genes account for about of the variation in IQ at this age.
7. But overall, as an adult your genes can predict about of the differences between you and the next person.

8. Yet the Effect was just too pronounced and too rapid to be explained by changing genes; natural selection happens slowly across thousands of years.

9. Flynn and his colleague have hypothesised that exactly the same thing was happening to our minds thanks to shifts in the cognitive demands of our society.

10. measures a variety of qualities, such as vocabulary, reasoning and the ability to think abstractly and recognise categories, which together are meant to reflect a “general intelligence”.

Exercise V.

Make up sentences of your own with the following word combinations: to boost one’s IQ, to be anchored in one’s own world, to tell somebody mid-way through conversation, to look beyond smartphone screens, to shape intellect, to come across, dubious claims, intellectually inferior, chance factors.

Exercise VI.

Determine whether the statements are true or false. Correct the false statements:

1. James Flynn is not worried about leaving the world to millennials.
2. As a professor at the University of Otago in Australia, James Flynn regularly meets bright students with enormous potential, only to find that many of them aren’t engaging with the complex past of the world around them.
3. At 72, Flynn is now a towering figure in intelligence research.
4. As part of this philosophical research on the nature of objectivity, he came across dubious claims that certain races are intellectually inferior.

5. Examining the evidence, he saw that the average scores for everyone – black and white alike – had been rising consistently by around two points a decade.
6. Psychologists had long known that our genes play a role in our intelligence, and that its influence only decreases as we get older.
7. At kindergarten, genetics matter relatively little: what's more important is whether your parents talk to you, read to you and practise things like counting.
8. Sure enough, twin studies suggest that your genes account for about 10% of the variation in IQ at this age.
9. As you grow up and begin to think for yourself, however, your parents' influence wears off.
10. But overall, as an adult your genes can predict about 60% of the differences between you and the next person.

Exercise VII .

Match the words to the definitions in the column on the right:

| | |
|--------------|--|
| peasant | a flat surface in a cinema, on a television, or as part of a computer, on which pictures or words are shown |
| dimension | (a) talk between two or more people in which thoughts, feelings, and ideas are expressed, questions are asked and answered, or news and information is exchanged |
| manipulation | of the present time |
| boost | related to the Middle Ages (the period in European history from about AD 600 to AD 1500) |

| | |
|--------------|---|
| IQ | a person who owns or rents a small piece of land and grows crops, keeps animals, etc. on it, especially one who has a low income, very little education, and a low social position. This is usually used of someone who lived in the past or of someone in a poor country |
| current | to improve or increase something |
| medieval | a measurement of something in a particular direction, especially its height, length, or width |
| conversation | abbreviation for intelligence quotient: a measure of someone's intelligence found from special tests |
| politician | a member of a government or law-making organization |
| screen | controlling someone or something to your own advantage, often unfairly or dishonestly |

Exercise VIII.

Summarize the article “Our IQs have never been higher – but it hasn't made us smart.”

Part 2

Exercise I.

Identify the part of speech the words belong to: medieval, conversation, historical, dimension, simplistic, current, manipulation, politician, mysterious, various

Exercise II.

Form adjectives from the following words:

nature (1), regularly (1), effect (1), evidence (1), slowly (3), exactly (4), variety (4), technology (4), literally (4), progression (4)

Exercise III.

Find synonyms to the following words. Translate them into Russian:

boost, conversation, dimension, result, simplistic, current, screen, mysterious, rise, various

Exercise IV.

Find antonyms to the following words. Translate them into Russian:

result (1), current (1), mysterious (1), rise (1), dubious (1), inferior (1), natural (3), mature (5), relevant (6), agree (6)

Exercise V.

Match the words to make word combinations:

| | |
|------------|------------|
| chance | issues |
| family | screen |
| medieval | claims |
| historical | recorder |
| simplistic | factors |
| current | background |
| dubious | dimension |
| video | selection |
| natural | peasant |
| smartphone | views |

Exercise VI.

QUIZ (The Curious History of Digital Computers)

1) One of the first electronic computers, located in Philadelphia, occupied 167 square metres, weighed 27 tons and consumed 150kW of electricity. What was it called?

- A. EDVAC
- B. ENIAC
- C. MANIAC
- D. UNIVAC

2) Claimed by some to be the first electronic computer, the "ABC" was invented in 1942. Oddly enough 'C' stands for Computer, but what do the letters 'AB' stand for?

- A. Atanasoff-Berry
- B. Accelerated Binary
- C. Auerbach-Burroughs
- D. Automated Babbage

3) During World War II the British developed a machine for code-breaking the Lorenz machine ciphers used by the Nazis to encrypt messages between their senior military leaders. Alan Turing was involved in its design, and it is another contender for the title of the world's first electronic digital computer. What was it called?

- A. The Titan
- B. The Colossus
- C. The Argus
- D. The Bombe

4) The strongest contender for being the first programmable electronic computer is the Z3. Which German engineer created the Z3 in 1941?

- A. Werner von Siemens
- B. Heinz Nixdorf
- C. John von Neumann
- D. Konrad Zuse

5) This mathematician, the only legitimate child of the poet Lord Byron, worked closely with Charles Babbage on his Analytical Engine. She is incorrectly reported to have created the first algorithm intended to be carried out by such a machine, and has therefore been called the first programmer. What was her name?

- A. Grace Hopper
- B. Linda Lovelace
- C. Ada Lovelace
- D. Ada Byron

6) Reputed to have invented the programming language COBOL, Grace Hopper was extremely influential in its development and in promoting its widespread use. She is said, incorrectly, to have invented what common computing term?

- A. Loop
- B. Bug
- C. Boot
- D. Crash

7) During World War II, the Hollywood star Hedy Lamarr and the composer George Antheil patented a technology that would help prevent the jamming of radio signals sent to torpedoes. What was the technology called?

- A. Channel Diffusion
- B. Frequency Hopping
- C. Amplitude Spreading
- D. Waveform Shaping

8) Doug Engelbart is credited with inventing the first computer mouse around 1963 to 1964 while working at the Stanford Research Institute. It had two perpendicular metal wheels to enable detection of movement across a surface. What was the case made of?

- A. Ivory

- B. Cardboard
- C. Wood
- D. Leather

9) What did the Norwegian computer pioneer Pal Spilling do in 1988?

- A. Unplugged Norway from the Internet
- B. Built the first automated trading platform
- C. Accidentally triggered a missile launch alert
- D. Created the first grandmaster chess-playing program

10) Announced in 1983, but not released until 20 November 1985,

Microsoft Windows 1.0 had another name during its development. What was it?

- A. Windows Beta
- B. DOS On Screen
- C. Interface Manager
- D. Visual User Experience

2. The subtle science of selling

Part 1

Exercise I.

Say what Russian words help to guess the meaning of the following words: immune, sort, manipulation, effective, models, strategic, machines, exclusively, manipulating, experiments.

Exercise II

Make sure you know the following words and word combinations.

to masquerade, to divulge, incidental coincidences, to comply with a request, to be immune to, on sale, at a reduced price, to hand over money, to recount, to comply, to snap up, to perceive, to gain, trigger, rule of thumb.

The subtle science of selling

Salespeople can lure you into buying their products with simple psychological tricks. Tiffanie Wen explores how they work.

If I told you this is the most important article you'll read this week, you probably wouldn't believe me. But what if I could say that 75% of your friends agreed? Or if I could pull out the fact that nine out of 10 people of your age, education and income judged the article as relevant to them? Then, perhaps, you might be more likely to read on. Many of us are probably aware that salespeople often use psychological

tricks to persuade us to buy their products. We might even like to think we are immune to that sort of manipulation. But the scientific evidence strongly suggests we aren't. So why are the following hidden sales tricks so effective? (1)

1. Make false comparisons. Take, for starters, the techniques of used car sales. In the name of research, Robert Levine, a professor of social psychology at California State University, masqueraded as a salesman at a used car dealership in the early 2000s. As he recounts in his book, *The Power of Persuasion: How We're Bought and Sold*, he was worried that he would fail to shift many cars because he wouldn't be able to remember all the stats about the various models on the lot. Levine quickly learned, however, that plenty of used car salespeople don't carry this information around in their heads either – to sell a car, they only really needed to memorise a few basic facts that applied to all the models on the lot. What mattered more was showing the cars in a strategic order. When a shopper isn't aware of the intrinsic value of a product – and the value of used cars can be difficult to judge without some homework – a base rate can be established and then used to emphasise the exceptional value of another product by comparison. “If a bunch of \$200 espresso machines are sitting next to one overpriced \$400 espresso machine that does basically the same thing, the \$200 machines suddenly look like an obvious good deal,” Levine explains. “This is especially true if you have a skilled salesperson who divulges that the \$400 machine isn't really any better than the others. But the reality is, most of us probably have no idea how much an espresso machine should cost.” For Levine, however, even an understanding of the psychology behind sales was little help. He says he was hopeless at selling cars, and

only managed to shift one over the course of his research. Perhaps if Levine, a white man in his 50s, had been selling cars exclusively to other middle-aged white males, or to someone also named Robert, Bob or Bobby, he would have taken home more commission, as this next tip suggests...(2)

2. Emphasise social similarities. Research has shown that we are more likely to buy from people whom we trust and like – and we trust and like people who are more like us, even when the characteristics we share are incidental. Jerry Burger, a professor at Santa Clara University, studies how and when people are most likely to comply with requests that carry a personal cost – such as handing over money. His findings have huge implications for understanding and manipulating selling techniques and buying behaviour. In one series of experiments for example, Burger and his colleagues illustrated how perceived incidental coincidences – like having the same birthday or name as someone else – can change our behaviour towards that person. In the first study, undergraduate students were brought into the lab ostensibly to participate in a study on astrology. Over the course of the study, participants discovered that they had the same birthday as a research assistant posing as another participant. When the research assistant later asked participants to comply with a request – in this case to critique an eight-page paper – participants who thought they shared the same birthday as the assistant were nearly twice as likely to do so. (3)

In the second study, a woman requesting donations for medical research approached female participants who had just completed what they thought was a study on creativity. When the requester wore a nametag indicating they had the same first name as the

participant, the participant donated more than twice as much money, on average, as participants approached by a requester who did not share their name. Even more interestingly, if the participants were shown a picture of a girl with the disease and told she shared their name, they donated *less* money than if they were told the girl did not share their name. Apparently it is sharing characteristics with the requester – not with potential beneficiaries – that is most likely to influence our decision to donate money. (4)

3. Create illusion of demand. Another trick is to make it seem like a product is being snapped up by others. In their bestselling book *50 Scientifically Proven Ways to Be Persuasive*, Robert Cialdini, Noah Goldstein and Steve Martin open with an anecdote about Colleen Szot, who they describe as “one of the most successful writers” in infomercials. Szot famously changed the call to action in her infomercials from: “Operators are waiting, please call now!” to: “If operators are busy, please call again.” The subtle change capitalised on something called “social proof” – a principle that says we look to others to inform our own decisions – and led to an increase in sales. When there is a limited supply of products, showing that other people are buying the product can also emphasise the notion of scarcity. Simply put, we hate missing out on unique opportunities, even when the opportunity is not really unique at all. In another set of experiments, Burger demonstrated that people are more likely to act if they perceive they have a unique opportunity to do so. In one study, for example, participants spent time evaluating products that are typically sold on US college campuses, including a travel mug. Afterwards, with the study apparently over, the researchers mentioned to the participants that the

mugs were actually on sale at a reduced price. Some of the participants were simply encouraged to hand over money – but others were told that the mugs were in short supply and that they could only buy one if they drew a ticket from a hat. In reality, all of the tickets were marked with a symbol that qualified the participants to buy a mug. Sure enough, the ‘lottery’ participants were more likely to offer to buy a mug.

4. Spread benefits, bundle costs. Broadcast in the late 1970s and early 1980s, the Ginsu Knife infomercial was one of the first to use the ‘But wait! There’s more!’ technique, by offering a carving fork, six-in-one kitchen tool, set of knives and slicer in addition to the now famous knife.

(5)

It’s an example of spreading “gains” over time. If you were told of all the benefits at once, the sell would be less effective. That’s not the case when it comes to paying though. While gains are best spread out, we prefer to experience our losses all at once. An example of how salespeople exploit this might include a car salesman who tries to sell you something extra for the car at the time of your purchase. They know the best time to persuade you to spend \$200 is when you’re already committed to spending significantly more. (6)

5. Induce a feeling of obligation. Studies have also demonstrated that when people receive a favour from someone, they feel obligated to reciprocate in some way. This feeling can be strong. In a 2006 study, Burger and his colleagues found people are more likely to grant a second request even after they had already reciprocated a favour, at least for a short period. “Of course, as a rule of thumb, returning favours is a beneficial thing to do,” says Burger. “The problem arises when this rule of thumb is exploited.” Again, salespeople have learned how to use

these behaviours to their advantage. “A lot of times, salespeople go through extra effort for you and go through all sorts of gestures, because they know it will be really hard for you to later say no. People feel bad taking something for free or somebody’s time and effort without paying them back in some way,” says Burger. “It can be a trick – and the feeling of obligation is very hard to fight.” (7)

6. Think emotional triggers. According to Martin, we are particularly likely to be influenced when we are overwhelmed or uncertain about the right course of action. “Because we don’t have that thinking space, we don’t have the time or resources to ask ourselves if we’re really making the right decision,” he says. Some research suggests emotions also affect our commercial activity – both as a buyer and seller. One study demonstrated that participants were willing to spend 30% more for an item if they had first watched a sad movie clip. (Sellers who had watched the sad clip, meanwhile, were willing to sell the item for 33% less.) (8)

As for Levine, his research has given him a newfound appreciation for clever sales techniques, which he says mix art and science. It’s an appreciation mixed with caution though – he says he no longer accepts free gifts. (9)

Adapted from BBC Future.

Exercise III.

Find paragraphs, dealing with the following:

to masquerade, be immune to, persuasion, memorise, intrinsic, divulge, coincidence, astrology, infomercials, reduced price

Exercise IV.

Fill in the gaps according to the text.

1. In the name of research, Robert Levine, a professor of social psychology at California State University, at a used car dealership in the early 2000s.

2. He quickly learned, however, that plenty of used car salespeople don't carry this information either – to sell a car, they only really needed to memorise a few basic facts that applied to all the models on the lot.

3. “If a bunch of \$200 espresso machines are sitting next to one overpriced \$400 espresso machine that does basically the same thing, the machines suddenly look like an obvious good deal,” Levine explains.

4. “This is especially true if you have a skilled salesperson who divulges that the machine isn't really any better than the others.

5. Jerry Burger, a professor at Santa Clara University, studies how and when people are most likely to that carry a personal cost – such as handing over money.

6. In one series of experiments for example, and his colleagues illustrated how perceived incidental coincidences – like having the same birthday or name as someone else – can change our behaviour towards that person.

7. In the study, undergraduate students were brought into the lab ostensibly to participate in a study on astrology.

8. In the study, a woman requesting donations for medical research approached female participants who had just completed what they thought was a study on creativity.

9. Even more interestingly, if the participants were shown a picture of a girl with the disease and told she shared their name, they donated.....money than if they were told the girl did not share their name.

10. Apparently it is sharing characteristics with the– not with potential beneficiaries – that is most likely to influence our decision to donate money.

Exercise V.

Make up sentences of your own with the following word combinations: masquerade, dealership, to be aware of, incidental coincidences, to comply with a request, to be immune to something, on sale, at a reduced price, to be in short supply.

Exercise VI.

Determine whether the statements are true or false. Correct the false statements:

1. Many of us are probably aware that salespeople often use psychological tricks to persuade us to buy their products.

2. In the name of research, Robert Levine, a professor of social psychology at Canada State University, masqueraded as a salesman at a used car dealership in the early 2000s.

3. “If a bunch of \$200 espresso machines are sitting next to one overpriced \$400 espresso machine that does basically the same thing, the \$200 machines suddenly look like an obvious good deal,” Levine explains.

4. “This is especially true if you have a skilled salesperson who divulges that the \$400 machine isn’t really any better than the others.

5. Perhaps if Levine, a white man in his 50s, had been selling cars exclusively to other middle-aged white males, or to someone also named

Robert, Bob or Bobby, he would have taken home less commission, as this next tip suggests...

6. Research has shown that we are less likely to buy from people whom we trust and like – and we trust and like people who are more like us, even when the characteristics we share are incidental.

7. Jerry Burger, a professor at Santa Clara University, studies how and when people are most likely to comply with requests that carry a personal cost – such as handing over money.

8. In one series of experiments for example, Burger and his colleagues illustrated how perceived incidental coincidences – like having the same birthday or name as someone else – can change our behaviour towards that person.

9. In the first study, a woman requesting donations for medical research approached female participants who had just completed what they thought was a study on creativity.

10. Even more interestingly, if the participants were shown a picture of a girl with the disease and told she shared their name, they donated more money than if they were told the girl did not share their name.

Exercise VII.

Match the words to the definitions in the column on the right:

| | |
|-------------|---|
| incidental | to give money or goods to help a person or organization |
| astrology | controlling someone or something to your own advantage, often unfairly or dishonestly |
| coincidence | the study of the movements and positions of the sun, moon, planets, and stars in the belief that |

| | |
|--------------|--|
| | they affect the character and lives of people |
| aware | an occasion when two or more similar things happen at the same time, especially in a way that is unlikely and surprising |
| divulge | being an extremely important and basic characteristic of a person or thing |
| immune | the act of comparing two or more people or things |
| donate | to make something secret known |
| manipulation | knowing that something exists, or having knowledge or experience of a particular thing |
| comparison | not affected or upset by a particular type of behaviour or emotion |
| intrinsic | less important than the thing something is connected with or part of |

Exercise VIII.

Summarize the article “The subtle science of selling.”

Part 2

Exercise I.

Identify the part of speech the words belong to.

manipulation, scientific evidence, strongly, effective, comparison, persuasion, to memorise, basic, strategic

Exercise II.

Form adjectives from the following words: manipulation (1), evidence (1), strongly (1), value (2), creativity(4), interestingly (5), apparently (5), famously (5), significantly (6), particularly (8)

Exercise III.

Find synonyms to the following words. Translate them into Russian: immune (1), evidence (1), effective (1), comparison (2), persuasion (2), basic (2), strategic (2), order (2), aware (2), intrinsic (2)

Exercise IV.

Find antonyms to the following words. Translate them into Russian: immune (1), effective (1), basic (2), strategic (2), order (2), aware (2), intrinsic (2), divulge (2), incidental (3), donate (4)

Exercise V.

Match the words to make word combinations:

| | |
|---------------|---------------|
| travel | campuses |
| unique | machine |
| college | mug |
| intrinsic | assistant |
| basic | coincidence |
| psychological | student |
| espresso | facts |
| incidental | value |
| research | tricks |
| undergraduate | opportunities |

Exercise VI.

QUIZ (Computers before the PC)

Believe it or not, computers existed before the IBM PC and the Internet.

This quiz is about some of those "dinosaurs" that used to inhabit the world's data centers and the people who created them.

1) Which of these were NOT used to input data into computers?

- A. telegraph keys
- B. reel-to-reel tapes
- C. paper tapes with holes punched in them
- D. telephones

2) Who was Grace Hopper?

- A. The person who gave IBM the nickname "Big Blue".
- B. The inventor of COBOL.
- C. Bill Gates's first secretary.
- D. The designer of the ENIAC computer.

3) What is "core"?

- A. power transformers
- B. memory
- C. the building the computer was housed in
- D. the center of the computer

4) Xerox founded the Palo Alto Research Center (PARC), but which company is best known for introducing their ideas of the graphical user interface?

- A. Prime Computer
- B. Apple Computer
- C. Sun Microsystems
- D. IBM

5) For what machines were punch cards originally designed?

- A. computers
- B. weaving looms
- C. printing presses
- D. cash registers

6) No electronic computer has been built which does not use transistors or integrated circuits.

- A. True
- B. False

3. The triumph of email

Part 1

Exercise I.

Say what Russian words help to guess the meaning of the following words: triumph, technologies, nervous, office, person, collected, correspondence, reputation.

Exercise II

Make sure you know the following words and word combinations.

mundane, mass-mailings, informal correspondence, to brag about, tech circles, to be out of the question, to be in awe of, digital overload, to infuse, convergence, obscure, to brag, sluggish, touchstone, tenfold, to shrink, clue, astonishing, to despise, to usher, endurance, snail mail, to bolt on, to overrun, to soak up, to retreat.

The triumph of email

Why does one of the world's most reviled technologies keep winning?

Email: there is too much of it, and the wrong kind of it, from the wrong people. When people aren't hating their inboxes out loud, they are quietly emailing to say that they're sorry for replying so late, and for sending this from their mobile device, and for writing too long, and for

bothering you at all. For an activity that's so mundane, email seems to be infused with an extraordinary amount of dread and guilt. Several studies have linked frequent email-checking with higher levels of anxiety. In the mobile Internet age, checking email is simultaneously a nervous tic and, for many workers, a tether to the office. A person's email inbox is where forgotten passwords are revived; where mass-mailings are collected; and where pumpkin-pie recipes, toddler photos, and absurd one-liners are shared. The inbox, then, is a place of convergence: for junk, for work, for advertising, and still sometimes for informal correspondence. Email works just the way it's supposed to, and better than it used to, but people seem to hate it more than ever. Over the course of about half a century, email went from being obscure and specialized, to mega-popular and beloved, to derided and barely tolerated. With email's reputation now cratering, service providers offer tools to help you hit "inbox zero," while startups promise to kill email altogether. It's even become fashionable in tech circles to brag about how little a person uses email anymore. (1)

Email wasn't always like this. We weren't always like this. What happened? The computer engineer Raymond Tomlinson sent the first email in 1971. He can't remember what it said, but people keep asking him anyway. Back then, Tomlinson was developing applications and protocols for the ARPANET, the early network that today's Internet is based on. (Today, he's a principal scientist at BBN Technologies, a research and development arm of the defense giant Raytheon.) In 1971, the idea that anyone other than Tomlinson's coworkers would want to use email was out of the question. "The computer was not personal," Tomlinson said. "It was time-shared amongst several dozen users. Most

computers were quite expensive—tens if not hundreds of thousands of dollars.” Email arrived at a time before mobile phones, when it was much harder to reach someone who wasn’t right there with you. “Getting ahold of people, especially those in other time zones, was very difficult,” Tomlinson said. “If they didn’t answer the telephone, if you were lucky, maybe they had a secretary—or an answering service if they were really important.” In building apps for the ARPANET, Tomlinson and his colleagues had talked about some sort of mailbox protocol. One idea was to establish numbered electronic mailboxes so that messages could be printed out then hand-delivered to cubbies with the corresponding numbers. “I looked at that and said, ‘Well, it’s an interesting idea, but it’s way too complicated,’” Tomlinson told me. A simpler method, he thought, would be address messages to individuals. Though the goal was to be able to communicate with engineers working on the ARPANET at other universities, the first email Tomlinson sent was from one computer to another, both standing “literally side by side” in a Cambridge, Massachusetts, lab. The machine Tomlinson used to hit send barely resembled today’s computers. “Brace yourself for a sharp turn,” Tomlinson told me, “There was no monitor.” Instead, he used a terminal the size of a large typewriter, without a mouse or trackpad, for inputting instructions. The terminal itself was hooked up to a printer that spit out 10 characters per second, all capital letters. Which means: The first email had to be printed out in order to be read. Tomlinson’s the one who selected the @ symbol for email addresses, and it stuck—despite a brief period in the 1980s when some service providers experimented with exclamation points and percent signs instead. In the early days,

checking email required a person to log onto a computer and use the keyboard to enter a “type mailbox” command. “The mailbox was just a file and the type command typed the contents of the file onto the paper in the terminal,” Tomlinson said. “Some systems would check the user’s mailbox after they logged in, and if it was not empty, a message like, ‘YOU HAVE MAIL,’ would be printed.” A separate program had to be used to compose outgoing messages, before inbox-outbox functionalities were eventually integrated. “By the end of the 1970s, most of the features of email we take for granted were present,” Tomlinson said. (2)

By 1995, about one-third of Americans owned computers and 14 percent of them reported having a home Internet connection—mostly sluggish dial-up. As Internet adoption steadily climbed, email became its cultural touchstone, and the inbox became a phenomenon. America Online, the company that helped millions of Americans explore the web for the first time, was built around the experience of checking mail. Which meant that for millions of people, the experience of going online, from the very beginning, was fundamentally about checking your email. By 1997, electronic mail crept into workplaces and across college campuses. People were in awe of email. They loved it. Until they didn’t. The novelty, at some point, faded. Since 1999, Internet use has increased more than tenfold—with the global online population going from about 280 million people to more than 3 billion people. Email volume appears to be growing, still, but its share of overall electronic communication has shrunk. If there’s any clue from the behavior of teenagers as to the direction of a given technology, email appears, well, doomed. Teens barely use it (or Facebook for that matter), opting instead for text messaging and chatting on platforms like Instagram. Three-quarters of

teens regularly text one another, while just 6 percent of them exchange emails routinely. People seem to hate email for the same reasons they once loved it. Email's triumph, the quality that made it revolutionary, was that you could instantly deliver a written message to someone even if they weren't there to receive it. (Though fax machines offered some of the same benefits, they were more frequently used for business-to-business communication than person-to-person correspondence.) But leaving messages for people to pick up later means contributing to swelling inboxes that require time to maintain. Email is neutral, meaning that anyone can email anyone else with an email address. If you have a person's email address, your message will be delivered no matter who you are—whether the recipient is your oldest friend, your granddaughter, your boss's boss, or Beyoncé. The year the web was born, this effect was astonishing. Anyone in an organization could communicate directly and immediately with anyone else, “regardless of rank,” as the *The New York Times* put it in an article about “computer mail” in 1989. That neutrality is part of what makes email so special. In 2016 email is at the center of conversations about digital overload and work-life imbalances. People resent their inboxes because they are not in control of them. We let email interrupt us dozens and dozens of times a day, and that is awful. There's research out there that says every time you get an email notification and you look at it, it takes you 64 seconds to recover. You basically can never work. You're constantly recovering from the notification. We're stressing ourselves out. We're living in notification hell. That's really the thing that's at the root cause of why people hate email. (3)

With more communications platforms to choose from, people aren't using email as they once did. Today, there are too many real-time communications platforms to track. Along with email, people can chat through tweets, Facebook, Instagram, Viber, Skype, and—perhaps most popular of all—text messaging. In Silicon Valley, the question of what comes after email is already dated. In 2011, Robert Half Technology polled 1,400 executives and found that more than half of them believed real-time communications platforms would surpass email by this year. Some people argue that's already happened. All this presents an odd paradox. In Internetty circles, especially among people who've been on the web for a long time, a common mentality is that open is good. And though email may be despised, it is still a cornerstone of the open web. Email is the last great unowned technology. Email is no longer tethered to a computer; instead, it's under most people's thumbs practically all the time. And that change is driven, almost entirely, by the rise of mobile. In the same way that cellphones made it so a person didn't have to be at home for them to take a phone call, smartphones have made it so a person doesn't have to be in front of a computer to respond to an email. Today, less than a decade since the first iPhone was introduced, more than two-thirds of adults in America have smartphones. People in the United States are increasingly going online exclusively via smartphones. (4)

If email represents one kind of “notification hell,” push notifications are the next circle of it. The Internet-everywhere era that smartphones ushered in, brought with it vibrating anytime alerts from an endless number of people and apps. Push notifications are the natural extension of email, and with the rise of Internet-connected-everything,

it's only going to get worse. These notifications act like text messages at a time when people are already texting constantly. Salespeople have tried to imitate informal, personal communications via email, but whereas email is delivered and left to be picked up by the recipient, push notifications are designed to interrupt you at the moment they are sent, and—if your smartphone vibrates—to physically jolt you into knowing that someone wants your attention *right now*. (5)

Email, it should be noted, works great on mobile. They are super lightweight, so they download quickly over any kind of connection. Email's endurance isn't just luck. It has improved, too. Spam filters work really, really well. And many providers offer email services that are both free and usable. Gmail will divvy up the marketing from the news headlines from the messages from your brother-in-law. It also recently unveiled a smart auto-reply feature, a time-saver designed to guess how you might want to respond to an email. When the machine wasn't sure how to sign off, it would default with "I love you," a detail that's perhaps sweet enough to make even the steeliest email-haters soften. (6)

Filtering and predictive-response features hint at what email could become in the future. Email has had a similar evolution as snail mail. Both started off as a primary means of communication that people were excited about, and now, you mainly see spam—bills, marketing promotions—and occasionally, an important piece of information will come through. So there's incentive for service providers to make receiving email more efficient—not just sorting out the junk messages, but using machine learning to determine which messages are highest priority. Not that it's an easy task. Hundreds of billions of emails are

sent each day. Three years from now, that number is expected to go up to 90 trillion annually, according to several estimates. (7)

White-collar workers check their inboxes an average of 77 times a day, according to research by Gloria Mark, an informatics professor at the University of California. (If that sounds low to you, she found some workers check email far more frequently, up to 343 times a day or more.) The more time people spend focused on email, Mark has found, the less happy and productive they are. Email has evolved into a weird medium of communication where the best thing you can do is destroy it quickly. Still email works. It's open. It's lovely on mobile. And as other forms of communication theoretically lighten the burden email places on people, perhaps it will become more tolerable again. The guilt people often associate with email is, after all, not technological. (Remember, telephone answering machines produced a similar wave of "paranoia and guilt" when the devices were new.) "That has to be a human feature," said Tomlinson, the man who sent the first email. "I don't think it's going away," he said. "Email is always going to have a place. The next time someone tells you email is 'dead,' try to imagine the cost of investing in their solution or the cost of giving up all the flexibility that email affords." Email is actually a tremendous, decentralized, open platform on which new, innovative things can and have been built. Email is a refugee from the open, less-controlled "web we lost". (8)

For all the changes occurring *around* email, the experience of email itself has been transformed, too. Because it developed early in the history of the commercial Internet, email served as a support structure for many other developments in the web's history. This has kept email

vitally important, but the downside is that the average inbox in the second decade of the century had become clogged with cruft. Too many tasks were bolted on to email's simple protocols. Email was a newsfeed. With the proliferation of email-delivered content, one's email client became a major site of media consumption. Email was one's passport and identity. Before Facebook became a true alternative for verifying one's identity on the web, the email address was how one accomplished serious things on the Internet. Want to verify a bank account? Email. Amazon? Email. Forums? Email. Even Facebook in the early days? Email. (9)

Email was the primary means of direct social communication on the Internet. Email was how to send a message to someone, email formed the private links between people that undergirded the public channels, which evolved before and with the web. Now, there are a lot of ways to reach someone on the net. There is one's phone, Facebook profile, Twitter account, Instagram, WhatsApp, etc. It's telling that in the mobile world, app developers want access to a user's phone's contact list, not email connections. Email was the primary mode of networked work communication. Most companies would have a hard time functioning without email. (10)

Looking at this list of email's many current uses, it is obvious that some of these tasks will leave its domain. Each person will get to choose whether they use email as their primary identity on the web. Work and simple social messaging will keep moving to other platforms, too. So, what will be left of the inbox, then? I contend email might actually become what we thought it was: an electronic letter-writing platform. The metaphor of electronic mail never fully fit how people use

e-mail. But, now, perhaps it might. Email could become a home for the kinds of communications that come in the mail: letters from actual people, bills, personalized advertisements, and periodicals. (11)

This change might be accelerated by services like Gmail's Priority Inbox, which allows users to bundle incoming impersonal communications like newsletters and commercial offers into one easy custom publication. That is to say, our inboxes are getting smarter and smarter. It's worth noting that spam, which once threatened to overrun our inboxes, has been made invisible by more sophisticated email filtering. I received hundreds of spam emails yesterday, and yet I didn't see a single one because Gmail filtered them all neatly out of my main inbox. At the same time, the culture of spam spread to every other corner of the Internet. I see spam comments on every website and spam Facebook pages and spam Twitter accounts every day. Email has gotten much smarter and easier to use. (12)

Email has soaked up many of the great things about the current web. While email's continued evolution is significant, what it has retained from the old web sets it apart from the other pretty, convenient apps. While various governments have done what they can to destroy anonymous email services in the post-Snowden world, email is one of the more defensible and private parts of the mainstream Internet experience. Email is one way forward for a less commercial, less centralized web. Now, all we have to do is convince the kids that the real rebellion against the pressures of social media is to retreat to the private, relaxed email inboxes. (13)

Adapted from The Atlantic.

Exercise III.

Find paragraphs, dealing with the following: to brag about, mundane, mass-mailings, password, correspondence, keyboard, printer, toddler photos, mega-popular, startups

Exercise IV.

Fill in the gaps according to the text.

1. Several studies have linked frequent email-checking with higher levels of.....
2. The computer engineer sent the first email in 1971.
3. In..... , the idea that anyone other than Tomlinson's coworkers would want to use email was out of the question.
4. "The computer was not personal," said.
5. Most computers were quite.....—tens if not hundreds of thousands of dollars.
6. Tomlinson's the one who selected the symbol for email addresses, and it stuck—despite a brief period in the 1980s when some service providers experimented with exclamation points and percent signs instead.
7. "By the end of the , most of the features of email we take for granted were present," Tomlinson said.
8. By , about one-third of Americans owned computers and 14 percent of them reported having a home Internet connection—mostly sluggish dial-up.

9. , the company that helped millions of Americans explore the web for the first time, was built around the experience of checking mail.
10. By , electronic mail crept into workplaces and across college campuses.

Exercise V.

Make up sentences of your own with the following word combinations: informal correspondence (1), to brag about (1), out of the question (2), email addresses (2), be in awe of (3), at the center of conversations (3), digital overload (3), resent (3), not in control of (3), to be on the web (4)

Exercise VI.

Determine whether the statements are true or false. Correct the false statements:

1. Several studies have linked frequent email-checking with lower levels of anxiety.
2. Over the course of about a century, email went from being obscure and specialized, to mega-popular and beloved, to derided and barely tolerated.
3. It's even become fashionable in tech circles to brag about how much a person uses email .
4. The computer engineer Raymond Tomlinson sent the first email in 1970. 5. In 1961, the idea that anyone other than Tomlinson's coworkers would want to use email was out of the question.
6. "The computer was personal," Tomlinson said.
7. Most computers were not expensive.

8. Email arrived at a time before mobile phones, when it was much harder to reach someone who wasn't right there with you.

9. "Getting ahold of people, especially those in other time zones, was very easy," Tomlinson said.

10. Tomlinson's the one who selected the @ symbol for email addresses, and it stuck—despite a brief period in the 1970s when some service providers experimented with exclamation points and percent signs instead.

Exercise VII .

Match the words to the definitions in the column on the right:

| | |
|------------|---|
| typewriter | a machine that is connected to a computer and prints onto paper using ink |
| inbox | the set of keys on a computer or typewriter that you press in order to make it work, or the row of keys on a musical instrument such as a piano |
| monitor | a short piece of information that you give to a person when you cannot speak to them directly |
| keyboard | a piece of equipment consisting of a keyboard and screen, used for communicating with the part of a computer system that deals with information |
| password | very ordinary and therefore not interesting |
| mundane | a machine with keys that you press to produce letters and numbers on paper |

| | |
|----------------|--|
| correspondence | a place on a computer where emails that are sent to you are kept |
| message | a secret word or combination of letters or numbers, used for communicating with another person or with a computer to prove who you are |
| printer | a computer screen or a device with a screen on which words or pictures can be shown |
| terminal | letters, especially official or business letters |

Exercise VIII.

Summarize the article “The triumph of email.”

Part 2

Exercise I.

Identify the part of speech the words belong to.

extraordinary, frequent, anxiety, monitor, correspondence, printer, mobile, nervous, workers, convergence

Exercise II.

Form adjectives from the following words:

quietly (1), activity (1), guilt (1), simultaneously (1), scientist (2), fundamentally (3), instantly (3), directly (3), immediately (3), basically (3)

Exercise III.

Find synonyms to the following words. Translate them into Russian:
mundane (1), guilt (1), collect (1), person (1), beloved (1), fashionable (1), monitor (2), receive (3), require (3), maintain (3).

Exercise IV.

Find antonyms to the following words. Translate them into Russian:
mundane (1), wrong (1), loud (1), hate (1), late (1), guilt (1), frequent (1), simultaneously (1), junk (1), informal (1)

Exercise V.

Match the words to make word combinations:

| | |
|-------------|----------------|
| brief | addresses |
| tech | providers |
| Internet | period |
| digital | points |
| informal | circles |
| email | age |
| email | tic |
| exclamation | overload |
| nervous | inbox |
| service | correspondence |

Exercise VI.

QUIZ (How Much Do You Know About Email?)

1) What does the acronym SMTP represent?

- A. Super Mail Transit Plugin
- B. Simple Mail Transport Protocol
- C. Sun Microsystem Transport Program
- D. Short Message Transport Priority

2) What is an SPF (Sender Policy Framework) record?

- A. Configuration that defines the mailbox storage restrictions for each sender
- B. A published record that indicates servers authorized to send email
- C. An email server anti-virus configuration
- D. A published record that shows all possible email formats accepted by a server

3) What is an MX (Mail Exchanger) record?

- A. A DNS record that indicates a server that is authorized to send email
- B. A log of received emails
- C. A DNS record that indicates a server that is available to receive incoming email
- D. A log of sent emails

4) What does it mean if you see SMTP code 250?

- A. The destination server is not available
- B. Your message exceeds the servers configured size limit
- C. Everything worked and your email was delivered
- D. The recipient address is not valid

5) What are the three components found in all internet email?

- A. Message Body, Attachment, Subject
- B. Envelope, Header, and Message Body
- C. To, From, Subject
- D. Message Body, Subject, Reply-To Address

6) What does the acronym MIME represent?

- A. Message Inside Message Encapsulation
- B. Many Internet Message Elements
- C. Multipurpose Internet Mail Extensions
- D. Microsoft Internet Message Encryption

7) What is email spoofing?

- A. Sending bulk commercial email to many recipients at once
- B. The sender crafts a message header to make an email appear to come from a trusted sender
- C. Sending unsolicited email

D. Placing links to malicious web sites in the email message

8) What is the SMTP command that identifies to whom the message should be delivered?

A. RCPT TO

B. Mail From

C. EHLO

D. DELV ADDR

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

4. The longevity gap

Part 1

Exercise I.

Say what Russian words help to guess the meaning of the following words: nations, hybrid, organic, brutal, class, diploma, potential, massive, productive.

Exercise II

Make sure you know the following words and word combinations.

high-school dropouts, the haves and the have-nots, blood pressure, heart disease, living expenses, insomnia, to give somebody a toehold into a better life, health-promoting behaviour, higher-density households, health insurance, disparity, to subsist, counterpart, to astonish, diminished.

The longevity gap

Costly new longevity drugs could help the wealthy live 120 years or more – but will everyone else die young?

The disparity between top earners and everyone else is staggering in nations such as the United States, where 10 per cent of people accounted for 80 per cent of income growth since 1975. The life you can pay for as one of the anointed looks nothing like the lot tossed to everyone else: living in a home you own on some upscale cul-de-sac

with your hybrid car and organic, grass-fed food sure beats renting (and driving) wrecks and subsisting on junk from supermarket shelves. But there's a related, looming inequity so brutal it could provoke violent class war: the growing gap between the longevity haves and have-nots. The life expectancy gap between the affluent and the poor and working class in the US, for instance, now clocks in at 12.2 years. College-educated white men can expect to live to age 80, while counterparts without a high-school diploma die by age 67. White women with a college degree have a life expectancy of nearly 84, compared with uneducated women, who live to 73. And these disparities are widening. The lives of white, female high-school dropouts are now five years shorter than those of previous generations of women without a high-school degree, while white men without a high-school diploma live three years fewer than their counterparts did 18 years ago, according to a 2012 study from *Health Affairs*. (1)

This is just a harbinger of things to come. What will happen when new scientific discoveries extend potential human lifespan and intensify these inequities on a more massive scale? It looks like the ultimate war between the haves and have-nots won't be fought over the issue of money, per se, but over living to age 60 versus living to 120 or more. Will anyone just accept that the haves get two lives while the have-nots barely get one? We should discuss the issue now, because we are close to delivering a true fountain of youth that could potentially extend our productive lifespan into our hundreds – it's no longer the stuff of science fiction. 'In just the last five years, there have been so many breakthroughs,' says the Harvard geneticist David Sinclair. 'There

are now a number of compounds being tested in the lab that greatly slow down the ageing process and delay the onset of diabetes, cancer and heart disease.’ Sinclair, for instance, led a Harvard team that recently uncovered a chemical that reverses the ageing process in cells. The scientists fed mice NAD, a naturally occurring compound that enhances the cell’s energy factories – leading to a more efficient metabolism. After just a week, tissue from older mice resembled that of six-month-old mice, an ‘amazingly rapid’ rate of reversal that astonished scientists. In human years, this would be like a 60-year-old converting to a 20-year-old practically before our eyes, delivering the tantalising dream of combining the maturity and wisdom of age with the vitality of youth. Researchers hope to launch human trials soon. (2)

And earlier this year, two teams of scientists – one at the University of California in San Francisco, the other at Harvard – announced that blood from young mice rejuvenated the muscles and brains of their elderly brethren. They also identified proteins in the blood that catalysed this growth, suggesting the possibility of another longevity drug. Extensive research on centenarians reaching age 100 and beyond show it’s not healthier habits or positive attitudes that contribute to longevity, but largely genes. Now scientists are busily sifting through millions of DNA markers to spot the constellation of longevity genes carried in every cell of these centenarians’ bodies. The hope here is to concoct an anti-ageing pill by synthesising what these genes make. Within the next 50 years, advances in the science of longevity might make the dynamic elderly the rule rather than the exception. ‘It could happen in my lifetime,’ says the 44-year-old Sinclair. (3)

As novel compounds slow or even reverse ageing, the longevity divide could become a gulf as wide as the Grand Canyon. The wealthy will experience an accelerated increase in life expectancy and health, and everyone else will go in the opposite direction, says S Jay Olshansky, a longevity researcher and professor at the School of Public Health of Chicago. ‘And as the technology advances, the gap will only grow.’ What will the new world look like? We already have a clue. Being poor, in of itself, is stressful because it circumscribes every aspect of one’s life. Scraping to come up with routine living expenses – food, shelter, medical care, transportation – can cause chronic insomnia and anxiety, which boosts levels of cortisol, the stress hormone in the blood. This already makes the poor more vulnerable to a cascade of life-threatening ills, from diabetes to high blood pressure and heart disease. ‘Poverty is a thief,’ Michael Reisch, a professor of social justice at the University of Maryland, recently told US Senate. ‘Poverty not only diminishes a person’s life chances, it steals years from one’s life.’ (4)

In stark contrast, the privileged in the US already have distinct advantages that give them a toehold into a better, longer life. These range from simply growing up in less toxic environments with two financially stable parents to the ability to secure good jobs that provide decent salaries and adequate health insurance. They live in more prosperous communities with less crime and decent schools, ample doctors and hospitals, better food and superior social services that cushion any fall. Caleb Finch, a gerontologist at the University of Southern California, calls them ‘the healthy elites’. ‘They engage in health-promoting behaviours, they don’t smoke, and they’re more likely to have time to exercise,’ he says. ‘People who are poor get sick more

often. They live in higher-density households, and when one gets sick, everyone gets sick. And these disparities are going to expand.’ (5)

Recent studies show that nearly 30 per cent of people over the age of 85 – a milestone that is often considered the benchmark of the old-old – remain in excellent health, and 56 per cent of them say their health doesn’t stop them from working or doing household chores. In the future, for those who avail themselves of the pricey new drugs, the healthy super-old could be more common at age 100, 120 or more. The experience of ageing is about to change, and older people will have substantially different age-health trajectories than their predecessors, says Olshansky – especially if they have access to drugs unlikely to be covered by insurance, since ageing is not a disease. (6)

The 74-year-old Finch could be a candidate for that bounty, if it comes soon enough. Long one of the nation’s leading gerontologists, the scientist shows no signs of slowing down. Sure, he has friends and colleagues who have long since retired – or ‘unplugged’, as he calls it. It’s an apt metaphor for what I’ve seen happen to lifelong friends who opted for the gold watch when they turned 65, and their gradual retreat from the daily pressures of working life that force us to stay mentally sharp and current. They seem diminished, fading like old pictures from their once vibrant and fully engaged selves. But for Finch, his career is a fulfilling calling rather than just a 9-to-5 job. His busy office is the nerve centre for a full plate of projects, plus he swims regularly, ever since he was on the Yale University team as an undergraduate. (7)

Think of the drugs that might make all 70-somethings – or eventually 90-somethings – much like Finch. What if the mantra ‘80 is the new 50’ could apply to us all? But the coming longevity gap might

set us up for something else instead: a rage-filled conflagration that would make Occupy Wall Street, the US movement against the one per cent of top earners, pale. It could be grounds for revolution if the wealthy lived twice as long while the poor died even younger than their parents did. Instead of allowing the wealth gap to turn into a longevity gap, perhaps we'll find a way to use everyone's talents and share the longevity dividend at all levels of income. This kind of sharing could leverage the wisdom of elders and avoid an all-out revolt against the one or so per cent. We stand at the threshold of two distinct futures – one where we have a frail, rapidly ageing population that saps our economy, and another where everyone lives much longer and more productive lives. (8)

Adapted from Aeon.

Exercise III.

Find paragraphs, dealing with the following: high-school dropouts, blood pressure, toehold, health-promoting behaviour, higher-density households, health insurance, stress hormone, anxiety, revolt, frail

Exercise IV.

Fill in the gaps according to the text.

1. The disparity between top earners and everyone else is staggering in nations such as the..... , where 10 per cent of people accounted for 80 per cent of income growth since 1975.
2. The life expectancy gap between the affluent and the poor and working class in the US, for instance, now clocks in at years.

3. College-educated white men can expect to live to age 80, while counterparts without a high-school diploma die by age.....
4. White women with a college degree have a life expectancy of nearly 84, compared with uneducated women, who live to
5. The lives of white, female high-school dropouts are now five years shorter than those of previous generations of women without a high-school degree, while white men without a high-school diploma live three years fewer than their counterparts did 18 years ago, according to a 2012 study from.....
6. It looks like the ultimate war between the haves and have-nots won't be fought over the issue of money, per se, but over living to age 60 versus living to or more.
7. 'In just the last five years, there have been so many breakthroughs,' says the HarvardDavid Sinclair.
8. , for instance, led a Harvard team that recently uncovered a chemical that reverses the ageing process in cells.
9. After just a....., tissue from older mice resembled that of six-month-old mice, an 'amazingly rapid' rate of reversal that astonished scientists.
10. And earlier this year, two teams of scientists – one at the University of California in San Francisco, the other at – announced that blood from young mice rejuvenated the muscles and brains of their elderly brethren.

Exercise V.

Make up sentences of your own with the following word combinations:
 high-school dropouts (1), have-nots (1), blood pressure (4), heart disease (4), living expenses (4), insomnia (4), to boost levels of (4), to give somebody a toehold into (5), to get sick (5), health insurance (5).

Exercise VI.

Determine whether the statements are true or false. Correct the false statements:

1. The disparity between top earners and everyone else is staggering in nations such as the UK, where 10 per cent of people accounted for 80 per cent of income growth since 1975.
2. But there's a related, looming inequity so brutal it could provoke violent class war: the growing gap between the longevity haves and have-nots.
3. The life expectancy gap between the affluent and the poor and working class in the US, for instance, now clocks in at 10 years.
4. College-educated white men can expect to live to age 80, while counterparts without a high-school diploma die by age 70.
5. White women with a college degree have a life expectancy of nearly 84, compared with uneducated women, who live to 60.
6. The lives of white, female high-school dropouts are now ten years shorter than those of previous generations of women without a high-school degree, while white men without a high-school diploma live three years fewer than their counterparts did 18 years ago, according to a 2012 study from *Health Affairs*.
7. It looks like the ultimate war between the haves and have-nots won't be fought over the issue of money, per se, but over living to age 60 versus living to 100 or more.
8. 'In just the last two years, there have been so many breakthroughs,' says the Harvard geneticist David Sinclair.
9. 'There are now a number of compounds being tested in the lab that greatly slow down the ageing process and delay the onset of diabetes, cancer and heart disease.'

10. After just a day, tissue from older mice resembled that of six-month-old mice, an ‘amazingly rapid’ rate of reversal that astonished scientists.

Exercise VII.

Match the words to the definitions in the column on the right:

| | |
|----------------|---|
| hormone | to improve or increase something |
| stress | a hormone (= a chemical made in the body) that is used in medicine to treat parts of the body that are swollen and painful |
| circumscribe | the condition of being unable to sleep, over a period of time |
| cortisol | the use of money, time, or effort |
| blood pressure | an arrangement in which you make regular payments to an insurance company in exchange for that company paying most or all of the costs of your medical care |
| boost | (especially of a disease or something bad) continuing for a long time |
| insomnia | a measure of the pressure at which the blood flows through the body |
| chronic | great worry caused by a difficult situation, or something that causes this condition |
| expense | any of various chemicals made |

| | |
|------------------|---|
| | by living cells that influence the development, growth, sex, etc. of an animal and are carried around the body in the blood |
| health insurance | to limit something |

Exercise VIII.

Summarize the article “The longevity gap.”

Part 2

Exercise I.

Identify the part of speech the words belong to: chronic, circumscribe, distinct, toxic, environment, stable, parent, ability, provide, insurance

Exercise II.

Form verbs from the following words:

cost (1), earners (1), expectancy (1), life (1), discoveries (2), discuss (2), growth (3), expectancy (4), ability (5), movement (8)

Exercise III.

Find synonyms to the following words. Translate them into Russian: chronic (4), boost (4), stress (4), circumscribe (4), advantage (4), stable (4), secure (4), prosperous (4), anxiety (4) recent (8)

Exercise IV.

Find antonyms to the following words. Translate them into Russian:

chronic (4), boost (4), stress (4), advantage (4), stable (4), ability (4), good (4), prosperous (4), healthy (4), anxiety (4)

Exercise V.

Match the words to make word combinations:

| | |
|------------------|------------|
| heart | drugs |
| health-promoting | disease |
| health | expectancy |
| higher-density | pill |
| longevity | behaviours |
| anti-ageing | diploma |
| high-school | class |
| working | war |
| life | insurance |
| class | households |

Exercise VI.

QUIZ (A Universal History of the Internet)

Internet came to transform our lives and relationships forever, but since the beginning it was plagued by vicious practices, most of them still alive today.

1) On a Wednesday evening, a computer located in UCLA successfully sent an electronic message to another one in the Stanford Research Institute, marking the birthday of what became the Internet as we know it. When did this happen?

A. 4 October 1957

B. 29 October 1969

C. 1 November 1973

D. 16 April 1975

2) Which renowned engineer is considered the "Father of the modern Internet" because of his fundamental contributions to the World Wide Web architecture?

A. Tim Berners-Lee

B. Jim Kimsey

C. Nikola Tesla

D. Thomas J. Watson

3) Back in old times, computer viruses used mainly floppy disks to spread and infect as many systems as possible, but since very early viruses also used networked computers to do their evil things. When did the first malignant code infect a computer?

A. 1974

B. 1979

C. 1977

D. 1971

4) The development of a particular operating system was an important precursor to the way web servers work today. What was this operating system, first developed in 1969 by AT&T?

- A. Unix
- B. Android
- C. DOS
- D. Mac OS X

5) Ray Tomlinson made history in 1971 by sending the first ever e-mail. What innovation did he first come up with that computer users see every day?

- A. Hotmail
- B. The .com in url names
- C. The @ symbol in e-mail addresses
- D. Outlook

6) The late 1970s saw the first multiplayer games appear, but they were quite different to the games like "World of Warcraft". What was one major difference?

- A. There was no text
- B. They were very expensive to purchase
- C. They were only single player games
- D. There were no pictures

7) The first page on the World Wide Web was released in 1991. What was its topic?

- A. The Web itself

B. Dogs

C. Cats

D. Star Trek

8) The first webcam was set up to monitor a coffee pot.

A. True

B. False

9) Which of the following websites was launched first?

A. Wikipedia

B. Facebook

C. Myspace

D. Google

5. Why time management is ruining our lives

Part 1

Exercise I.

Say what Russian words help to guess the meaning of the following words: productive, phase, professional, colonizing, system, instructions, planet, economy, metaphor, mechanism.

Exercise II.

Make sure you know the following words and word combinations. To backfire, eternal, to enter its newest phase, to squeeze out, rising star, to get into bad habits with, to take little action, to take no action, to pile up into an even more stress-inducing heap, blight, to spawn, to overwhelm, improbable, jumpy, looming, notable, insofar.

Why time management is ruining our lives

All of our efforts to be more productive backfire – and only make us feel even busier and more stressed

The eternal human struggle to live meaningfully in the face of inevitable death entered its newest phase one Monday in the summer of 2007, when employees of Google gathered to hear a talk by a writer and self-avowed geek named Merlin Mann. Their biggest professional problem was email, the digital blight that was colonising more and more of their hours, squeezing out time for more important work, or for

having a life. And Mann, a rising star of the “personal productivity” movement, seemed like he might have found the answer. He called his system “Inbox Zero”, and the basic idea was simple enough. Most of us get into bad habits with email: we check our messages every few minutes, read them and feel stressed about them, but take little or no action, so they pile up into an even more stress-inducing heap. Instead, Mann advised his audience that day at Google’s Silicon Valley campus, every time you visit your inbox, you should systematically “process to zero”. Clarify the action each message requires – a reply, an entry on your to-do list, or just filing it away. Perform that action. Repeat until no emails remain. Then close your inbox, and get on with living. “It was really just a way of saying, ‘I suck at email, and here’s stuff that makes me suck less at it – you may find it useful,’” Mann recalled later. But he had stumbled on a rich seam of societal anxiety. Hundreds of thousands of people watched his talk online, and Inbox Zero spawned countless blog posts, along with books and apps. Mann’s followers triumphantly posted screenshots of their empty inboxes. If all this fervour seems extreme – Inbox Zero was just a set of technical instructions for handling email, after all – this was because email had become far more than a technical problem. It functioned as a kind of infinite to-do list, to which anyone on the planet could add anything at will. For the “knowledge workers” of the digital economy, it was both metaphor and delivery mechanism for the feeling that the pressure of trying to complete an ever-increasing number of tasks, in a finite quantity of time, was becoming impossible to bear. (1)

Most of us have experienced this creeping sense of being overwhelmed: the feeling not merely that our lives are full of activity – that can be exhilarating – but that time is slipping out of our control. And today, the personal productivity movement that Mann helped launch – which promises to ease the pain with time-management advice tailored to the era of smartphones and the internet – is flourishing as never before. There are now thousands of apps in the “productivity” category of the Apple app store, including software to simulate the ambient noise of working in a coffee shop (this has been shown, in psychology experiments, to help people focus on work), and a text editor that deletes the words you have written if you don’t keep typing fast enough. (2)

The quest for increased personal productivity – for making the best possible use of your limited time – is a dominant motif of our age. Two books on the topic by the New York Times journalist Charles Duhigg have spent more than 60 weeks on the US bestseller lists between them, and the improbable promise of another book, *The Four Hour Work Week*, has seduced a reported 1.35m readers worldwide. There are blogs offering tips on productive dating, and on the potential result of productive dating, productive parenting; signs have been spotted in American hotels wishing visitors a “productive stay”. The archetypal Silicon Valley startup, in the last few years, has been one that promises to free up time and mental capacity by eliminating some irritating “friction” of daily life – shopping or laundry, almost always for the purpose of doing more work. And yet the truth is that more often than not, techniques designed to enhance one’s personal productivity seem to exacerbate the very anxieties they were meant to allay. The

better you get at managing time, the less of it you feel that you have. Even when people did successfully implement Inbox Zero, it didn't reliably bring calm. Some interpreted it to mean that every email deserved a reply, which only shackled them more firmly to their inboxes. Others grew jumpy at the thought of any messages cluttering an inbox that was supposed to stay pristine, and so ended up checking more frequently. My own dismaying experience with Inbox Zero was that becoming hyper-efficient at processing email meant I ended up getting more email: after all, it's often the case that replying to a message generates a reply to that reply, and so on. (By contrast, negligent emailers often discover that forgetting to reply brings certain advantages: people find alternative solutions to the problems they were nagging you to solve, or the looming crisis they were emailing about never occurs.) The allure of the doctrine of time management is that, one day, everything might finally be under control. Yet work in the modern economy is notable for its limitlessness. And if the stream of incoming emails is endless, Inbox Zero can never bring liberation. (3)

Two years after his Google talk, Mann released a video in which he announced that he had signed a contract for an Inbox Zero book. But his career as a productivity guru had begun to stir an inner conflict. "I started making pretty good money from it" – from speaking and consulting – "but I also started to feel terrible," he told me earlier this year. "This topic of productivity induces the *worst* kind of procrastination, because it feels like you're doing work, but I was producing stuff that had the express purpose of saying to people, 'Look, come and see how to do your work, rather than doing your work!'" The book missed its publication date. Fans started asking questions. Then,

after two more years, Mann published a self-lacerating essay in which he announced that he was jettisoning the project. It was the 3,000-word howl of a man who had suddenly grasped the irony of missing morning after morning with his three-year-old daughter because he was “typing bullshit that I hoped would please my book editor” about how to use time well. He was guilty, he declared, of “abandoning my priorities to write about priorities. I’ve unintentionally ignored my own counsel to never let your hard work f*** up the good things.” He hinted that he might write a different kind of book instead – a book about stuff that really mattered – but it never appeared. “I’m mostly out of the productivity racket these days,” Mann told me. “If you’re just using efficiency to jam more and more stuff into your day ... well, how would you ever know that that’s working?” It’s understandable that we respond to the demands of modern life by trying to make ourselves more efficient. But what if all this efficiency just makes things worse? Given that the average lifespan consists of only about 4,000 weeks, a certain amount of anxiety about using them well is inevitable: we’ve been granted the mental capacities to make ambitious plans, yet almost no time at all to put them into practice. Clearly, the challenge of how to live our lives well is not a new one. What is uniquely modern about our fate is that we feel obliged to respond to the pressure of time by making ourselves as efficient as possible – even when doing so fails to bring the relief from stress. Time management promised a sense of control in a world in which individuals – decreasingly supported by the social bonds of religion or community – seemed to lack it. In an era of insecure employment, we must constantly demonstrate our usefulness through

frenetic doing. Time management promises that a meaningful life might still be possible in this profit-driven environment. With the right techniques, the prophets of time management all implied, you could fashion a fulfilling life while simultaneously attending to the ever-increasing demands of your employer. Especially at the higher-paid end of the employment spectrum, time management whispers of the possibility of something even more desirable: true peace of mind. “It is possible for a person to have an overwhelming number of things to do and still function productively with a clear head and a positive sense of relaxed control,” the contemporary king of the productivity gurus, David Allen, declared in his bestseller, *Getting Things Done*. Time management gurus rarely stop to ask whether the task of merely staying afloat in the modern economy – holding down a job, paying the mortgage, being a good-enough parent – really *ought* to require rendering ourselves inhumanly efficient in the first place. Besides, on closer inspection, even the lesser promises of time management were not all they appeared to be: the more efficient you get at ploughing through your tasks, the faster new tasks seem to arrive. As for focusing on your long-term goals: the more you do that, the more of your daily life you spend feeling despondent that you have not yet achieved them. Should you manage to achieve one, the satisfaction is strikingly brief – then it’s time to set a new long-term goal. The supposed cure just makes the problem worse. One of the pitfalls of an efficiency-based attitude to time is that we start to feel pressured to use our leisure time “productively”, too – an attitude which implies that enjoying leisure for its own sake, which you might have assumed was the whole point of leisure, is

somehow not quite enough. And so we find ourselves, for example, travelling to unfamiliar places not for the sheer experience of travel, but in order to add to our mental storehouse of experiences, or to our Instagram feeds. We go walking or running to improve our health, not for the pleasure of movement; we approach the tasks of parenthood with a fixation on the successful future adults we hope to create. In his book *The Decline of Pleasure*, the critic Walter Kerr noticed this shift in our experience of time: “We are all of us compelled to read for profit, party for contracts, lunch for contacts and stay home for the weekend to rebuild the house.” Even rest and recreation, in a culture preoccupied with efficiency, can only be understood as valuable insofar as they are useful for some other purpose – usually, recuperation, so as to enable more work. (4)

If all this increased efficiency brings none of the benefits it was supposed to bring, what should we be doing instead? We might try to get more comfortable with not being as efficient as possible – with declining certain opportunities, disappointing certain people, and letting certain tasks go undone. Plenty of unpleasant chores are essential to survival. But others are not – we have just been conditioned to assume that they are. It isn't compulsory to earn more money, achieve more goals or realise our potential on every dimension: “Growth for the sake of growth is the ideology of the cancer cell.” At the very bottom of our urge to manage time better it's not hard to discern a familiar motive: the fear of death. To die with the sense of nothing left undone: it's nothing less than the promise of immortality by other means. But the modern zeal for personal productivity, rooted in philosophy of efficiency, takes things several significant steps further. If only we could find the right

techniques and apply enough self-discipline, it suggests, we could know that we were fitting everything important in, and could feel happy at last. It is up to us – indeed, it is our obligation – to maximise our productivity. This is a convenient ideology from the point of view of those who stand to profit from our working harder, and our increased capacity for consumer spending. But it also functions as a form of psychological avoidance. The more you can convince yourself that you need never make difficult choices – because there will be enough time for everything – the less you will feel obliged to ask yourself whether the life you are choosing is the right one. You can seek to impose order on your inbox – but eventually you’ll need to confront the fact that the urge you feel to get the messages dealt with, aren’t really about technology. They’re manifestations of larger, more personal dilemmas. Which paths will you pursue, and which will you abandon? Which relationships will you prioritise, during your shockingly limited lifespan, and who will you resign yourself to disappointing? What matters? For Merlin Mann, consciously confronting these questions is a matter of realising that email is not a technical problem. It’s a people problem and you can’t fix people. (5)

Adapted from The Guardian.

Exercise III.

Find paragraphs, dealing with the following: to backfire, geek, blight , rising star, text editor, heap, quest, motif, bestseller

Exercise IV.

Fill in the gaps according to the text.

1. The eternal human struggle to live meaningfully in the face of inevitable death entered its newest phase one Monday in the summer of , when employees of Google gathered to hear a talk by a writer and self-avowed geek named Merlin Mann.
2. , a rising star of the “personal productivity” movement, seemed like he might have found the answer.
3. He called his system..... , and the basic idea was simple enough.
4.’s followers triumphantly posted screenshots of their empty inboxes.
5. If all this fervour seems extreme –..... was just a set of technical instructions for handling email, after all – this was because email had become far more than a technical problem.
6. Two books on the topic by the New York Times journalist Charles Duhigg have spent more than weeks on the US bestseller lists between them, and the improbable promise of another book, The Four Hour Work Week, has seduced a reported 1.35m readers worldwide.
7. Even when people did successfully implement..... , it didn’t reliably bring calm.
8. years after his Google talk, Mann released a video in which he announced that he had signed a contract for an Inbox Zero book.
9. In his book The Decline of Pleasure, the critic noticed this shift in our experience of time: “We are all of us compelled to read for profit, party for contracts, lunch for contacts and stay home for the weekend to rebuild the house.”
10. For..... , consciously confronting these questions is a matter of realising that email is not a technical problem.

Exercise V.

Make up sentences of your own with the following word combinations: to backfire, eternal, to enter its newest phase, self-avowed, to squeeze out, rising star, to get into bad habits with, to take little or no action, to pile up.

Exercise VI.

Determine whether the statements are true or false. Correct the false statements:

1. The eternal human struggle to live meaningfully in the face of inevitable death entered its newest phase one Monday in the summer of 2000, when employees of Google gathered to hear a talk by a writer and self-avowed geek named Merlin Mann.
2. Mann called his system “Inbox Zero”, and the basic idea was simple enough.
3. Most of us get into bad habits with email: we check our messages every few minutes, read them and feel stressed about them, but take little or no action, so they pile up into an even more stress-inducing heap.
4. Mann’s followers triumphantly posted screenshots of their empty inboxes.
5. If all this fervour seems extreme – Inbox Zero was just a set of technical instructions for handling email, after all – this was because email had become far more than a technical problem.
6. Two books on the topic by the New York Times journalist Charles Duhigg have spent more than 20 weeks on the US bestseller lists between them, and the improbable promise of another book, The Four Hour Work Week, has seduced a reported 1.35m readers worldwide.

7. The better you get at managing time, the more of it you feel that you have.
8. Even when people did successfully implement Inbox Zero, it didn't reliably bring calm.
9. Yet work in the modern economy is notable for its limitness.
10. Six years after his Google talk, Mann released a video in which he announced that he had signed a contract for an Inbox Zero book.

Exercise VII .

Match the words to the definitions in the column on the right:

| | |
|--------------|---|
| motif | the rate at which a company or country makes goods, usually judged in connection with the number of people and the amount of materials necessary to produce the goods |
| dominant | lasting forever or for a very long time |
| spectrum | to remove or draw a line through something, especially a written word or words |
| productivity | to have the opposite result from the one you intended |
| delete | an untidy pile or mass of things |
| ambient | a range of different positions, opinions, etc. between two extreme points |
| eternal | (especially of environmental conditions) existing in the surrounding area |
| quest | an idea that is used many times in a piece of writing or music |
| backfire | more important, strong, or noticeable than |

| | |
|------|---|
| | anything else of the same type |
| heap | a long search for something that is difficult to find, or an attempt to achieve something difficult |

Exercise VIII.

Summarize the article “Why time management is ruining our lives.”

Part 2

Exercise I.

Identify the part of speech the words belong to.
productive, eternal, human, ambient, productivity, possible, dominant,
journalist, bestseller, improbable.

Exercise II.

Form verbs from the following words:
publication (4), understandable (4), relief (4), management (4),
employer (4), desirable (4), movement (4), survival (5), consumer (5),
avoidance (5).

Exercise III.

Find synonyms to the following words. Translate them into Russian:
productive (1), backfire (1), eternal (1), struggle (1), noise (2), delete
(2), quest (3), productivity (3), possible (3), limited (3)

Exercise IV.

Find antonyms to the following words. Translate them into Russian:
productive (1), eternal (1), noise (1), delete (2), best (3), possible (3),
limited (3), dominant (3), improbable (3), enhance (3)

Exercise V.

Match the words to make word combinations:

| | |
|-----------------|----------|
| to-do | spectrum |
| employment | post |
| rising | death |
| bad | blight |
| stress-inducing | shop |
| blog | habits |
| text | star |
| coffee | heap |
| inevitable | list |
| digital | editor |

Exercise VI.

QUIZ (Computer Technology)

1) Which of the following is a non-impact printer?

- A. ink jet printer
- B. daisy-wheel printer
- C. dot matrix printer
- D. line printer

2) An FTP program is application software that deals with...

- A. graphics and multimedia software
- B. communications software
- C. business software

D. home, personal, and education software

3) What is the first thing that happens when booting a computer?

A. The power supply sends a signal to the system unit

B. The BIOS performs the power on self test

C. The processor chip locates the ROM chip that contains the computer's startup instructions.

D. The BIOS scans system files and the kernel of the operating system

4) B2B, B2C, and C2C are all types of what?

A. CPUs

B. terminals

C. IP addresses

D. E-Commerce

5) What computer virus replicates itself, shutting down the computer system in the process?

A. Trojan horse

B. worm

C. botnet

D. back door

6) What is the correct order of relationships of data when it comes to databases?

- A. characters, files, fields, records
- B. characters, records, fields, files
- C. characters, records, files, fields
- D. characters, fields, records, files

7) Algorithms are composed of control structures. Which of these is not a control structure?

- A. pseudocode
- B. iteration
- C. sequence
- D. selection

8) Which of these is not a type of error that can occur within modules?

- A. control logic errors
- B. single errors
- C. arithmetic errors
- D. comparison errors

9) Which one of these is an example of an unguarded loop?

- A. BEGIN; REPEAT water plants UNTIL ground is soaked; END
- B. BEGIN; set end to 5; FOR counter goes from 1 to end; print counter; NEXT counter; END
- C. BEGIN; WHILE car is travelling; keep seat belt on; ENDWHILE; END
- D. BEGIN; set number to user input; IF number is negative THEN print 'negative - no square root!';END