

**Lecture Slides and
Note-Taking Supplement for
Academic Listening Strategies
2nd Ed.**

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MICHIGAN SERIES IN ENGLISH FOR
ACADEMIC & PROFESSIONAL PURPOSES

Lecture Slides and Note-Taking Supplement for
Academic Listening Strategies, 2nd Ed.

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Lecture 2: Clean Energy for Tomorrow

1

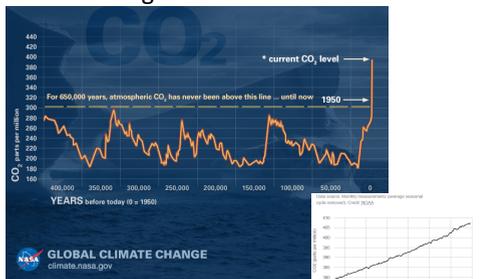
Outline

- The need for clean energy
- The need for electrical power
- Present Sources of Electrical Power
 - US
 - Europe
 - China
- Three Success Stories from Three Technologies
 - Nuclear UAE
 - Solar California
 - Wind England
- Questions and Answers

2

CO2 Concentration in Atmosphere

- climate.nasa.gov



3

Global Warming

1984

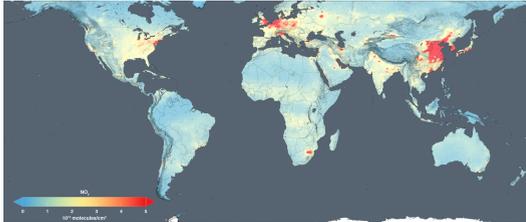
2012



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Pollution

- Satellite Map of Nitrogen Dioxide by NASA



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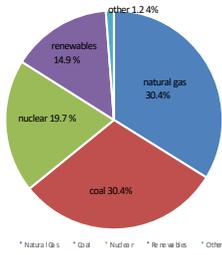
Clean, Cheap and Reliable

- The need for energy is massive and growing
- The consequence of fossil energy is dire
- Go electric!
 - Transportation
 - Heating
 - Lighting
 - Machines

6

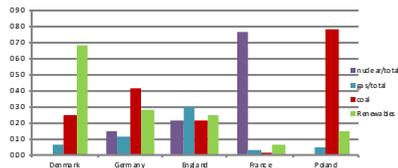
U.S. Electrical Energy Production

• 2016



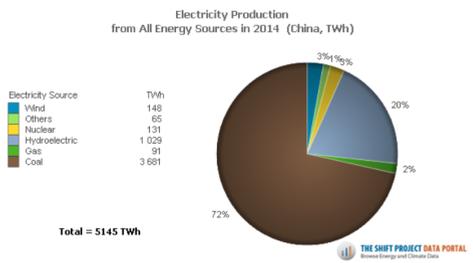
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Europe's Electrical Energy Production



8

China's Electrical Energy Production



<http://tsp-data-portal.org/Breakdown-of-Electricity-Generation-by-Energy-Source#tspQvChart>

9

What Are the Alternatives?

- Nuclear 1000 W/m²
- Solar 5 W/m²
- Wind 2.5 W/m²

10

Three success Stories

- Barakah Power Plant
- Topaz Solar Farm
- London Array Wind Farm

11

Cost of Nuclear Energy

- 33.9 \$/1000kWhr = 0.034 \$/kWhr !

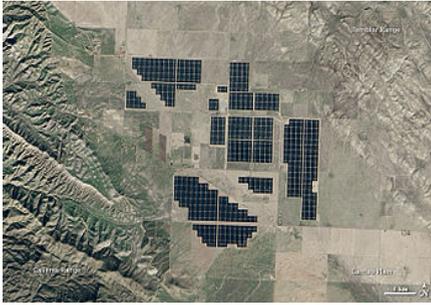
2016 Cost Summary (\$/MWh)

Category	Number of Plants / Sites	Fuel	Capital	Operating	Total Operating (Fuel + Operating)	Total Generating (Fuel + Capital + Operating)
All U.S.	60*	6.76	6.74	20.43	27.19	33.93
Plant Size						
Single-Unit	25	6.77	8.67	25.95	32.72	41.39
Multi-Unit	35	6.75	6.15	18.73	25.48	31.63
Operator						
Single	12	7.18	8.19	21.20	28.38	36.57
Fleet	48	6.63	6.32	20.21	26.84	33.16

*Costs exclude shutdown plants.
Source: Electric Utility Cost Group (EUCG)

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Topaz Solar Farm



13

London Array Wind Farm

- 630 MW



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HOFSTEDE'S VALUE DIMENSIONS

LECTURE 3

1

Hofstede's Value Dimensions

- Who is Geert Hofstede?
 - Founder of comparative intercultural research
 - Collaborates with other prominent culture researchers
 - Maintains, up-dates, and changes his categorizations and rankings regularly
 - Established a company that does intercultural management training worldwide

2

What is culture?

- a set of **human-made**...elements that in the past have **increased the probability of survival** and resulted in the **satisfaction of the participants**, so they became **shared** among people who could communicate through a **common language** and lived in the **same place and time** (Samovar, Porter, McDaniel, & Roy, 2017, p. 39)
- Hofstede's definition: "the **collective** programming of the mind that **distinguishes** the members of one group or category of people from other"

3

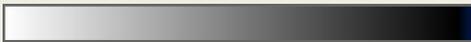
Other Important Definitions

- Beliefs
- Values
- Behaviors

4

Concepts to keep in mind when looking at value dimensions

- The dimensions are on a continuum.



- One end of the continuum is not "better" than the other end.
- Hofstede's Dimensions describe the dominant culture in a country.
- Even individuals within the same culture can show variety.

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Hofstede's Value Dimensions

- Individualism/Collectivism
- Uncertainty Avoidance/Uncertainty Acceptance
- High Power Distance/Low Power Distance
- Masculinity/Femininity
- Long term Orientation/Short term Orientation
- Indulgence/Restraint

6

Description of the Individualism/Collectivism Dimension

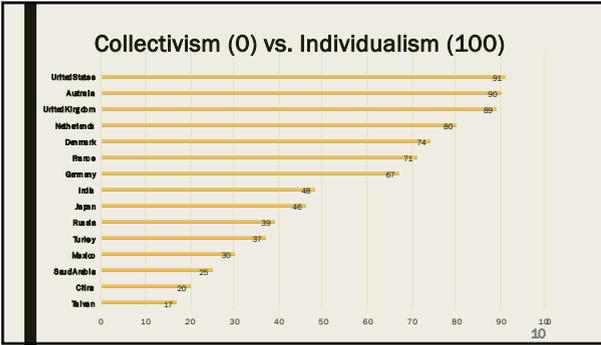
- Individualism: the preference for a loose social network in which the individual is valued over the group, and individuals are expected to be responsible only for themselves and their immediate family
- Collectivism: the preference for a tight group social network which expects complete loyalty and commitment from its members; members are expected to put the needs of the group above the needs of the individual

Characteristics of individualism vs. collectivism

Individualism	Collectivism
- "I" identity (individual characteristics)	- "we" identity (group membership)
- independence	- interdependence
- individual rights, freedom of expression	- collaboration, harmony, consensus, and tradition
- individual achievement is rewarded	- loyalty to needs of the group is rewarded
- competition is between individuals	- competition is between groups, tribes or villages
- task is more important than relationship	- relationship is more important than task
- confrontation or conflict is not harmful; may even be healthy	- harmony (even only superficial) is highly valued

Behavior Tendencies of Individualist vs Collectivist Cultures

Individualist	Collectivist
wealth	
freedom of the press	
divorce rates	
age differences between husband/wife	
pace of life	
job stability	



Outcomes of Hofstede's Ongoing Research

- Cultural values are passed down through families. Once a child reaches adulthood, these values are very resistant to change.
- Trends of many of the value dimensions show that a culture may shift slightly in a certain direction, but usually when this has been observed, all cultures are shifting in the same direction, so the comparative relationship between the cultures stays the same.
- This varies only in a couple of the dimensions, which will be pointed out as we discuss them.

11

What do the scores mean?

- Scores range from 0-100.
- The scores only have meaning in comparison.
- The rankings have remained very stable over the course of time (from 1970s until now)

12

Trends regarding individualism and collectivism

13

Description of the High Power Distance/Low Power Distance Dimension

- Power distance relates to how a society views inequalities between people; it refers to the degree to which the less powerful members of a society accept and expect that power is distributed unequally.
 - High power distance societies accept that hierarchies exist and members accept the positions they have—even if that position is low.
 - Low power distance societies do not accept inequalities in power and try to distribute power more equally among members of the society
- Often begins in the home with the relationship between parents and children

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Characteristics of High/Low Power Distance

High Power Distance	Low Power Distance
-inequality is considered normal	-inequality is wrong and should be lessened if possible
-superiors are unique or special in some way	-there may hierarchies, but the roles can easily be reversed
-those with power determine what is good and bad for those with less power	-everybody is under the same rules for what is good and bad
-children must learn respect	-children must learn independence
-subordinates expect to be told what to do	-subordinates expect to be consulted about decisions

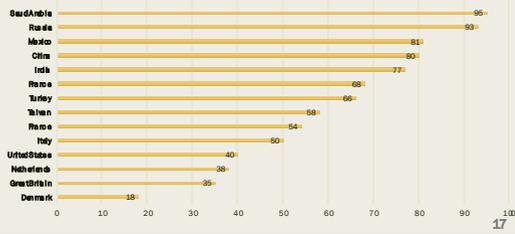
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Behavior Tendencies of High Power/Low Power Distance Cultures

High Power Distance	Low Power Distance
income inequality	
size of middle class	
conflict resolution/political change	
age of business executives	
source of technological advancement	

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Low Power Distance (0) vs. High Power Distance (100)



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■ Trends regarding power distance

18

Description of the Masculinity/Femininity Dimension

- Relates to the degree to which traditionally “male” or “female” traits are valued and displayed.
 - Masculinity—gender roles are clearly distinct; the society values achievement, assertiveness, and material rewards
 - Femininity—gender roles are more similar; the society values cooperation, modesty, and caring for the weak

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Characteristics of Masculinity/Femininity

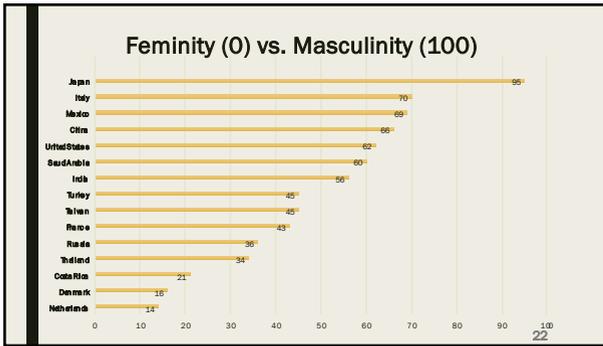
Masculinity	Femininity
-men focus on success; women focus on quality of life.	-both men and women should be modest and tender and focused on the quality of life
-value competition	-value consensus and cooperation
-prioritize work over family	-men & women balance family and work
-fathers deal with facts; mothers deal with feelings	-both father AND mother should deal with both facts and feelings.
-admire the strong/disdain the weak	-have sympathy for the weak
-girls cry but not boys; boys fight, but not girls	-both boys and girls may cry, but neither should fight
-religions tend focus on a powerful God (father)	-religions tend to focus on fellow human beings

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Behavior Tendencies of Masculinity/Femininity

Masculinity	Femininity
	literacy
	poverty levels and reasons for poverty
	aid to poor countries
	advertising/shopping
	salary/leisure
	use of social media

21



■ Trends regarding masculinity and femininity

23

Description of the Uncertainty Avoidance/Acceptance Dimension

- Extent to which members of a culture feel comfortable with ambiguous or unknown situations
- Uncertainty avoidance exists when the members of the culture are not comfortable with the unknown; they want to be able to know "truth," and they are most comfortable with daily habits and routines.
- Uncertainty acceptance views uncertainty as a normal part of life.

24

Characteristics of Uncertainty Avoidance vs Uncertainty Acceptance

Uncertainty avoidance	Uncertainty acceptance
-uncertainty is a threat	-uncertainty is normal
-more stress and anxiety	-less stress and anxiety; just let life happen
-people or things that are different are dangerous or suspicious	-people/things that are different are interesting
-feel a need for rules/regulation	-fewer rules is better
-people stay in the same job as long as they can	-not afraid to change jobs

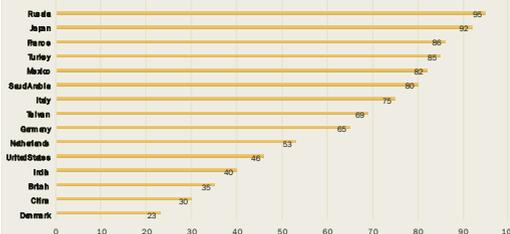
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Behavior Tendencies of Uncertainty Avoidance and Acceptance

Uncertainty Avoidance	Uncertainty Acceptance
alcoholism	
doctors and nurses	
advertising focus	

26

Uncertainty Acceptance (0) vs. Uncertainty Avoidance (100)



27

- Trends regarding uncertainty avoidance and acceptance

28

Description of the Long-term/Short-term Orientation Dimension

- Long-term orientation—focused on future rewards (perseverance and saving)
- Short-term orientation—focused on the past and present (tradition, face-saving, and fulfilling social obligations)

29

Characteristics of Long-term and Short-term Orientation

Long-term	Short-term
-adapt to changing circumstances	-hold on to tradition
-rules may change	-rules do not depend on circumstances
-willing to learn from other countries	-strong pride in one's own country
-traditions can be changed	-traditions are sacred
-opposing ideas can be integrated	-opposing ideas are contradictory and cannot resolved with compromise
-likely to choose the middle way	-likely to choose extreme ideologies (religious and political fundamentalism)

30

Behavior Tendencies of Long-term and Short-term Orientation

Long Term	Short Term
saving and investing	
profit expectations	
investment preferences	
rate of economic growth	

31

Short Term Orientation(0) vs. Long Term Orientation (100)



32

■ Trends in Long Term and Short Term Orientation

33

Description of the Indulgence and Restraint Dimension

- This dimension refers to the degree of freedom that people feel to relax and enjoy their lives
 - Indulgent cultures value freedom, fun, friends, and enjoyment of life. Life is good.
 - Restraint cultures discourage the pursuit of pleasure and focus on responsibility rather than freedom. Life is hard.

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Characteristics of Indulgence and Restraint

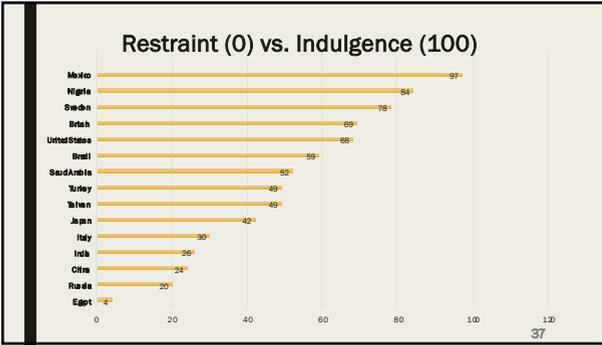
Indulgence	Restraint
-less moral discipline (including sexual)	-stricter moral discipline
-people feel healthier and happier	-people feel less happy and healthy
-perception of personal life control	-people feel controlled by outside factors
-leisure ethic	-work ethic
-optimist, positive attitude	-pessimist/negative/cynical
-more extroverted personalities	-more introverted personalities
-friends are very important	-friends are less important
-people participate actively in sports	-people watch sports

35

Behavior Tendencies of Indulgence and Restraint

Indulgence	Restraint
freedom of speech	
crime rates/size of police force	
birth rates	
wealth/obesity	
attitude toward foreign films	

36



■ Trends in indulgence and restraint

38

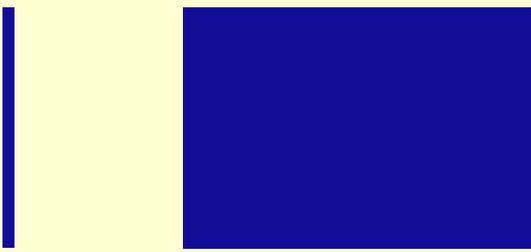
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- Indulgence/Restraint

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References

- Samovar, Porter, McDaniel & Roy. (2017). *Communication Between Cultures* (9th ed.). Boston, MA: Cengage Learning
- Hofstede Insights (<https://www.hofstede-insights.com>)



Lecture 4: Writing and Genre

1

Writing is central to all disciplines and all academic programs

- It's no surprise that students do a lot of writing
- True for both grads and undergrads
- True for all disciplines from Engineering to Chemistry to Economics and English

2

Writing is part of learning

- We know that writing plays a key role in learning.
- When we write we
 - gather, organize and demonstrate knowledge
 - explore and refine ideas
 - create new knowledge

3

Academic writing tasks or projects

- Students are involved in a lot of different kinds of writing
- Undergraduate Students
 - Research papers, lab reports and critical analyses of the work of others
- Graduate Students
 - Proposals
 - Research publications
 - Thesis or Dissertation
- Other writing?
 - Brochures or patient information pamphlets
 - Webpages
 - Blogs
 - Wikis

4

Features of writing

- All these different types of writing have features or patterns that are recognizable.
 - Audience
 - Purpose
 - Content
 - Organization
 - Language

5

Genre in different contexts

- Music
 - Classical
 - Blues
 - Jazz
 - Rock
- Films
 - Horror
 - Crime
 - Romance
 - Comedy
- Literature
 - Tragedy
 - Comedy
 - Non-fiction
 - Drama

6

Genre

- A form of communication or communication events
- A shared set of communicative purposes
- Specific purposes
 - Recognized by those who use them
- Expected structure

7

Writing genres

- Which of these do you think would be considered a genre?

Movie reviews	Magazine articles	Textbooks
Acceptance letters	Advertisements	Email
Wedding invitations	Word documents	Comic books

8

A genre example: recipes

- A list of ingredients
 - Food words
- The amounts for each ingredient
 - Measurement words and abbreviations
- The description of what to do with the ingredients
 - Imperatives—process or method
 - Simple present
 - Action words: measure, pour, stir, mix, knead chop, slice, add, serve . . .
 - Adverbs: quickly, slowly, carefully
- The amount of time
 - Language of time: 1 hour, 5 minutes . . .

9

Homemade Pizza

TOTAL TIME: Prep: 25 min. + rising Bake: 25 min.
YIELD: 6 servings

Ingredients

- 1 package (1/4 ounce) active dry yeast
- 1 teaspoon sugar
- 1-1/4 cups warm water (110° to 115°)
- 1/4 cup canola oil
- 1 teaspoon salt
- 3-1/2 cups all-purpose flour
- 1 small onion, chopped
- 1 can (15 ounces) tomato sauce
- 3 teaspoons dried oregano
- 1 teaspoon dried basil
- 1 medium green pepper, diced
- 1 small onion, thinly sliced or chopped
- 2 cups (8 ounces) shredded part-skim mozzarella cheese



Directions

1. In large bowl, dissolve yeast and sugar in water; let stand for 5 minutes. Add oil and salt. Stir in flour, a cup at a time, until a soft dough forms.
2. Turn onto floured surface; knead until smooth and elastic, about 2-3 minutes. Place in a greased bowl, turning once to grease the top. Cover and let rise in a warm place until doubled, about 45 minutes. Meanwhile, cook beef and onion over medium heat until no longer pink; drain.
3. Punch down dough; divide in half. Press each into a greased 12-in. pizza pan. Combine the tomato sauce, oregano and basil; spread over each crust. Top with onion, green pepper and cheese.
4. Bake at 400° for 25-30 minutes or until crust is lightly browned. Yield: 2 pizzas (3 servings each).

10

Genre

- Genres exist in and for discourse communities.
 - visitors to a recipe exchange website
 - readers of a particular journal
 - surgeons
 - English teachers
 - chess players
- Members of the community use a common set or network of genres.



11

Genre

- Genres are ways that we use language to
 - accomplish something in a culture
 - achieve a goal given the cultural expectations, such as a recipe
 - list of ingredients in the order needed
 - measurements are in cups not in grams
 - oven temperature is 400° (not 200° or gas mark 6)
 - respond to a need

12

Genre

- Genres reflect cultural preferences
 - photographs on resumes / CVs?
- Not all instances of a genre are exactly the same
 - some flexibility
 - resumes / CVs of friends may look similar in many respects, but differ in others

16

Genre

- Genre knowledge matters as much as other knowledge about writing
 - grammar
 - vocabulary
 - style
- Knowledge of writing genres and previous genre experience: antecedent genre knowledge
- Antecedent genre knowledge can contribute to the learning and writing of new genres

17

Genre

- Application to the university
 - Essays
 - Personal statements
 - All required a consideration of
 - audience
 - purpose
 - strategy
 - linguistic choices
 - examples of what others have done
- These are the same considerations for other writing

18

Genre

What if you were asked to write one of these?

- Movie review
- Hotel review
- Restaurant review
- Product review
- Sightseeing review (travel review)

Where would you start?

19

Online travel reviews



20

Analyzing the genre

- Find examples
- Read and analyze
- Look for patterns
- Try to understand why the authors made choices of content, language and organization
- Talk to others who have experience with the genre

21

Authors of traveler reviews

- Visitors / travelers
- But not all travelers write reviews
- Motivation?
 - Excitement about a positive experience
 - Disappointment
 - Help other travelers
 - Something else?

22

Consider the audience

- Residents of Chicago?
- People who know the city's famous architecture?
- People who are interested /not interested in architecture?
- Students?
- International travelers?

23

Consider the content expectations of the genre

- The name of the building?
- The location?
- The history?
- The appearance?
- How to get to the building?
- Nearby points of interest?
- Other content?

24

Consider the language expectations of the genre

- Uses first person (I or we)
- Addresses the reader (you)
- Uses adjectives
- Uses adverbs
- Uses incomplete sentences
- Uses ungrammatical constructions

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Analyzing the genre

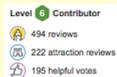
This beautiful building was built by the chewing gum magnate William Wrigley. The first office building built north of the Chicago River, opened in 1921. Located across from the Tribune Tower and at the head of the Magnificent Mile, this is a must see for architecture lovers. The first office building in Chicago to be air-conditioned has a facade of glazed terra cotta, which gives the building a brilliant white finish.



26

Analyzing the genre

The Wrigley Building is stunning and if you are here for a few days you will be able to enjoy the exterior as you stroll down Michigan Avenue. If you only have a day here, this building is a must see - it's gorgeous!



27

Analyzing the genre

A. This beautiful building was built by the chewing gum magnate William Wrigley. The first office building built north of the Chicago River, opened in 1921. Located across from the Tribune Tower and at the head of the Magnificent Mile, this is a must see for architecture lovers. The first office building in Chicago to be air-conditioned has a facade of glazed terra cotta, which gives the building a brilliant white finish.

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Analyzing the genre content

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38

Analyzing the language

A. This beautiful building was built by the chewing gum magnate William Wrigley. **The first office building built north of the Chicago River**, opened in 1921. Located across from the Tribune Tower and at the head of the Magnificent Mile, this is a must see for architecture lovers. The first office building in Chicago to be air-conditioned has a facade of glazed terra cotta, which gives the building a brilliant white finish.

B. The Wrigley Building is stunning and if you are here for a few days you will be able to enjoy the exterior as you stroll down Michigan Avenue. If you only have a day here, this building is a must see - it's gorgeous!

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CONTENT ANALYSIS

Text Number	Mentions temple name	Mentions how to get there	Compares temple to another one	Mentions price	Mentions other things nearby	Mentions some detail regarding appearance	Mentions how it felt to be there	Mentions seat	States something negative	Recommends the place to others
1.H	H	H	H	H	H	H	H	H	H	H
2.H	H	H	H	H	H	H	H	H	H	H
3.H	H	H	H	H	H	H	H	H	H	H
4.H	H	H	H	H	H	H	H	H	H	H
5.H	H	H	H	H	H	H	H	H	H	H
6.H	H	H	H	H	H	H	H	H	H	H
7.H	H	H	H	H	H	H	H	H	H	H
8.H	H	H	H	H	H	H	H	H	H	H
9.H	H	H	H	H	H	H	H	H	H	H
10.H	H	H	H	H	H	H	H	H	H	H

40

LANGUAGE ANALYSIS

Text Number	Uses first person (I or we)	Addresses the reader as you	Uses adjectives	Uses adverbs	Uses incomplete sentences	Uses ungrammatical constructions	Uses imperatives	Uses comparatives	Number of words
1.H	H	H	H	H	H	H	H	H	H
2.H	H	H	H	H	H	H	H	H	H
3.H	H	H	H	H	H	H	H	H	H
4.H	H	H	H	H	H	H	H	H	H
5.H	H	H	H	H	H	H	H	H	H
6.H	H	H	H	H	H	H	H	H	H
7.H	H	H	H	H	H	H	H	H	H
8.H	H	H	H	H	H	H	H	H	H
9.H	H	H	H	H	H	H	H	H	H
10.H	H	H	H	H	H	H	H	H	H

41

Analyzing the genre

- Audience
- Purpose
- Strategy
- Organization
- Language

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Genre

- Organization
- Moves

A move is one or several sentences that achieve a particular writing goal. Moves are used to accomplish something in writing. For example, a letter consists of moves such as greeting, preparation for a request, the request, and close.

- Travel Review--tentatively
 - Describing appearance, indicating location, indicating things nearby, recommending

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Genre

- Do more than dump content into moves
- Consider your audience and your purpose
- Choose content and language appropriate to that purpose

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Genre

- Use genre knowledge to create something new

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Genre

- Finding examples of the pedagogical genres that students may need to be familiar with
- Michigan Corpus of Upper-Level Students Papers: MICUSP
- <http://micusp.elicorpora.info>

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BD.GA.01.1	Exploring the Molecular Response of Adipocytes to Hypobaric Environments	Biological
BD.GA.01.1	Identifying Possible Targets for Genetic Engineering	Biological
BD.GA.01.1	Characterizing the Role of the System in Eukaryotic Speciation during Early	Biological
BD.GA.01.1	Zebrafish and PGC migration	Biological
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BD.GA.01.1	The Biology and Epidemiology of Plague	Biological
BD.GA.01.1	Clonal Genetic Interactions: On the Phenotypic Speciation of Virus	Biological
BD.GA.01.1	Genetic Control of Bacterial	Biological
BD.GA.01.1	Plant Polination Systems: Evolutionary Trends in Generalization and Specialization	Biological
BD.GA.01.1	Plant Polination Systems: Recombination Experiment and Speciation A	Biological
BD.GA.01.1	Review of Research 2011	Biological
BD.GA.01.1	On the Origin of Man: Understanding the Last Two Million Years	Biological
BD.GA.01.1	Fuel Efficiency System	Biological
BD.GA.01.1	MR (1) 1994: A Microbiology Used for Tumor Identification in MR	Biological
BD.GA.01.1	Clonal Reproductive Strategies of Plants and Bivalve Family Diptera	Biological
BD.GA.01.1	Competition Between Hosts in Requiring Mutants of Saccharomyces Cerevisiae	Biological
BD.GA.01.1	Host Selection in Virus-Host	Biological
BD.GA.01.1	Fungal Eye Infections Due to Rhizopus	Biological

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Final thoughts

- Be a detective—a text analyst
- Analyze in a purposeful way
- Discover and understand genres using authentic examples
- Draw conclusions about what seems to be typical and where authors take advantage of flexibility
- Build a writing toolkit
- Apply and build genre knowledge

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The Ten Principles of Economics

Lectures 5 and 6



Inspired by Harvard's Greg Mankiw
As Paraphrased by Pavel Yakovlev

1

Everyone Faces Tradeoffs



2

Nothing is Free

Opportunity cost is the cost of what you give up to in order to get something else.

What is the **opportunity cost** of a college degree?

- Tuition: $\$30,000 * 4 = \$120,000$
- Books: $\$1000 * 4 = \$4,000$
- Forgone salary: $\$.... * 4 = ???$

3

Think at the Margin

Rational people optimize through incremental adjustments:

- Eat another slice of pizza?
- Run another mile?
- Snooze another 10 minutes?
- Study one more hour for an exam?
- Hire one more worker?

4

People Respond to Incentives

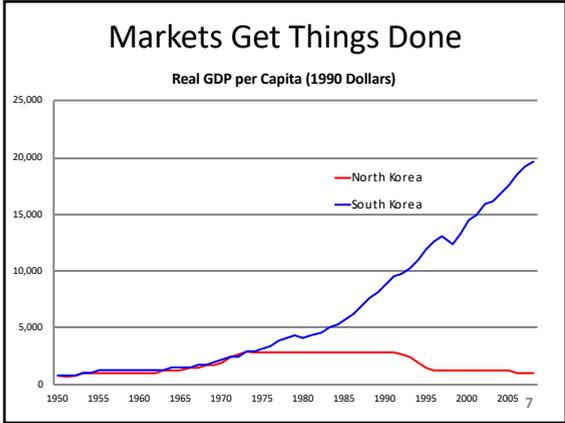


5

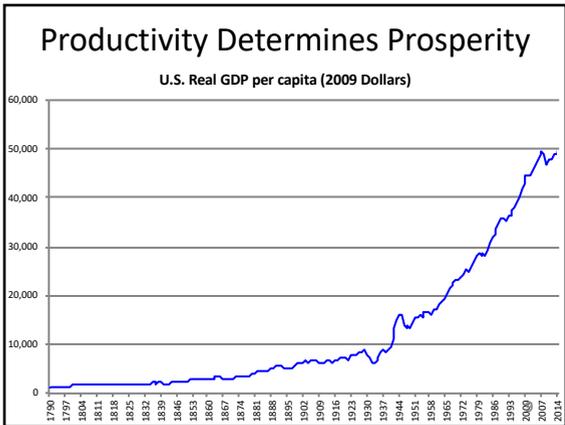
Trade is Good



6







Printing More Money Causes Inflation



Inflation vs. Unemployment

