

**САНКТ-ПЕТЕРБУРГСКИЙ ФИЛИАЛ
НАЦИОНАЛЬНОГО ИССЛЕДОВАТЕЛЬСКОГО УНИВЕРСИТЕТА
«ВЫСШАЯ ШКОЛА ЭКОНОМИКИ»**

Кафедра иностранных языков

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**УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ
ПО ДОМАШНЕМУ ЧТЕНИЮ
ДЛЯ СТУДЕНТОВ 1-го КУРСА ФАКУЛЬТЕТА ЭКОНОМИКИ
(по книге S. Levitt “FREAKONOMICS”)**

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Бекетова, В. В. Учебно-методическое пособие по домашнему чтению для студентов 1-го курса факультета экономики (по книге S. Levitt “Freakonomics”) [Текст] / В. В. Бекетова, И. М. Митрофанова, И. А. Степанова ; Санкт-Петербургский филиал Нац. исслед. ун-та «Высшая школа экономики». — СПб.: Отдел оперативной полиграфии НИУ ВШЭ — Санкт-Петербург, 2013. — 32 с. — 100 экз.

Пособие, составленное на материале книги Steven D. Levitt and Stephen J. Dubner. FREAKONOMICS. A Rogue Economist Explores the Hidden Side of Everything, предназначено для занятий по аспекту «Домашнее чтение» на 1-м курсе факультета экономики НИУ ВШЭ (уровень Intermediate/Uper-Intermediate). Выбор текста обусловлен его экономической направленностью. Упражнения разделяются на несколько типов, каждый из которых предназначен для развития определенных навыков и умений (чтения, устной речи, лексико-грамматических навыков).

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PART I

Hidden Side of Everything (P. 9–22)

Do the Internet research before you start reading. Search for the factual information mentioned in the chapter to improve your understanding. Be ready to report back to the class on any interesting facts you find.

- Steven D. Levitt profile
- The origin of the word “freakonomics”
- The television game show “The Weakest Link”. Explain the meaning of the catch phrase “You are the weakest link. Goodbye!”

Read the text and do the following tasks:

Task 1. Look at the book cover. What can you see in the picture? How could you describe the represented object? How does it correlate with the title of the book?

Task 2. Scan the Contents to find out more about the book. What are the specific features of Levitt’s approach to economics?

Task 3. How many parts could you divide the chapter into? How would you name them? Discuss it with your partner.

Task 4. While reading pay attention to the following and get ready to discuss the following points with your group mates:

P. 9

- Spike in crimes in the 1990s

P. 10–11

- President Clinton’s opinion on crime rate prospects
- Crime drop at the beginning of the 2000s

P. 11–13

- Theories of crime drop in 2000s

P. 13–15

- How real-estate agents use their informational advantages

P. 16–17

- Steven Levitt’s judgment upon the subject

P. 17–19

- Role of money in the US election campaigns
- Role of attraction of the politicians to voters

P. 19–20

- Principles of morality and economics
- Fundamental ideas of freakonomics

P. 21–22

- The hidden side of everything

Task 5. Selected vocabulary. Make up 20 sentences with the words and word-combinations from the vocabulary.

Incentive – стимул, побудительный мотив	Variable – переменная величина, параметр
Abuse – оскорбление, злоупотребление	Frustrate – расстраивать (планы), разрушать
Spike – всплеск, резкий рост	Respond to – реагировать на что-либо
Persistent – упорный, настойчивый, постоянный	Maximize – максимально увеличивать
Attribute to – приписывать, объяснять	Adverse – враждебный, неблагоприятный
Drastic – решительный, крутой, радикальный	Proliferation – распространение
Pool – резерв, кадры	Assets – имущество, средства, активы
Indispensable – неотъемлемый, необходимый, обязательный	Wayward – непредсказуемый, своеобразный
Align – выравнивать, согласовывать	Anticipate – ожидать, предвидеть, прогнозировать
Share – доля, акция	Mortgage – ипотека
Outcome – исход, результат, последствие	Consecutive (days, months) – последующие, подряд
Assess – оценивать	Legalize – легализовать, узаконивать
Insight – догадка, озарение	Apply to – применять, подавать заявление
Comprise – составлять, включать в себя, состоять из	Overwhelming – огромный, подавляющий
Contradiction – противоречие	Commonplace – банальность
Approach – метод, подход	Astounding – поразительный, удивительный
Inherently – внутренне, по сути	Dramatically – резко, кардинально
Crucial – важный, ключевой, критический	Negotiate – договариваться, обсуждать условия
Tend to – стремиться к, иметь тенденцию	Correlate – находиться/приводить в соответствие
Respectively – соответственно	Shrink (shrank, shrunk) – сокращаться, сжиматься

Task 6. Give as many word forms as possible using necessary suffixes. Don't forget about

- noun suffixes indicating persons: **-ER/OR/AR, -ANT, -IST**
- suffixes of abstract nouns: **-TION, -ANCE, -MENT, -NESS**

- adjective suffixes : **-ABLE/-IBLE, -FUL, -AL, -ATE, -LESS, -IVE**
- adjective prefixes: **-IN, -IM, -UN**

moral	
maintain	
fabricate	
predict	
attribute	
skill	
correlate	
assess	
persist	
explore	
confuse	
apply	
favor	
treat	
fortune	
abuse	
count	
dispense	

Task 7. Verbs in column A are used to talk about prices, profits, etc. going *a) up* and *b) down*. Make up 15 sentences using these verbs and adverbs from part B.

A	B
<i>a) Going up</i>	considerably
advance – to increase, esp. when talking about stocks	dramatically
climb – to become higher	drastically
edge up – to move up a little at a time	fast
jump – to increase suddenly and by a large amount	further
Magnify – to increase the size, strength, or power of smth	gradually
rise – to increase in size, amount, quality, or strength	rapidly
rocket – to increase quickly and suddenly	sharply
soar – to increase quickly to a high level	significantly
surge (ahead, up) – to increase suddenly	slightly
<i>b) Going down</i>	steadily
collapse – to fall down suddenly	substantially
decline – to decrease in quantity	tenfold
drop – to reduce smth to a lower amount or value	twofold
edge down – to move down a little at a time	
plummet – to suddenly become much lower	
retreat – to move back	
slide – to become smaller in amount	

Task 8. Match column A with column B to form the collocations, then read the text again and check your answers.

A	B
1. adverse	a. the facts
2. capital	b. money
3. break	c. environment
4. conventional	d. information
5. bend	e. changes
6. maximize	f. issue
7. public	g. insurance
8. wayward	h. code
9. raise	i. norms
10. assess	j. act
11. life-and-death	k. thinking
12. sweeping	l. value
13. societal	m. punishment
14. objective	n. question
15. life	o. side
16. booming	p. record
17. dark	q. strategies
18. pressing	r. economy
19. official	s. wisdom
20. innovative	t. merits

Task 9. Match phrasal verbs with the Russian equivalents. Make up 10 sentences using these verbs.

1. turn around	a. выдвигать, формулировать
2. pass up	b. оказываться, выясняться
3. kick back	c. оставлять, забывать
4. come along	d. сравнивать
5. figure out	e. разыскать, находить
6. turn out	f. отказываться, упускать
7. put/set forth	g. делать выбор
8. measure against	h. низвергать, швырять
9. seek out	i. давать взятку
10. leave behind	j. углубляться, погружаться
11. lay out	k. происходить, появляться
12. ferret out	l. стремиться к чему-либо
13. opt for	m. изменить к лучшему
14. put together	n. вычислять, соображать
15. go about	o. оценивать, измерять величину
16. dip into	p. рассматривать, распознавать
17. hold out for	q. располагать, планировать
18. size up	r. разузнавать, выявлять
19. hurl into	s. приступать, приниматься за что-либо
20. see through	t. составлять, соединять

Task 10. Find the English equivalents for the following words and word-combinations. Explain their meaning.

возрасти в десять раз	
подростковая преступность	
причина и следствие	
предмет рассмотрения	
страховые премии	
финансовая документация	
сократить затраты вполнину	
ключевой вопрос	
агент по недвижимости	
политолог	
в идеальном положении	
содержащийся в хорошем состоянии	
дорогостоящий	
бюджетный	
достоверность данных	
уровень преступности	
в пределах досягаемости	
ход событий	
передавать ребенка на усыновление	
склад ума/психики	
выборы с равными шансами на победу	
в конечном счете	
мошенничать	

Task 11. Find the Russian equivalents for the following word-combinations and explain their meaning.

conventional wisdom	
to go undercover	
cheating to win/lose	
to pay a whisper of attention	
nature-nurture problem	
scared out of one's skin	
in some regards	
gun control law	
to put into place	
class-action lawsuit	
applied science	
frustrating exercise	
unifying theme	
impartial observer	
beyond the reach	
informational advantage	
adverse family environment	
on one's behalf	
innocuous choice	
to churn commissions	

Task 12. Explain the idioms. Make up 3 sentences using the idioms:

- to keep body and soul together
- to get top dollar for smth
- the weakest link

Task 13. Form groups of 3–4. You are going to use the mind-mapping technique while speaking on relationship between American economics and crime. Present your ideas in the form of a diagram/table/mind-map/pie-chart, etc.

Task 14. Paraphrase the following sentences focusing on the underlined expressions:

1. It is worth remembering that Adam Smith, the founder of classical economics, was first and foremost a philosopher.
2. Even though the experts had failed to anticipate the crime drop – which was in fact well under way even as they made their horrifying predictions – they now hurried to explain it.
3. As far as crime is concerned, it turns out that not all children are born equal.
4. It is one thing to muse about experts abusing their position and another to prove it.
5. It was the roaring 1990s economy that helped turn back crime.
6. But as the incentives go, commissions are tricky.
7. Unless you have more information, however, it's hard to say what's causing what.
8. If only Candidate A ran against Candidate B in two consecutive elections but in each case spent different amounts of money, we could measure the money's impact.
9. Incentives were magnified tenfold.
10. Denver and Washington, D. C., have about the same population – but Washington has nearly three times as many police as Denver.

Task 15. Choose one of the topics and write an essay up to 300 words.

SUGGESTED TOPICS FOR WRITING

1. Comment on the following: “A butterfly flaps its wings on one continent and eventually causes a hurricane on another”. Do you agree with this statement? What effects do distant causes have on global economy? Give examples of dramatic changes caused by human activities.
2. According to Steven D. Levitt, legalized abortion in the US caused dramatic crime drop. Do you find this argument completely convincing? Were there any other reasons for the decline in crime? How does the situation stand in Russia? What could be done to reduce the amount of crime?
3. Can money alone be the cause of the presidential elections victory? What is Levitt's opinion on this point? Do moral principles or personal qualities matter? Choose a Russian political figure that represents the core values of this country. Describe this figure and the values associated with him/her.
4. Steven D. Levitt assumes that “Morality represents how people would like the world to work, than economics shows how it actually does work.” Comment on this statement. How could this contradiction be solved?

PART II

How is the Ku Klux Klan Like a Group of Real-Estate Agents? (P. 58–69)

- **Do the Internet research before you start reading. Search for the factual information mentioned in the chapter to improve your understanding. Be ready to report back to the class on any interesting facts you find.**
- The Ku Klux Klan – glimpses of history
- Presidents Ulysses S. Grant, Warren G. Harding and Woodrow Wilson and their attitude towards The Ku Klux Klan
- Jim Crow Laws
- Plessy v. Ferguson (a decision by the Supreme Court in 1896)
- D.W. Griffith's film "The Birth of a Nation"
- General Robert E. Lee

Before you read answer the following questions:

- What do you know about The Ku Klux Klan?
- What do you know about real-estate agents? What do they deal with?
- Look at the title of the chapter and try to predict what it is about

Task 1. Read the text. While reading pay attention to the points below and be ready to discuss them with your partner or report it to the class.

P. 58–59

- the origin of the name of the Klan
- the evolution of the organization
- the aims of the Ku Klux Klan according to President Ulysses S. Grant
- the methods of intimidation adopted by the Klan
- Woodrow Wilson's opinion about the Klan in "A History of the American People"

P. 60–63

- Stetson Kennedy's family/origin/childhood
- Kennedy's contribution to the struggle against the Ku Klux Klan
- the phrase "Frown Power"
- Why did Kennedy think it to be difficult to struggle against the Klan?
- customs/language/rituals/oaths/hierarchy in the Klan

P. 64–65

- Review the official statistics on the lynching of blacks in the USA. What does it suggest?
- Read some more statistics and the author's comments on it. What conclusions does the author make? Do they sound plausible?

P. 67

- Decode the names of the Klan officers

- What associations (cultural/historical/literary) do the following aliases from the Klan hierarchy trigger for you?
An Exalted Cyclops and his twelve Terrors
A Great Titan and his twelve Furies
A Grand Dragon and his nine Hydras
The Imperial Wizard and his fifteen Gentii

Task 2. Mark the following statements TRUE/FALSE.

1. Initially The Klan was just a harmless group of people having the same ideas and interests.
2. The Ku Klux Klan and the law-enforcement establishment were closely connected with each other.
3. Some of the USA Presidents were secret supporters of the Ku Klux Klan.
4. In 1945 (after V-J-Day) the cross burning was performed in commemoration of General Robert E. Lee.
5. Stetson Kennedy could trace his origin back to a distinguished southern family.
6. The effectiveness of terrorism lays in the fear of random violence.
7. The Ku Klux Klan of the 1940s was a money-making operation.
8. At first Kennedy's efforts to hurt the Klan were fruitless.

Task 3. Selected vocabulary. Make up 20 sentences with the words and word-combinations from the vocabulary.

Like-minded people – единомышленники	Leverage – (перен.) рычаг, двигатель, средство для достижения цели
Design – планировать, намереваться; предназначать	Feel chagrined – быть огорченным, раздосадованным
Intimidation – запугивание, устрашение; страх, робость	Go undercover – происходить тайно, секретно
Enact (measures, laws, bills) – принимать, вводить в действие	Alias – псевдоним, кличка (агента)
Rebirth – второе рождение, возрождение	Revoke – отменять, аннулировать, отзывать
Lynch – расправляться самосудом, линчевать	Malnutrition – недостаточное питание, недоедание
Be concerned with – касаться, иметь отношение; интересоваться	Incentive – мотив, стимул
Foster (public fear) – благоприятствовать, способствовать развитию, поощрять	Designate – обозначать, определять, указывать
Exemplify – приводить пример, служить примером, иллюстрировать	Decipher (allusion, riddle, handwriting) – расшифровывать, распутывать
Feel compelled to do smth – чувствовать себя обязанным, вынужденным сделать что-либо	Law-enforcement – правоохранительные органы
Bigotry – фанатизм, слепая приверженность	Hierarchy – иерархия, структура
Afflict – огорчать, приводить в отчаяние	Traitor – изменник, предатель
Small-minded – ограниченный, недалекий, мелочный	Founder – провалиться, потерпеть неудачу

Shortchange – обсчитывать, обманывать	Unflappable – невозмутимый, хладнокровный
Ignorance – невежественность, неосведомленность	Resolute – принимать решение
Obstruct – преграждать, мешать, создавать препятствия	Derive from – происходить
Extinguish – тушить (пожар), уничтожать	Emancipate – освобождать (от рабства)

Task 4. Arrange these words into pairs of synonyms and explain their meaning.

1. In the aftermath of	a. To my mind, in my opinion, as I see it
2. In the beginning	b. Plan, intend, mean
3. Evolve into	c. Disorganize, disturb, disorder
4. Emancipate	d. Superiority, dominance, supremacy
5. Design	e. As a result, as a consequence
6. Extinguish	f. Develop into
7. Veritable	g. Famous eminent
8. Renowned (historian)	h. Frighten, discourage, scare, threaten
9. Intimidate	i. Liberate, free
10. Disrupt	j. Real, genuine, absolute
11. Flourish	k. Reckless, irresponsible, daredevil
12. Foolhardy	l. Put out, annihilate, eliminate
13. In my view	m. Silly, foolish, idiotic, crazy
14. Staunch	n. Thrive, prosper, succeed, blossom
15. Daft	o. Originally, formerly

Task 5. Give as many word forms as possible using the necessary suffixes. Don't forget about

- typical noun suffixes indicating persons: **-ER/OR/AR, -ANT, -IST**
- typical suffixes of abstract nouns: **-TION, -ANCE, -MENT, -NESS**
- adjectives with the suffixes: **-ABLE/-IBLE, -OUS/EOUS**

1. Harm	
2. Race	
3. Restore	
4. Exceed	
5. Laugh	
6. Supreme	
7. Practice	
8. Detect	
9. Imply	
10. Connote	
11. Favour	
12. Cognition	
13. Specify	
14. Deceive	
15. Precipitate	
16. Derive	
17. Hierarchy	

Task 6. There are a lot of words with negative prefixes in the text. Form words with prefixes EN-, DIS-, IN- (allomorphs IM-/IL-/IR-) from the following words:

1. Large	
2. Visible	
3. Able	
4. Agree	
5. Slave	
6. Logical	
7. Comfort	
8. Arm	
9. Rich	
10. Cipher	
11. Humanity	
12. Rational	
13. Close	
14. Inclination	
15. Form	
16. Sensible	
17. Centralize	
18. Obey	
19. Ability	
20. Wrap	
21. Title	
22. Approval	
23. Practical	
24. Courage	
25. Code	
26. Fang	

Task. 7. Make up word-combinations based on the text. Paraphrase or explain their meaning.

1. Supremacist	a. men
2. Fraternity of	b. a blood oath
3. Rank-and-file	c. sign of violence
4. Take	d. group
5. Bear	e. devotion
6. Hallmark	f. members
7. Coin	g. momentum
8. Foolhardy	h. in mind
9. Lose	i. information
10. Hoard	j. the phrase

Task 8. Find in the text the English equivalents for:

1. Нарушать принятые нормы поведения	
2. Отсутствие соотношения между чем-либо	
3. Быть одинаково жестоким ко всем	
4. Братство неудачников	
5. Некоммерческая, неполитическая организация	
6. Произвести желаемый эффект	
7. Превратить ценные знания в орудие насмешек (издевательства)	
8. Попасть в правильные/неправильные руки	

Task 9. Give the Russian equivalents for the following word-combinations or explain their meaning.

Up-and-down history	
Staunch friend/ally/supporter	
Emancipated slaves	
Enact measures	
Full-scale racial segregation	
Give the go-ahead to smth	
Lay dormant	
Lay low	
Spring into existence	
Draw a line between	
Public sentiment	
Massive revival	
Brothers in arms	
Law-enforcement establishment	
Dissident at large	
Intractable problem	
Be in cahoots with (political leaders)	
Compelling explanation	
Entrust secrets to smb	
Cover expenses	
Inflict violence	
Everyday occurrence	
Revenue sources	
Rank-and- file members	
Feed the information to smb	
Suggest grounds for doing smth	
Toss pebbles at a giant	
Hit the air	
The raw power of information	

Task 10. Paraphrase or explain the following statements:

1. Public sentiment turned against the Klan as the unity of a country at war trumped its message of separatism.
2. The Klan was a secret society, reveling in passwords and cloak-and-dagger ploys, but its real power lay in the very public fear that it fostered – exemplified by the open secret that the Ku Klux Klan and the law-enforcement establishment were brothers in arms.
3. What larger truth do these lynching figures suggest? What does it mean that lynchings were relatively rare and that they fell precipitously over time, even in the face of a boom in Klan membership?
4. One or two lynchings went a long way toward inducing docility among even a large group of people, for people respond strongly to strong incentives.
5. Kennedy was supremely frustrated, and out of this frustration was born a stroke of brilliance.
6. The Grand dragon promised to expose the Judas in their midst.

Task 11. Fill in the necessary prepositions (refer to the text if necessary). Make up 10 sentences using these lexical chunks.

1. Be Irish descent	12. one's place
2. Evolve	13. the turn of the century
3.accord.....	14. the face of
4. Deprive	15. Be relative
5. Be confined	16. essence
6. Be war	17. Be need of
7. Talk back smb	18. Emanate
8. Exposuresmth	19. Be distress
9. root	20. the midst of
10. Come easy smb	21.
11. Beluck	22.

Task 12. Study the following word-combinations. Explain their meanings, paying special attention to the collocations. Make up 10 sentences.

Slick	<ul style="list-style-type: none"> – slippery – sleek – clever, tricky – deft, skilful 	<ul style="list-style-type: none"> • Slick money-making operation • Slick answer • Slick road • Slick worker • Slick business • Slick hair
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Uniform	<ul style="list-style-type: none"> – steady, not varying – of the same shape with others – steady, marked by lack of fluctuation 	<ul style="list-style-type: none"> • Uniform life • Uniform temperature • Uniform speed • Uniformly violent
Right	<ul style="list-style-type: none"> – correct – oposite of left – wanted or needed, suitable, aproppriate – upright, straight – physically or mentally well, sane 	<ul style="list-style-type: none"> • The right answer • The right moment • Right-hand • Right line • Be right in the head
Smooth	<ul style="list-style-type: none"> – not rough – being without hairs or projections – even, steady – self-possessed, composed 	<ul style="list-style-type: none"> • Smooth surface • Smooth gait • Smooth words • Smooth temper

Task 13. Split up into groups of 3–4. You are going to use the mind-mapping technique to analyze the evolution of the Klan. Present your ideas in the form of a diagram/table/mind-map/pie-chart, etc.

Task 14. The crossword.

- Split up into Group A and Group B.
- Both groups are going to do the same crossword but **Group A** will have **the across words** (adjectives) already written in and **Group B** will have **the down words** (nouns) already written in.
- The task is to write clues for the words written on the crosswords. Work with 2–3 other students **from the same group** to invent and write down clues for the words on the crossword.
- Then work with a **partner from the other group**. Ask your partner for clues to the missing words on their crossword. They should read out the clues they have written for their partner to guess the words.
- Check the answers by comparing the crosswords.

Group A: ridiculous precipitous uniform foolhardy intractable veritable
 staunch unflappable resolute precise **(10 adjectives)**

Group B: incentive fraternity shorthand existence intimidation villain
 violence hierarchy correlation expenses **(10 nouns)**

Task 15. Choose one of the topics and write an essay up to 300 words.

SUGGESTED TOPICS FOR WRITING

1. **Comment on the following statement:** “One or two lynchings went a long way toward inducing docility among even a large group of people, for people respond strongly to strong incentives. And there are few incentives more powerful than the fear of random violence – which, in essence, is why terrorism is so effective.”
2. **Comment on the following statement:** “The Klan that Stetson Kennedy found was in fact a sorry fraternity of men, most of them poorly educated and with poor prospects, who needed a place to vent – and an excuse for occasionally staying out all night. That their fraternity engaged in quasi-religious chanting and oath taking and hosanna hailing, all of it top secret, made it that much more appealing”. Do you find this statement completely convincing? What plausible arguments could be presented to oppose this idea?
3. **Comment on the following statement:** “The Ku Klux Klan was a group whose power – much like that of politicians or real estate agents or stockbrokers – was derived in large from the fact that it hoarded information”.

PART III

How is the Ku Klux Klan Like a Group of Real-Estate Agents? (P. 69–89)

Do the Internet research before you start reading. Search for the factual information mentioned in the chapter to improve your understanding. Be ready to report back to the class on any interesting facts you find.

- Real-estate agents' advertisements (focus on their language)
- Corporate scandals based on information abuse
- Internet dating sites
- Information abuse in politics

Before you read answer the following questions:

- Do you think the language in ads influence the final sale price of a product? Can it skyrocket or cut sales? Think about possible implications caused by the choice of words. Is it possible to convey some background information using certain terms and phrases?
- Have you ever abused information either by withholding or editing true facts? Give examples and explain the reasons if possible.
- How do fears influence one's life? Can personal fears arise from the lack of information? What helps people cope with their fears?
- Would your first date conversation differ from a conversation with the same person one year later? (p.81).
- What are the basic principles of *The Weakest Link*? What traits of character does this show reveal in contestants? Would you take a chance to participate in the show? Why or why not?

Task 1. Read the text. While reading, pay attention to the following and be ready to discuss it with your partner/report it to the class.

P. 69–72

- The Internet influence on our life. The importance of immediate, direct and almost unlimited access to information in the modern world
- An information asymmetry

P 72–73

- Information crimes
- Experts' use of information to the detriment of their clients

P. 74–76

- The role of fear in our life

P. 77–81

- Real-estate agents' language
- Does your way of interpreting these adjectives coincide with the one given by the author?

P. 82–84

- Discrimination and favouritism in the show *The Weakest Link*
- Two leading theories of discrimination

P. 84–88

- What personal information is usually revealed on dating sites?
- Statistics of the mainstream dating sites
- The most common stereotypes about men and women (p. 87)

Task 2. Mark the following statements TRUE/FALSE.

1. The Internet induced insurance companies to lower their prices.
2. If Kennedy had had the Internet at his disposal, he would have been much more quick and effective in his unequal struggle with the Klan.
3. Most of the corporal scandals of the early 2000s haped due to “an information asymmetry”.
4. Experts tend to use their information to your advantage.
5. Doctors may have some economic incentives to misuse their informational advantage.
6. The fear engendered by the Ku Klux Klan and by commercial experts is of the same origin.
7. Real estate agents’ language can influence the ultimate sales price.
8. Only experts or agents of commerce abuse information.
9. Discrimination was practically eradicated during the 20th century.
10. Millions of American people don’t mind exchanging personal information via the Internet.
11. Most people on dating sites tend to exaggerate their merits.
12. If you don’t want to fail on dating sites, you should post your photo.
13. The race of a potential date is of no important for most people.
- 14/ Both politicians and voters make false public proclamations.

Task 3. Selected vocabulary. Make up 20 sentences with the words and word-combinations from the vocabulary.

Convoluted – извилистый, изогнутый	Imply – подразумевать, предполагать
Time-consuming – требующий много времени	Proliferate – расти, распространяться; увеличивать
Instant – мгновенный	Partygoer – любитель вечеринок
Deterrent – препятствующий, сдерживающий	Scold – ругать, бранить
Wield smth – держать в руках, владеть, обладать	Mundane – земной, мирской
Assume – предполагать, допускать	Intervene – вмешиваться; являться помехой intervention
Suspect – предполагать, предчувствовать, подозревать	Convey – перевозить, передавать, обобщать
Transaction – дело, сделка	Well-maintained (building) – в хорошем состоянии

Ignoble – низменный, постыдный, подлый	Correlate (with/to) – находиться в каком-то соотношении correlation
Obscure smth – затемнять, делать неясным, запутывать	Gourmet – гурман, гастроном
Disguised (debt) – замаскированный, скрытый	Warrant – оправдывать, гарантировать
Drastic – решительный, крутой, радикальный	Connote – иметь дополнительное значение connotation
Detriment – ущерб, урон	Ambiguous (words/answer) – двусмысленный, неопределенный
Dare – сметь, отваживаться	Erode – разрушать, разъедать, портить
Confound – смущать, ставить в тупик	
Nifty (амер.) – изящный, модный, отличный	Withhold (the information) – удерживать, утаивать, умалчивать
Attribute smth to – приписывать, относить к (определенному месту/времени)	Disparage smb – недооценивать, умалять, принижать
Curtail – сокращать, укорачивать, уменьшать	Refer to – ссылаться на что-либо, обращаться к Make a reference
Eliminate – устранять, исключать, ликвидировать	Outweigh – перевешивать, быть более значительным
Commensurate with – соразмеренный с	Cognizant of smth – осведомленный, осознающий
Gist – суть, сущность, главное	Forthright – откровенный, прямолинейный, честный
Exaggerate – преувеличивать	Fabulist/fabulator – выдумщик, лжец
Deception – обман, жульничество	Backfire – привести к неожиданным неприятным последствиям
Paramount – первостепенный, высший	Supremacy – превосходство, верховенство

Task 4. Arrange these words into pairs of synonyms and explain their meaning.

1. pose	a. identical, similar, alike
2. decline	b. present, state
3. homogeneous	c. suppose, believe, presume
4. infiltrate	d. decrease, lessen, diminish, fall
5. assume	e. different, varied
6. exacerbate	f. penetrate, become part of smth secretly
7. diverse	g. change, transform, modify, alter
8. drastic	h. worsen, aggravate, intensify
9. convert	i. extreme, radical, forceful, strong
10. predominantly	j. mostly, mainly
11. coincidental	k. absurd, ludicrous, laughable
12. ridiculous	l. accidental, unplanned, unforeseen
13. profane	m. be perplexed, confused, bewildered
14. convoluted (process)	n. be aware of
15. be befuddled	o. desecrate, treat disrespectfully
16. unspoken	p. difficult to understand, complicated
17. roughly speaking	q. babyish, childish
18. be cognizant of	r. tacit, assumed, implied, implicit

19. infantile	s. broadly/generally speaking
20. erode	t. deteriorate, destroy, wear
21. curtail	u. exchange, interchange
22. swap	v. shorten, reduce, lessen
23. gist	w. leading, primary, cardinal
24. paramount	x. substance, essence, core

Task 5.

Give as many word forms as possible using necessary suffixes	Form words with – EE – noun suffix implying passive meaning from
1. secret	1. retire
2. instant	2. examine
3. suspect	3. take refuge
4. favour	4. refer to
5. deceit	5. employ
6. deception	6. nominate
Translate the following verbs with the prefix – EN into Russian. Remember its meanings: “make into”; “wrap in/up”; “put in”	
1. enable	
2. enlarge	
3. engender	
4. enslave	
5. enfold	
6. embrace	

Task. 6. Make up word-combinations based on the text.

1. information	a. capitalism
2. a verity of	b. the information
3. term life	c. asymmetry
4. dissemination of	d. the problem
5. brand-new	e. insurance
6. exacerbate	f. the profits
7. refund	g. experience
8. scan	h. information
9. confounding	i. car
10. abuse of	j. enterprise
11. state of	k. the art

Task 7. Find the English equivalents for the following words and word-combinations. Explain their meaning.

1. Вызывать страх	
2. Ослаблять чью-либо власть	
3. На языке экономистов, выражаясь экономическим языком	
4. Быть смертельно раненным	
5. Встреча лицом к лицу (с)	
6. Не знать почти ничего	

7. Находиться под эмоциональным давлением	
8. Иметь общую черту/качество	
9. Испытывать эмоциональную привязанность к кому-либо	
10. Оправдывать высокую цену	
11. Распространение информации	
12. Совершать чудеса	
13. В разгар чего-либо	
14. Банальные вопросы	
15. Быть несоизмеримым по сравнению с чем-либо	
16. Иметь (лучшие) шансы (на успех и т.д.)	
17. Покинуть пост	
18. Вызвать ярость	
19. Иметь недостаточный (скудный, небольшой) опыт в чем-либо	
20. Обращаться к широкой аудитории	
21. Поразить чье-либо воображение, прийти по вкусу	
22. Точно соответствовать, совпадать с ...	
23. Переживать тяжелые времена	

Task 8. Give Russian equivalents for the following expressions or explain their meaning.

1. To have a sobering effect	
2. To hold out the olive branch	
3. The facts tell a different story	
4. To get early word of smth from smb	
5. To reach the surface (fig.)	
6. To use the information to smb's detriment	
7. To find the golden mean	
8. The violation of ethics	
9. To convey information	
10. A savvy buyer	
11. To bid low/high	
12. Ultimate sales price	
13. A verity of capitalism	
14. To be under emotional duress	
15. To be befuddled by the complexity of smth	
16. To have scant experience in smth	
17. Abuse of information	
18. To catch someone's fancy	
19. To shrink the gap between smb/smith	
20. To take pains	
21. To cater to more specific tastes	
22. To be of no avail/to do smth to little	

avail	
23. To have passing knowledge of smth	

Task 9. Fill in the necessary prepositions (if necessary, refer to the text). Make up sentences using these lexical chunks.

**INTO IN (6) TO (4) IN WITH AT(2) ASIDE FROM WITH(2)
UNDER FOR AGAINST FROM**

1.	be identical	
2.	blend	
3. the parlance of	
4.	be efficient	
5. the realm of	
6.	be awe of	
7.the fact	
8.	convert smthsmth	
9.	be correlated	
10.	have a correlationsmth	
11.large part	
12.	Fallprice	
13.	Worknormal conditions	
14.	Compete	
15.	Be play	
16.	Discriminatesmb	
17.	Sufferdiscrimination	
18.	Be resistantsmth	
19.	take pridedoing smth	
20.	attribute smth	
21.	commensurate	

Task 10. Study the following word combinations. Explain their meanings. Make sentences with some of them.

MAKE	<ul style="list-style-type: none"> • make a toast • make a reference • make fun of smb • make plans • make no difference
TAKE	<ul style="list-style-type: none"> • take pride in • take a hint • take smb's fancy • take notes • take measurements
DO	<ul style="list-style-type: none"> • do the exams • do smb good • do one's duty • do justice • do harm • do smb a favour

RAISE	<ul style="list-style-type: none"> • raise fury • raise one's vice at • raise memories • raise a smile • raise a controversy
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Task 11. Split up into groups of 3–4. You are going to use the mind-mapping technique to analyze the issues below. Present your ideas in the form of a diagram/table/mind-map/pie-chart, etc.

- The television show *The Weakest Link* (p. 82–84)
- Internet dating sites (p. 84–88)

Task 12. The crossword.

- Split up into Group A and Group B.
- Both groups are going to do the same crossword but **Group A** will have **the across words** (adjectives) already written in and **Group B** will have **the down words** (nouns) already written in.
- The task is to write clues for the words written on the crosswords. Work with 2-3 other students **from the same group** to invent and write down clues for the words on the crossword.
- Then work with a **partner from the other group**. Ask your partner for clues to the missing words on their crossword. They should read out the clues they have written for their partner to guess the words.
- Check the answers by comparing the crosswords.

Group A: *straightforward ambiguous ignoble obscure drastic scant*
mundane savvy paramount confidential **(10 adjectives)**

Group B: *gap profit complexity leverage transaction experience proliferation*
intervention gourmet heyday **(10 nouns)**

Task 13. Comment on the following statements.

SUGGESTED TOPICS FOR DISCUSSION

1. "Information is the currency of the Internet..... Information is a beacon, a cudgel, an olive branch, a deterrent, depending on who wields it and how. Information is so powerful that the assumption of information, even if the information doesn't actually exist, can have a sobering effect".
2. "The Internet acts like a gigantic horseshoe magnet waved over an endless sea of haystack, plucking the needle out of each one..."
3. "Sunlight is said to be the best of disinfectants". How does it correlate with the information abuse?
4. "The only person who might logically want to resell a brand-new car is someone who found the car to be a lemon".
5. "It is common for one party to a transaction to have better information than another party. In the parlance of economists such a case is known as an information asymmetry".

6. *“The gulf between the information we publicly proclaim and the information we know to be true is often vast. This can be seen in personal relationships, in commercial transactions, and of course in politics”.*
7. *“By now we are fully accustomed to the false public proclamations of politicians themselves .But voters lie too”.* Do we have a similar situation in Russia? In case we do, can it prevent you from voting? Why do you think the young are reluctant to vote? Do you agree that most elections lack openness, honesty and information? Is voter apathy a problem in Russia? Are there any politicians or public figures you like or respect? Why? Which politicians you do not trust? Why?

PART IV

Why Do Drug Dealers Still Live with Their Moms? (P. 92–119)

Do the Internet research before you start reading. Search for the factual information mentioned in the chapter to improve your understanding. Be ready to report back to the class on any interesting facts you find.

- John Kenneth Galbreith and his understanding of conventional wisdom. Galbreith's book "Affluent Society"
- Mitch Snyder an American advocate for the homeless and his ways of attracting attention for homelessness
- Sudhir Venkatesh and myths about gangs
- Gerard Lambert and the creation of a disease for Listerine. (See the book "20 Ads that Shook the Word" by James B. Twitchell)
- How "nylon" got its name
- Richard Pryor and freebasing incident
- Johnny Apleseed
- Oscar Danilo Blandon as pawn in a CIA drug game
- Jim Crow and "Black Codes"
- Reviews on employment at McDonald's restaurants

Before you read answer the following questions:

- What do we know about drug dealers? What are their working conditions and average income?
- What is common among dealers and employees at McDonald's?
- Why do drug dealers live with their moms? And why do moms let them live at home?

Task 1. Read the text. While reading pay attention to the following and be ready to discuss it with your partner/report it to the class:

P. 91–95

- criteria for a "good question"
- people adhere to conventional wisdom
- experts exaggerate or downgrade statistics
- unlike inventions that are created to alleviate an existing annoyance, Listerine started out as a solution for a certain problem

P. 95–99

- Sudhir Venkatesh's origin, childhood, education and sphere of his scientific interests
- A housing project
- Turf wars and the chances of a stranger to come out alive after stumbling upon gangs

P. 99–111

- changes in Venkatesh after the night spent in the housing project

- the resemblance of McDonald's and Black Disciples organizational charts
- financial transactions within the gang
- the comparison of gang organization with capitalist enterprise
- factors determining the size of a wage
- life like a tournament – what is common among drug dealers, school quarterback, pretty farm girl and editorial assistant

P. 112–118

- the correlation of invention of crack with the appearance of nylon
- the shrinking of gap between the white and the black before the appearance of crack
- crack as the worst thing in the world after Jim Crow

Task 2. Mark the following statements TRUE/FALSE

1. To overturn conventional wisdom is enough to find the answer for the question that has never been asked before.
2. Statistics always reflects only true to fact datum.
3. Almost any architect of conventional wisdom is motivated by self-interest to the point of the issue.
4. Sudhir Venkatesh eagerly seized the opportunity of administering survey in a housing project.
5. The members of the gang took Venkatesh seriously and helped him to improve the questions or the survey.
6. The night spend with the gang was the turning point in the life of Venkatesh.
7. Venkatesh considered embedding himself with the gang to be the best way for collecting data.
8. Both Venkatesh and the gang took advantage from the collaboration.
9. Venkatesh enjoyed the Harvard Society of Fellows because he felt at ease there.
10. The notebooks that Venkatesh inherited contained priceless information about illicit industry.
11. It is easy to advance withing the gang, and unstinting devotion is the guarantee for making it the top.
12. Drug bosses unleash turf wars to takeover new territories.
13. In the 70s cocaine was the indicator of living large.
14. The invention of crack had a devastating effect.
15. Drug dealers were ready to put their lives on the line to suplement their skimpy earnings.
16. Oscar Danilo Blandon altered the history of America.

Task 3. Selected vocabulary. Make up 20 sentences using the vocabulary.

Empty-handed – с пустыми руками	Skimpy – скудный
Hype – крикливо рекламировать	Worrisome – причиняющий беспокойства
Indignation – негодование	Legitimate – законный
Shed – избавляться от чего-либо	Lucrative – прибыльный, доходный
Downgrade – преуменьшать, занижать	Budding – подающий надежды, перспективный
Populace – толпа, простой народ, чернь	Swarm – толпа

Grueling – страшный, жуткий, истощающий	Unstinting – безграничный
Condemned – приговоренный, заключенный, подлежащий сносу (дом)	Distract – отвлекать внимание
Scrap – выбрасывать за ненадобностью	Prevail – одерживать победу
Embed – внедрять, вставлять	Callous – бессердечный, бесчувственный
Wrangling – пререкания, перебранки	Glut – избыток, излишек
Acumen – проницательность, сообразительность	Impunity – безнаказанность
Vow – давать обет, клясться	Devastating – опустошительный
Indictment – официальное обвинение	Heyday – зенит, расцвет, лучшая пора
Atone – заглаживать, искупать	Telltale – болтун, «стукач»
Compile – собирать информацию	Exacerbate – обострять, усложнять
Encounter – случайная встреча	Construe – толковать, обосновывать
Takeover – поглощение	Assault – атака, резкая критика, нападать
Payroll – платежная ведомость	Genial – веселый, общительный
Disciple – ученик, апостол, последователь	Cocky – самодовольный, дерзкий
Extortion – вымогательство	Unflappable – невозмутимый, хладнокровный
Mercenary – наемный	Instigator – зачинщик, подстрекатель
Bribe – взятка	Endorsement – подтверждение, одобрение
Accrue – прирастать, накапливать	Curb – обуздать, усмирять

Task 4. Arrange these words into pairs of synonyms and explain their meaning.

1. quiescent	a. strictly, scrupulously
2. jarring	b. false, erroneous, wrong
3. phony	c. unusual, uncommon, outstanding
4. abandoned	d. boast
5. susceptible	e. silent, inactive
6. jittery	f. reasonable, careful, provident
7. bleak	g. hostile, opposed, inimical
8. soar	h. illegal, unlawful
9. rigorously	i. imposing, impressive
10. demolish	j. irritating
11. brag	g. insignificant, minor, trifling
12. endure	k. rise, increase
13. offbeat	l. nervous, jumpy, nervy
14. studiously	m. deserted, desolate
15. illicit	n. might, power, force, authority

16. adverse	o. carefully, diligently, deliberately
17. prudent	p. fixed, unchangeable, unvarying
18. immutable	q. persist, last, continue
19. spectacular	r. grim, depressing, cheerless
20. shrewd	s. boil up, rage
21. potency	t. tear down, destroy
22. seethe	u. threatening, fearsome, forbidding
23. petty	v. keen-witted, astute, sagacious
24. menacing	w. sensitive, touchy

Task 5. Give as many word-forms as possible.

Adhere	Flap
Type	Lucre
Retain	Grunt
Spiral	Guide
Accrue	Legit
Petty	Curtail
Bud	Assert

Task 6. Make up word-combinations based on the text.

1. adhere	a. effort
2. shot	b. the stereotype
3. sexual	c. asserts
4. winning	d. effect
5. take	e. deal
6. fail	f. to a raft
7. board	g. industry
8. liquid	h. to death
9. see	i. large
10. side	j. assault
11. illicit	k. of directors
12. live	l. advantage
13. riple	m. fit

Task 7. Find in the text the English equivalents for:

1. перевернуть общественное сознание	
--------------------------------------	--

2. национальное самосознание	
3. престижная профессия	
4. оружие массового поражения	
5. плести небылицы	
6. деньги, добытые незаконным путем	
7. формироваться как личность	
8. общественное мероприятие	
9. платить взносы	
10. увеличивать рыночную долю	
11. жить на широкую ногу	
12. убедиться на собственном опыте	
13. втереться в доверие	
14. придумать выражение	
15. эгоистичное мышление	
16. жилой комплекс, микрорайон	
17. быть начеку	
18. война за территорию	
19. рядовой состав	
20. понять намек	
21. обвинение со стороны федеральных властей	
22. творить беспредел	
23. проводить опрос	
24. сделать себе имя	
25. привлекать денежные средства	

Task 8. Give Russian equivalents for the following expressions or explain their meaning.

1. Sit up and take notice	
2. Put to death	
3. Below the poverty line	
4. Silver-spoon baby	
5. Unstinting devotion	
6. State-of-the-art-weapons	
7. To be compensated for the added risk	
8. Graduate advisor	
9. Sketch out the proposal	
10. Riple effect	

11. Death row	
12. To be always on the lookout for smth	
13. To struggle to survive	
14. Skim money from other resources	
15. Spark a belief	
16. Devastating crack boom	
17. Gypsy cab	
18. Two-bit gangster	
19. Prove one's mettle	
20. Society stereotype	
21. Death benefit	
22. To watch one's back	
23. To extend the advantage	
24. Come into play	

Task 9. Fill in the necessary prepositions (if necessary, refer to the text). Make up sentences using these lexical chunks:

By (2), upon, for, out (5), off (2), down, on, about, with (3), in (3), along, up (3), against, over (2)

1. Scrap ... resources	
2. Hang	
3. Stopped ... a few times	
4. Stumble ... them	
5. Track ...	
6. Sketch ... his proposal	
7. To be ... the lookout	
8. Retain veto power ... information	
9. Bring ... the indictment	
10. To fall (meet by chance)	
11. Bring ... (the revenue)	
12. Leave ... (not to pay attention)	
13. Scrape ...	
14. Work ... (comprise) 7\$ an hour	
15. Bump up ... law of labor	
16. Make ... in volume what the lose in price	
17. Usher ... a new area of prosperity	
18. Turn ... smth to smb	

19. Pull ... the feat	
20. Jack ... the potency	
21. Do smth ... impunity	
22. Suck the life ...	
23. ... hapy coincidence	
24. Rip smb ...	

Task 10. Study the following word combinations. Make sentences with some of them:

Take to	take to heart take to one's legs take to smth like a duck to water
Pursue	pursue goals pursue peace pursue a position pursue a hobby pursue science
Vow	to be under a vow break/violate the vow keep one's vow make/take a vow formal/solemn vow
Indictment	stinting indictment sweeping indictment on indictment waive indictment bring in indictment against smb be under indictment of smth

Task 11. Comment on the following statements.

SUGGESTED TOPICS FOR DISCUSSION

1. "Economics is extremely useful as a form of employment for economists".
2. "Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof".
3. "The conventional view serves to protect us from the painful job of thinking".
4. You don't sell the product, you sell the needs. Advertisement as a powerful means for establishment of conventional wisdom.
5. Often governmental organizations are accused for supporting and even sponsoring illicit industry. Do you think these are just sweeping indictment or these gossips have some grounds?
6. What "good" question would you ask? Why do you think that it is a good question? What steps are you going to undertake to compile necessary information?

В. В. Бекетова, И. М. Митрофанова, И. А. Степанова

**УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ
ПО ДОМАШНЕМУ ЧТЕНИЮ
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