

LECTURE READY

3

Strategies for Academic Listening, Note-taking, and Discussion

Authors

Laurie Frazier

University of Minnesota

Shalle Leeming

Academy of Art University, San Francisco

Series Directors

Peg Sarosy

American Language Institute
San Francisco State University

Kathy Sherak

American Language Institute
San Francisco State University

OXFORD
UNIVERSITY PRESS

Contents

Introduction	iii
Author acknowledgements	v
To the student	viii
UNIT 1 BUSINESS page 1	Chapter 1 New Trends in Marketing Research..... 2 Reading: "Talking to Your Target Market: Focus Groups" 3 Practice Lecture 6 Lecture 8
<hr/>	
	Chapter 2 Business Ethics 12 Reading: "The Enron Scandal" 13 Practice Lecture 16 Lecture 18
<hr/>	
UNIT 2 MEDIA STUDIES page 23	Chapter 3 Trends in Children's Media Use 24 Reading: Report 25 Practice Lecture 28 Lecture 30
<hr/>	
	Chapter 4 The Changing Music Industry..... 34 Reading: "Intellectual Property and the Music Business" 35 Practice Lecture 38 Lecture 40
<hr/>	
UNIT 3 SCIENCE page 45	Chapter 5 The Placebo Effect 46 Reading: "What Is Homeopathy?" 47 Practice Lecture 50 Lecture 52
<hr/>	
	Chapter 6 Intelligent Machines..... 56 Reading: "Artificial Voices" 57 Practice Lecture 60 Lecture 62
<hr/>	
UNIT 4 PSYCHOLOGY page 67	Chapter 7 Sibling Relationships 68 Reading: "Twin Studies" 69 Practice Lecture 72 Lecture 74
<hr/>	
	Chapter 8 Multiple Intelligences..... 78 Reading: "Intelligent Tests" 79 Practice Lecture 82 Lecture 84
<hr/>	
UNIT 5 ART & DESIGN page 89	Chapter 9 The Art of Graffiti 90 Reading: "Vandalism or Art?" 91 Practice Lecture 94 Lecture 96
<hr/>	
	Chapter 10 Design Basics 100 Reading: "Design Basics—Line" 101 Practice Lecture 104 Lecture 106
<hr/>	
	Teacher's Notes, About the Authors 111, 114