

Map of the book

UNIT	READING
1 Decision-Making Behaviors in Economic Activities P1 Economics	Text A: How People Make Decisions Text B: What People Want from Work: Motivation
2 The Economist P23 Economics	Text A: Thinking like an Economist Text B: Games People Play
3 Unemployment P45 Economics	Text A: Unemployment and Its Natural Rate Text B: Why You Can't Find a Job
4 The Study of Society and People P65 Sociology	Text A: The Study of Sociology Text B: The Sociological Debate: The Gender Pay Gap
5 Anthropology P89 Anthropology	Text A: The Nature of Anthropology Text B: European Diseases Left a Genetic Mark on Native Americans
6 Social Psychology P111 Psychology	Text A: The Pursuit of Happiness Text B: Mind Games: Sometimes a White Coat Isn't Just a White Coat
7 Change in Journalism P133 Journalism	Text A: Social Media Challenges Social Rules Text B: Has Big Data Really Changed Journalism?
8 Liberal Arts Education P157 Education	Text A: The Value of a Liberal Arts Education in Today's Global Marketplace Text B: The Failure of General Education
9 Who Gets What, When, and How P179 Political Science	Text A: The Science in Political Science Text B: "Cognitive Flexibility" Associated with Voting Attitudes in EU Referendum
10 Globalization P201 Political Science	Text A: Cultural Globalization Text B: The Good and Bad of Globalization
Glossary P221	

VIEWING	SPEAKING	WRITING
Prediction	Analyzing your audience	Macro structure: Choosing a topic Micro skills: Searching for information
Finding major points	Having clear objectives	Macro structure: Introduction Micro skills: Writing a good research question
Listening for details	Having a clear structure and a sense of timing	Macro structure: Literature review Micro skills: Summarizing
Note-taking forms	Introduction	Macro structure: Methodology Micro skills: Definition
Recognizing signal words	Body: Linking the points	Macro structure: Findings / Results Micro skills: Describing data
Dealing with unfamiliar words	Body: Making an argument	Macro structure: Discussion Micro skills: Quotation and paraphrase
Listening for stressed words	Body: Making a counterargument	Macro structure: Conclusion Micro skills: Marking the cited sources
Recognizing digressions	Conclusion	Macro structure: References Micro skills: Hedging
Recognizing filler words	Visual aids	Macro structure: Abstract Micro skills: Coherence
Listening for contrasting ideas	Rehearsal and delivery	Macro structure: Proofreading Micro skills: Proofreading