

KEYWORDS FOR IELTS READING

CAMBRIDGE IELTS 13

Academic Module



"A must-have for anyone who aims to get BAND 8+ in the IELTS Reading test"

IELTS HUNG NGUYEN

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Giới thiệu

Xin chào các bạn, việc học từ vựng và luyện đề thi IELTS Reading sử dụng nguồn sách của Cambridge đã trở nên quá quen thuộc với người học IELTS. Bộ Cambridge IELTS được rất nhiều bạn sử dụng như một tài liệu duy nhất để luyện đề vì nó bám rất sát với đề thi IELTS thực.

Dựa trên kinh nghiệm cá nhân khi đã thi IELTS Reading đạt 9.0 thì mình thấy rằng bám sát vào các đề IELTS trong bộ Cambridge các bạn có thể đủ khả năng để đạt từ 8.0 IELTS Reading trở nên. Và chính mình cũng chỉ dựa chủ yếu vào tài liệu này để đạt điểm số trên.

Mặc dù vậy rất nhiều bạn đã học các bộ sách này không đúng phương pháp qua đó không khai thác triệt để được nội dung của các đề thi trong sách. Nếu chỉ giải đề và đối chiếu đáp án các bạn sẽ chỉ nắm được cách làm bài mà không tận dụng được sách để học từ vựng.

Hiểu được việc tốn thời gian và khó khăn khi chưa đủ trình độ để có thể học tất cả các từ vựng trong các đề Cam một cách chính xác. Mình và team đã giúp các bạn soạn ra đầy đủ những từ vựng (gần như là 99%) tất cả những từ vựng trong quyển Cambridge IELTS 18.

Nội dung của sách là highlight những từ vựng quan trọng đồng thời giải nghĩa chúng bằng tiếng việt có kèm theo từ đồng nghĩa. Công việc của các bạn chỉ đơn giản là cầm quyển sách sách lên và đọc chúng cho đến khi nhớ được toàn bộ hoặc phần lớn các nghĩa của các từ vựng trong mỗi bài đọc.

Sách được biên soạn 100% bởi mình - Hùng Nguyễn (8.5 IELTS) và team, vì vậy các bạn có thể yên tâm về chất lượng của nó. Đây là nguồn tài liệu quý giá cho bất cứ ai muốn đạt đến những điểm số IELTS Reading tối đa.

Phương pháp học khá đơn giản đó là sau khi các bạn làm xong các đề trong Cam hãy dùng sách này để ôn tập lại từ vựng bằng cách đọc hoặc highlight lại những từ vựng mà các bạn chưa biết. Hãy duy trì việc đọc và ôn tập lại từ vựng như vậy thì trong một thời gian ngắn chắc chắn khả năng đọc hiểu của các bạn sẽ được cải thiện đáng kể.

Mặc dù rất cố gắng trong quá trình biên soạn tuy nhiên không thể tránh khỏi các sai sót. Bất cứ ý kiến nào của các bạn cũng sẽ giúp mình hoàn thiện quyển sách này hơn. Xin hãy gửi các đóng góp đến địa chỉ: nguyenquochung0709@gmail.com

Một lần nữa xin chân thành cảm ơn các bạn!

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GIỚI THIỆU VỀ CÁC KHÓA HỌC

Hiện tại mình cũng xây dựng các khóa học IELTS Online, khóa học tổng hợp đầy đủ các phương pháp làm các dạng bài, tips, từ vựng nhằm giúp các bạn rút ngắn hơn nữa quá trình học IELTS cũng như có thể tự học được các kỹ năng khó như Writing và Speaking. Các bạn có thể tìm thấy các khóa học Online của mình ở ielts-hungnguyen.com.

The infographic displays five course cards arranged in a grid. Each card features a title, target score, and a list of course features. The cards are: Writing Task 1 Course (white background), Writing Task 2 Course (orange background), Speaking Course (blue background), Reading Course (green background), and Khó Combo IELTS Online (yellow background).

Course Name	Target Score	Features
Writing Task 1 Course	TARGET 7+	• 20 video bài giảng • Phương pháp làm tốt cả dạng bài • Bài tập theo dạng • Bài tập ôn luyện từ vựng
Writing Task 2 Course	TARGET 7+	• 28 video bài giảng • Phương pháp làm tốt cả dạng bài • Cấu trúc ngữ pháp nâng cao • Bài tập theo dạng • Bài tập ôn luyện từ vựng
Speaking Course	TARGET 7+	• 30 video bài giảng • Phương pháp trả lời tất cả các dạng câu hỏi • Từ vựng, cấu trúc, template • Bài tập từ vựng theo chủ đề
Reading Course	TARGET 7, 8, 9	• 30 video bài giảng • Phương pháp trả lời tất cả các dạng câu hỏi • Bài tập luyện tập có video giải • Ebook Highlight từ vựng
Khó Combo IELTS Online	TARGET 7 +	• Writing • Speaking • Reading • Listening (tặng kèm)

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Một số ký hiệu đặc biệt được sử dụng trong sách

- (n) = noun: danh từ
- (c) = countable noun: danh từ đếm được
- (u) = uncountable noun: danh từ không đếm được
- (s) = singular noun: danh từ số ít
- (plr) = plural noun: danh từ số nhiều
- (phr) = phrase: cụm từ
- (v) = verb: động từ
- (t) = transitive verb: ngoại động từ
- (i) = intransitive verb: nội động từ
- (adj) = adjective: tính từ
- (adv) = adverb: trạng từ
- (pre) = preposition: giới từ
- (conj) = conjunction: liên từ
- (det) = determiner: định từ, từ hạn định

CASE STUDY: TOURISM NEW ZEALAND WEBSITE

New Zealand is a small country of four million **inhabitants**, a **long-haul flight** from all the major tourist-generating markets of the world. **Tourism currently makes up 9%** of the country's **gross domestic product** and is the country's largest export sector. Unlike other **export sectors**, which make products and then sell them overseas, tourism brings its customers to New Zealand. The product is the country itself – the people, the places, and the experiences. In 1999, Tourism New Zealand **launched a campaign** to communicate a new brand position to the world. The campaign focused on New Zealand's **scenic beauty**, **exhilarating** outdoor activities and **authentic** Maori culture, and it made New Zealand one of the strongest **national brands** in the world.

- inhabitant = resident (c) cư dân
- a long-haul flight (adj) một chuyến bay dài
- tourism (u) ngành du lịch, hoạt động du lịch
- currently (adv) hiện nay
- make up (t) account for: chiếm
- gross domestic product (n) (GDP) (tổng sản phẩm quốc nội)
- export sector (c) lĩnh vực xuất khẩu
- gross /grɒs/ (adj) total: tổng
- launch /lɔ:n(t)/ (t) introduce: tung ra, đưa ra
- campaign (c) chiến dịch
- scenic beauty (u) vẻ đẹp thiên nhiên
- exhilarating (adj) exciting: làm vui vẻ, làm hồ hởi, làm phấn chấn
- authentic (adj) genuine, original: thật
- national brand (c) thương hiệu quốc gia

A key feature of the campaign was the website www.newzealand.com, which provided **potential visitors** to New Zealand with a single **gateway** to everything the **destination** had to offer. The heart of the website was a **database** of tourism services **operators**, both those based in New Zealand and those based abroad which offered tourism service to the country. Any tourism-related business could be listed by filling in a simple form. This meant that even the smallest bed and breakfast address or **specialist** activity provider could gain a web **presence** with access to **an audience of long-haul visitors**. In addition, because **participating** businesses were able to update the details they gave **on a regular basis**, the information provided remained **accurate**. And to maintain and improve standards, Tourism New Zealand organised a scheme **whereby** organisations appearing on the website underwent an independent **evaluation against** a set of **agreed** national standards of quality. As part of this, the effect of each business on the environment was considered.

- potential visitor (c) khách du lịch tiềm năng
- gateway /'geɪtweɪ/ (c) cổng vào, cửa ngõ
- destination (c) điểm đến
- database /'deɪtəbeɪs/ (c) cơ sở dữ liệu
- operator /'ɒpəreɪtə/ (c) công ty
- specialist /'speʃ(ə)lɪst/ (c) chuyên gia
- presence /'prez(ə)ns/ (u) sự có mặt, hiện diện
- an audience of: số người (xem ti vi, nghe nhạc, vào website...)
- participating /pɑ:'tɪsɪpeɪtɪŋ/ (adj) tham gia
- on a regular basis: đều đặn
- accurate (adj) chính xác
- whereby (adv) by which: bằng cách
- evaluation /ɪˌvælju'eɪʃ(ə)n/ (c) assessment, judgement: sự đánh giá, sự định giá
- a set of: một bộ, một tập hợp
- agreed (adj) (attributive) đã được thỏa thuận

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To communicate the New Zealand experience, the site also carried **features** relating to famous people and places. One of the most popular was an interview with former New Zealand All Blacks **rugby captain** Tana Umaga. Another feature that attracted a lot of attention was an **interactive** journey through a number of the locations chosen for **blockbuster films** which had made use of New Zealand's **stunning scenery** as a **backdrop**. As the site developed, **additional** features were added to help independent travelers **devise** their own **customised itineraries**. To make it easier to plan motoring holidays, the site **catalogued** the most popular **driving routes** in the country, highlighting different routes according to the season and indicating distances and times.

- | | |
|---|---|
| - feature (c) đặc điểm | - additional (adj) supplementary: thêm vào, bổ sung |
| - relate (to) (i) liên quan đến | - devise /di'vʌɪz/ (t) plan or invent: nghĩ ra, sáng chế |
| - rugby (u) rugby football: một loại của môn bóng bầu dục. | - itinerary /i'tɪn(ə)(rə)ri/ (c) a planned route or journey: đường đi |
| - interactive (adj) có tính tương tác | - customized (adj) được làm theo ý của khách hàng |
| - blockbuster /'blɒkbʌstə/ (c) bom tấn | - catalogue /'kæt(ə)lɒg/ (t) liệt kê vào mục lục |
| - stunning (adj) remarkable: extremely impressive or attractive: làm sửng sốt | - driving route (c) tuyến đường lái xe |
| - backdrop /'bʌkdrɒp/ (c) phông nền | |

Later, a Travel Planner feature was added, which allowed visitors to click and '**bookmark**' places or **attractions** they were interested in, and then view the results on a map. The Travel Planner offered suggested routes and **public transport options** between the chosen locations. There were also links to **accommodation** in the area. By registering with the website, users could save their Travel Plan and return to it later, or print it out to take on the visit. The website also had a 'Your Words' section where anyone could submit a blog of their New Zealand travels for possible **inclusion** on the website.

- | | |
|---|---|
| - bookmark /'bʊkmɑ:k/ (t) đánh dấu lại địa chỉ | - attraction (c) tourist attraction: địa điểm thu hút khách du lịch |
| - public transport option (c) sự lựa chọn về phương tiện giao thông công cộng | - submit /səb'mɪt/ (t) put forward, present: đệ trình |
| - accommodation (u) nơi ăn ở | |

The Tourism New Zealand website won two Webby **awards** for online **achievement** and **innovation**. More importantly perhaps, the growth of tourism to New Zealand was **impressive**. Overall **tourism expenditure** increased by an average of 6.9% per year between 1999 and 2004. From Britain, visits to New Zealand grew at **an average annual rate** of 13% between 2002 and 2006, **compared to** a rate of 4% overall for British visits abroad.

- | | |
|---|--|
| - award /ə'wɔ:d/ (c) prize, reward: phần thưởng | - innovation (c/u) sự đổi mới |
| - achievement (c/u) thành tựu | - tourism expenditure (u) chi tiêu cho du lịch |

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- an average annual rate: tỷ lệ trung bình hằng năm

- compared to/with (phr) in comparison with: so với

The website was set up to allow both individuals and **travel organizations** to create **itineraries** and **travel packages** to suit their own needs and interests. On the website, visitors can **search for** activities not **solely** by **geographical location**, but also by the **particular** nature of the activity. This is important as research shows that activities are the key **driver** of **visitor satisfaction**, **contributing** 74% to visitor satisfaction, while transport and accommodation **account for** the **remaining** 26%. The more activities that visitors **undertake**, the more **satisfied** they will be. It has also been found that visitors enjoy **cultural activities** most when they are **interactive**, such as visiting a marae (meeting ground) to learn about traditional Maori life. Many **long-haul travelers** enjoy such **learning experiences**, which provide them with stories to take home to their friends and family. In addition, it appears that visitors to New Zealand don't want to be 'one of the crowd' and find activities that involve only a few people more special and **meaningful**.

- travel package (c) gói du lịch
- search for = look for: tìm
- solely = only = exclusively (adv) chỉ
- geographical location (c) vị trí địa lý
- particular (adj) special: đặc biệt
- driver (c) nguyên nhân, yếu tố tạo ra
- visitor satisfaction (u) sự hài lòng của khách du lịch
- contribute (i/t) đóng góp

- remaining (adj) còn lại
- undertake (t) take on: thực hiện, đảm nhiệm
- satisfied (adj) content: hài lòng
- cultural activity (c) hoạt động văn hóa
- interactive (adj) có tính tương tác
- marae /mə'raɪ/ (c) sân hành lễ của
- Maori /'maʊri/ (c) người Maori
- meaningful (adj) có nhiều ý nghĩa

It could be argued that New Zealand is not a **typical** destination. New Zealand is a small country with a visitor economy **composed** mainly of small businesses. It is **generally perceived as** a safe English-speaking country with **reliable transport infrastructure**. Because of the long-haul flight, most visitors stay for longer (average 20 days) and want to see as much of the country as possible on what is often seen as a **once-in-a-lifetime** visit. However, the **underlying lessons** apply anywhere – the **effectiveness** of a strong brand, a **strategy** based on **unique** experiences and a **comprehensive** and user-friendly website.

- typical (adj) điển hình
- be composed of sth: được hình thành bởi
- generally = usually (adv) thông thường
- perceive /pə'si:v/ (t) consider, regard: coi như, nhận thức
- reliable /rɪ'laɪəb(ə)l/ (adj) trustworthy, credible: đáng tin
- transport infrastructure (u) hạ tầng giao thông

- once-in-a-lifetime (adj) một lần trong đời
- user-friendly (adj) dễ sử dụng, thân thiện với người dùng
- underlying reason (c) lý do cơ bản
- effectiveness (u) sự hiệu quả
- strategy (c) chiến lược
- unique (adj) độc nhất, độc đáo
- comprehensive (adj) toàn diện

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WHY BEING BORED IS STIMULATING – AND USEFUL, TOO

This most common of emotions is turning out to be more interesting than we thought

- stimulating /'stɪmjələɪtɪŋ/ (adj) encouraging or arousing interest or enthusiasm: gây kích thích, gây hứng thú

- turn out (v) to be known or discovered finally and surprisingly: hóa ra

A

We all know how it feels – it's impossible to keep your mind on anything, time stretches out, and all the things you could do seem equally unlikely to make you feel better. But **defining boredom** so that it can be studied in the lab has proved difficult. **For a start**, it can include a lot of other **mental states**, such as **frustration**, **apathy**, **depression** and **indifference**. There isn't even **agreement over** whether boredom is always a **low-energy**, flat kind of emotion or whether feeling **agitated** and **restless** **counts as** boredom, too. In his book, *Boredom: A Lively History*, Peter Toohey at the University of Calgary, Canada, compares it to **disgust** – an emotion that **motivates** us to stay away from certain situations. 'If disgust protects humans from **infection**, boredom may protect them from **"infectious" social situations**,' he suggests.

- define (t) định nghĩa
- boredom /'bɔ:dəm/ (u) sự buồn tẻ
- for a start: trước hết
- mental state (c) trạng thái tinh thần
- frustration /frʌ'streɪʃn/ (u) cảm giác tức tối bực bội
- apathy /'apəθi/ (u) indifference: sự thờ ơ, lãnh đạm
- depression (u) sự chán nản, phiền muộn, trầm cảm
- agreement = consensus (u) sự đồng tình, nhất trí

- low-energy (adj) tiêu tốn ít năng lượng
- agitated /'adʒɪteɪtɪd/ (adj) hồi hộp, lo lắng, mất bình tĩnh
- restless /'res(t)ləs/ (adj) bồn chồn, thao thức
- count as sth: tính như, coi như cái gì
- lively (adj) vivid: sống động
- disgust /dɪs'gʌst/ (u) sự kinh tởm
- motivate (t) thúc đẩy
- infection /ɪn'fekʃ(ə)n/ (u) sự lây nhiễm
- infectious /ɪn'fekʃəs/ (adj) lây nhiễm

B

By asking people about their experiences of boredom, Thomas Goetz and his team at the University of Konstanz in Germany have recently **identified** five **distinct** types: **indifferent**, **calibrating**, **searching**, **reactant** and **apathetic**. These can be **plotted** on two **axes** – one running left to right, which **measures low to high arousal**, and the other from top to bottom, which measures how positive or negative the feeling is. **Intriguingly**, Goetz has found that while people experience all kinds of boredom,

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they tend to **specialise in** one. Of the five types, the most **damaging** is 'reactant' boredom with its **explosive combination** of high arousal and **negative emotion**. The most useful is what Goetz calls 'indifferent' boredom: someone isn't **engaged in** anything **satisfying** but still feels **relaxed** and calm. However, it remains to be seen whether there are any **character traits** that predict the kind of boredom each of us might **be prone to**.

- identify (t) xác định, nhận dạng
- distinct (adj) khác biệt
- indifferent = apathetic (adj) thờ ơ, lãnh cảm
- searching (adj) thăm dò, tìm hiểu (e.g searching questions)
- plot (t) đánh dấu (các điểm) trên đồ thị
- axis /'aksɪs/ (c) (plural: axes /'æks.i:z/) trục
- measure (t) đo
- arousal /ə'raʊzl/ (u) sự khơi dậy, sự kêu gọi
- intriguingly (adv) very interestingly, fascinatingly: rất thú vị
- specialise /'speʃ(ə)lɪz/ (i) (+in) chuyên về
- damaging (adj) destructive, devastating: hủy hoại

- explosive /ɪk'spləʊsɪv/ (adj) làm bùng nổ
- engage in = be engaged in: tham gia vào
- satisfying (adj) fulfilling: làm vừa ý, làm thỏa mãn
- character trait = personality trait (c) đặc điểm tính cách
- remain to be seen (phrase) used to express the notion that something is not yet known: chưa được tìm ra
- prone /prəʊn/ (adj) (to sth/to do sth) likely or liable to suffer from, do, or experience something unpleasant or regrettable.
- be prone to sth: có khuynh hướng bị tác động bởi

C

Psychologist Sandi Mann at the University of Central Lancashire, UK, goes further. 'All emotions are there for a reason, including boredom,' she says. Mann has found that being bored makes us more **creative**. 'We're all afraid of being bored but **in actual fact**, it can lead to all kinds of **amazing** things,' she says. In experiments **published** last year, Mann found that people who had been made to feel bored by copying numbers out of the **phone book** for 15 minutes **came up with** more creative ideas about how to use a **polystyrene** cup than a **control group**. Mann **concluded** that a **passive**, boring activity is best for **creativity** because it allows the mind to **wander**. In fact, she **goes so far as to** suggest that we should seek out more boredom in our lives.

- psychologist (c) nhà tâm lý học
- creative (adj) sáng tạo
- in actual fact (phrase) in fact, as a matter of fact: thực tế
- amazing (adj) very surprising; astonishing: làm kinh ngạc
- publish (t) issue: xuất bản
- phone book (c) telephone directory: danh bạ điện thoại
- come up with (phrasal verb) devise: nghĩ ra

- polystyrene /,pɒlɪ'staɪrɪ:n/ (u) a synthetic resin: một loại nhựa tổng hợp
- control group (c) nhóm đối chứng (trong thí nghiệm)
- conclude (t) kết luận
- creativity (u) sự sáng tạo
- wander (i) đi lang thang
- go as/so far as to do something: làm cái gì đó khó khăn hoặc bị phản đối

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D

Psychologist John Eastwood at York University in Toronto, Canada, isn't **convinced**. 'If you are in a state of mind-wandering you are not bored,' he says. 'In my view, **by definition** boredom is an **undesirable** state.' That doesn't necessarily mean that it isn't **adaptive**, he adds. 'Pain is adaptive – if we didn't have **physical pain**, bad things would happen to us. Does that mean that we should **actively** cause pain? No. But even if boredom has **evolved** to help us **survive**, it can still be **toxic** if allowed to **fester**.' For Eastwood, the **central** feature of boredom is a **failure** to **put** our 'attention system' **into gear**. This causes an **inability** to focus on anything, which makes time seem to go **painfully** slowly. **What's more**, your efforts to improve the situation can end up making you feel **worse**. 'People try to connect with the world and if they are not successful there are that **frustration** and **irritability**,' he says. Perhaps most **worryingly**, says Eastwood, **repeatedly** failing to engage attention can lead to a state where we don't know what to do anymore, and no longer care.

- convince = persuade (t) thuyết phục
- by definition (phr) intrinsically, by its very nature: về bản chất, thực chất
- undesirable /ʌndɪˈzʌɪərəb(ə)l/ (adj) unwanted: không được mong muốn
- adaptive (adj) có thể thích nghi
- physical pain (u) nỗi đau thể xác
- actively (adv) một cách chủ động, tích cực
- evolve /ɪˈvɒlv/ (i) tiến hóa, phát triển
- survive (i) sống sót
- toxic (adj) poisonous, noxious: độc
- fester /'festə/ (i) trở nên nhiễm trùng, mưng mủ, day dứt (nghĩa bóng)

- central (adj) main, chief, principal: rất quan trọng
- put (a car) in gear: gài số, khởi động
- inability (c/u) incapability, incapacity: sự không có khả năng
- painfully (adv) vô cùng
- what's more = moreover: hơn nữa
- worse (adj) tệ hơn
- frustration (u) sự tức tối
- irritability /,ɪrɪtəˈbɪlɪti/ (u) sự cáu
- worryingly (adv) gây lo lắng
- repeatedly (adv) lặp đi lặp lại

E

Eastwood's team is now trying to **explore** why the attention system fails. It's early days but they think that at least some of it **come down to** personality. **Boredom proneness** has been linked with a **variety of** traits. People who are **motivated** by **pleasure** seem to **suffer particularly** badly. Other **personality traits**, such as **curiosity**, are **associated with** a high boredom **threshold**. More **evidence** that boredom has **detrimental** effects comes from **studies** of people who are more or less **prone** to boredom. It seems those who bore easily face poorer **prospects** in education, their career, and even life **in general**. But of course, boredom itself cannot kill – it's the things we do to **deal with** it that may **put us in danger**. What can we do to **alleviate** it before it comes to that? Goetz's group has one **suggestion**. Working with **teenagers**, they found that those who '**approach**' a boring situation – **in other words**, see that

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it's boring and get stuck in any way – **report** less boredom than those who try to avoid it by using **snacks**, TV or **social media** for **distraction**.

- explore (t) khám phá
- come down to something = be dependent on: phụ thuộc vào
- proneness /'prʊnɪs/ (u) khuynh hướng bị, tính dễ bị ảnh hưởng
- a variety of = various: nhiều thứ khác nhau
- motivate (t) thúc đẩy
- pleasure (u) niềm vui
- suffer (t) bị thiệt hại, tổn thất
- particularly = especially (adv) đặc biệt
- personality trait (c) đặc điểm tính cách
- curiosity (u) sự tò mò
- be associated with: liên quan, liên hệ đến
- evidence (u) chứng cứ
- threshold /'θrɛʃ,həʊld/ (c) ngưỡng
- detrimental /,detrɪ'ment(ə)l/ (adj) harmful: có hại
- study (c) nghiên cứu
- be prone to: có khuynh hướng bị ảnh hưởng bởi
- prospects (pl) triển vọng (nghề nghiệp...)
- in general = overall: nhìn chung
- deal with: giải quyết
- put sth/sb in danger: đặt ai đó vào tình thế nguy hiểm
- alleviate /ə'li:vɪeɪt/ (t) ease,mitigate: làm giảm bớt, làm dịu bớt
- suggestion (c) gợi ý
- teenager (c) adolescent, juvenile: thiếu niên
- approach (t) tiếp cận
- in other words: hay nói cách khác
- report (i/t) báo cáo
- social media (u/pl) mạng xã hội
- snack (c) a light meal: thức ăn nhẹ
- distraction /dɪ'strækʃ(ə)n/ (c/u) diversion: điều làm sao lãng

F

Psychologist Francoise Wemelsfelder **speculates** that our **over-connected lifestyles** might even be a new source of boredom. 'In **modern human society** there is a lot of **overstimulation** but still a lot of problems finding meaning,' she says. So instead of seeking yet more **mental stimulation**, perhaps we should leave our phones alone, and use boredom to motivate us to **engage with** the world in a more meaningful way.

- speculate /'spekjʊleɪt/ (i) guess: suy đoán
- overstimulation (u) sự kích thích quá mức
- over-connected lifestyle (c) lối sống kết nối với nhau quá mức
- engage with: tương tác với

ARTIFICIAL ARTISTS

Can computers really create works of art?

The Painting Fool is one of a growing number of **computer programs** which, so their makers claim, **possess creative** talents. **Classical music** by an **artificial composer** has had audiences **enraptured**, and even **tricked** them into believing a human was behind the score. **Artworks** painted by a robot have sold for thousands of dollars and been hung in **prestigious galleries**. And software has been built which creates art that could not have been imagined by the **programmer**.

- possess (t) sở hữu
- creative (adj) sáng tạo
- classical music (u) nhạc cổ điển
- artificial (adj) man-made: nhân tạo
- composer (c) nhà sáng tác
- enrapture /ɪnˈræptʃə/ (t) delight: làm mê mẩn, làm mê thích
- trick/fool/deceive sb into V_ing: lừa ai đó
- score (c) bản dàn bè
- artwork (c) a work of art, art piece, piece of art: tác phẩm nghệ thuật
- prestigious /preˈstɪdʒəs/ (adj) có uy tín, có thanh thế
- gallery (c) phòng trưng bày
- programmer /ˈprɒɡræmə/ (c) lập trình viên

Human beings are the only **species** to perform **sophisticated** creative acts regularly. If we can break this process down into **computer code**, where does that leave human **creativity**? ‘This is a question at the very **core** of **humanity**,’ says Geraint Wiggins, a **computational** creativity **researcher** at Goldsmiths, University of London. ‘It scares a lot of people. They are worried that it is taking something special away from what it means to be human.’

- species (c) (pl: species) loài
- sophisticated (adj) tinh vi
- computer code (c/u) mã máy tính
- creativity (u) sự sáng tạo
- core (c) lõi
- humanity /hjuˈmænɪti/ (u) humankind, mankind, the human race: loài người
- computational /kəmˈpjʊtətʃ(ə)n(ə)l/ (adj) thuộc tính toán
- researcher (c) nhà nghiên cứu
- scare = frighten (t) làm sợ hãi

To some extent, we are all **familiar** with **computerized** art. The question is: where does the **work** of the artist stop and the creativity of the computer begin? Consider one of the oldest **machine artists**, Aaron, a robot that has had **paintings exhibited** in London’s Tate Modern and the San Francisco Museum of **Modern Art**. Aaron can pick up a **paintbrush** and paint on **canvas on its own**. **Impressive** perhaps, but it is still **little more than** a tool to realise the programmer’s own creative ideas.

- to some extent/degree: ở một chừng mực nào đó
- familiar (with) (adj) accustomed: quen với
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- computerise (t) điện toán hóa
- work (c) tác phẩm
- artist (c) nghệ sĩ

- painting (c) bức tranh vẽ
- exhibit = display (t) trưng bày
- paintbrush (c) cái cọ, chổi sơn
- canvas /'kɑnvəs/ (plural canvases) (c/u) vải bạt để vẽ

- on one's own = by oneself: tự mình
- impressive (adj) gây ấn tượng sâu sắc
- be little more/better= not much more or better: không nhiều hơn, không tốt hơn

Simon Colton, the **designer** of the Painting Fool, **is keen to** make sure his **creation** doesn't **attract** the same **criticism**. Unlike earlier 'artists' such as Aaron, the Painting Fool only needs **minimal** direction and can **come up with** its own **concepts** by going online for **material**. The software runs its own web searches and **trawls through social media sites**. It is now beginning to **display** a kind of **imagination** too, creating pictures **from scratch**. One of its **original** works is a series of **fuzzy landscapes**, **depicting** trees and sky. While some might say they have a **mechanical look**, Colton argues that such **reactions arise from** people's **double standards** towards **software-produced** and **human-produced** art. After all, he says, consider that the Painting Fool painted the landscapes without **referring to** a photo. 'If a child painted a new **scene** from its head, you'd say it has a certain level of imagination,' he points out. 'The same should be true of a machine.' **Software bugs** can also lead to **unexpected results**. Some of the Painting Fool's paintings of a chair came out in black and white, thanks to a **technical glitch**. This gives the work an **eerie, ghostlike** quality. Human artists like the **renowned** Ellsworth Kelly are **lauded** for limiting their **colour palette** – so why should computers be any different?

- designer (c) nhà thiết kế
- keen (to do sth) (adj) eager, enthusiastic: rất mong muốn, khát khao làm gì đó
- creation (c) tác phẩm
- criticism (c/u) sự chỉ trích, lời chỉ trích
- minimal /'mɪnɪm(ə)l/ (adj) tối thiểu
- direction (c/u) sự hướng dẫn
- come up with = devise: nghĩ ra
- concept (c) khái niệm
- material (c/u) chất liệu, nguyên liệu
- trawl /trɔ:l/ (i) search: tìm kiếm
- social media site (c) trang mạng xã hội
- imagination (u) sự tưởng tượng, sức tưởng tượng
- from scratch = from the very beginning
- original (adj) độc đáo
- fuzzy /'fʌzi/ (adj) difficult to perceive; indistinct or vague: mờ
- landscape (c) phong cảnh
- depict /dɪ'pɪkt/ (t) portray: vẽ, tả, miêu tả

- mechanical /mɪ'kænɪk(ə)l/ (adj) relating to machines or machinery: máy móc
- reaction (c) phản ứng
- arise /ə'raɪz/ (i) (of a problem, opportunity, or situation) emerge; become apparent: xuất hiện, phát sinh
- double standard (c) tiêu chuẩn kép
- refer to sth (phrase) consult: tham khảo
- scene (c) cảnh (tranh ảnh, phim...)
- bug /bʌg/ (c) fault, error, defect, flaw: lỗi phần mềm, máy tính
- glitch /glɪtʃ/ = bug
- unexpected (adj) bất ngờ
- eerie /'iəri/ (adj) kỳ quái
- ghostlike /'gəʊstləɪk/ (adj) như ma quỷ
- renowned /rɪ'neɪnd/ (adj) famous, well known, prominent: nổi tiếng
- laud /lɔ:d/ (t) praise highly, acclaim: tán dương, ca ngợi
- palette /'pælt/ (c) bảng màu

Researchers like Colton don't believe it is right to measure machine creativity **directly** to that of humans who 'have had **millennia** to develop our skills'. Others, though, are

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fascinated by the **prospect** that a computer might create something as original and **subtle** as our best artists. So far, only one has come close. Composer David Cope **invented** a program called Experiments in **Musical Intelligence**, or EMI. Not only did EMI create **compositions** in Cope's style, but also that of the most **revered classical composers**, including Bach, Chopin and Mozart. Audiences **were moved to tears**, and EMI even **fooled classical music experts into thinking** they were hearing **genuine** Bach. Not everyone was **impressed** however. Some, such as Wiggins, have **blasted** Cope's work as **pseudoscience**, and **condemned** him for his **deliberately vague explanation** of how the software worked. **Meanwhile**, Douglas Hofstadter of Indiana University said EMI created **replicas** which still **rely** completely **on** the original artist's creative **impulses**. When audiences found out the truth they were often **outraged with** Cope, and one **music lover** even tried to **punch** him. **Amid** such **controversy**, Cope destroyed EMI's **vital** databases.

- directly (adv) một cách trực tiếp
- millennium /miˈlenɪəm/ (c) (plural: millennia, millenniums) nghìn năm
- fascinate (t) attract the strong attention and interest of: mê hoặc, quyến rũ
- prospect /'prɒspekt/ (c) the possibility or likelihood of some future event occurring: khả năng, viễn cảnh
- original /ə'ri:dʒɪn(ə)/ (adj) độc đáo, khác biệt
- subtle /'sʌt(ə)/ (adj) tinh tế
- invent (t) phát minh
- musical intelligence (u) trí thông minh âm nhạc
- composition (c) tác phẩm (âm nhạc, hội họa....)
- revere /rɪ'veɪə/ (t) admire, respect deeply: tôn sùng, sùng kính
- composer (c) nhà sáng tác
- be moved to tears: bị làm cảm động phát khóc
- fool/trick/deceive sb into V-ing: lừa ai đó tin, nghĩ gì đó
- genuine (adj) authentic: thật
- impress (t) gây ấn tượng

- blast (t) criticize fiercely, condemn: chỉ trích dữ dội
- pseudo- /'sju:dəʊ/: giả, không thật
- condemn /kən'dem/ (t) express complete disapproval of; censure: chỉ trích, lên án
- deliberately (adv) intentionally, on purpose: một cách chủ ý, cố tình
- vague /veɪg/ (adj) unclear, uncertain, indistinct, indefinite, ambiguous: mập mờ, mơ hồ
- explanation (c) sự giải thích, lời giải thích
- meanwhile (adv) trong khi đó
- replica /'replɪkə/ (c) an exact copy or model of something: bản sao
- rely on = depend on = be contingent on:: phụ thuộc vào
- impulse /'ɪmpʌls/ (c) sự bốc đồng
- outrage /'aʊtreɪdʒ/ (t) làm giận dữ, làm phẫn uất
- amid /ə'mɪd/ (pre) in the middle of or surrounded by; among: giữa
- controversy (u) disagreement, dispute, debate: sự tranh cãi

But why did so many people love the music, yet **recoil** when they discovered how it was **composed**? A study by computer **scientist** David Moffat of Glasgow Caledonian University provides a **clue**. He asked both **expert musicians** and **non-experts** to **assess** six compositions. The **participants** weren't told **beforehand** whether the **tunes** were composed by humans or computers, but were asked to guess, and then **rate** how much they liked each one. People who thought the composer was a computer tended to dislike the **piece** more than those who believed it was human.

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This was true even among the experts, who might have been expected to be more **objective** in their **analyses**.

- recoil /rɪ'kɔɪl/ (i) to move back because of fear or disgust, dislike: chùn lại, không thích
- compose (t) sáng tác
- clue (c) a piece of evidence: manh mối
- non-expert (c) người không phải chuyên gia
- beforehand /bɪ'fɔːhand/ (adv) in advance: trước

- tune /tjuːn/ (c) a melody: giai điệu
- rate (t) đánh giá
- objective /əb'dʒektɪv/ (adj) khách quan (>< subjective)
- analysis (c) (plr: analyses) phân tích

Where does this **prejudice** come from? Paul Bloom of Yale University has a suggestion: he **reckons** part of the **pleasure** we get from art **stems from** the **creative process** behind the work. This can give it an '**irresistible essence**', says Bloom. Meanwhile, experiments by Justin Kruger of New York University have shown that people's **enjoyment** of an **artwork** increases if they think more time and effort was needed to create it. Similarly, Colton thinks that when people **experience art**, they wonder what the artist might have been thinking or what the artist is trying to tell them. It seems obvious, therefore, that with computers **producing art**, this **speculation** is **cut short** – there's nothing to **explore**. But as technology becomes **increasingly complex**, finding those greater depths in computer art could become possible. This is **precisely** why Colton asks the Painting Fool to **tap into** online **social networks** for its **inspiration**: **hopefully** this way it will choose **themes** that will already be **meaningful** to us.

- prejudice /'predʒʊdɪs/ (c/u) thành kiến xấu, định kiến
- reckon (i) think, believe: cho rằng
- stem from /stem/ (i) originate in or be caused by: bắt nguồn từ
- irresistible /ɪrɪ'zɪstəb(ə)/ (adj) impossible to be resisted: không thể cưỡng lại/chống lại
- essence /'es(ə)ns/ (u) bản chất
- enjoyment (u) sự tận hưởng, sự thích thú
- speculation /ˌspekju'leɪʃn/ (c/u) sự suy đoán, sự phỏng đoán.

- cut someone or something short: cắt lời, chấm dứt
- explore (t) khám phá
- increasingly = more and more (adv) ngày càng
- complex = complicated = intricate (adj) phức tạp
- precisely = exactly = accurately = correctly (adv) một cách chính xác
- tap into sth: cố gắng sử dụng cái gì đó
- social network (c) mạng xã hội
- inspiration (u) cảm hứng
- theme (c) chủ đề

BRINGING CINNAMON TO EUROPE

Cinnamon is a sweet, **fragrant spice** produced from the inner **bark** of trees of the **genus** Cinnamomum, which is native to the Indian **sub-continent**. It was known in **biblical times** and is mentioned in several books of the Bible, both as an **ingredient** that was mixed with oils for **anointing** people's bodies and also as a **token** indicating friendship among lovers and friends. In **ancient** Rome, **mourners** attending **funerals** burnt cinnamon to create a pleasant **scent**. Most often, however, the spice found its **primary** use as an **additive** to food and drink. In **the Middle Ages**, Europeans who could **afford** the spice used it to **flavor** food, particularly meat, and to **impress** those around them with their ability to **purchase** an expensive **condiment** from the 'exotic' East. At a **banquet**, a host would offer guests a plate with various spices **piled** upon it as a sign of the **wealth at his or her disposal**. Cinnamon was also reported to have **health benefits** and was thought to **cure** various **ailments**, such as **indigestion**.

- cinnamon /'sɪnəmən/ (u) cây quế
- fragrant /'freɪ.grənt/ (adj) có hương thơm, thơm phức
- fragrance (c/u) hương thơm
- spice /spɪs/ (c) gia vị
- bark (u) vỏ cây
- genus /'dʒi:nəs/ (c) (biology) chi
- sub-continent (c) tiểu lục địa
- biblical /'bɪblɪk(ə)/ (adj) thuộc kinh thánh (the Bible)
- ingredient (c) nguyên liệu
- anoint /ə'noɪnt/ (t) xức dầu hoặc nước
- token /'tɔːk(ə)n/ (c) cái để thể hiện (sự tôn trọng, biết ơn...)
- ancient (adj) cổ xưa
- mourner /'mɔːnə/ (c) người than khóc
- mourn /mɔːn/ (i) than khóc
- funeral (c) đám ma
- scent /sent/ (c) fragrance, a pleasant natural smell: mùi thơm
- primary = major = main = principal (adj) chính
- additive /'adɪtɪv/ (c) condiment, spice: chất phụ gia
- the Middle ages: thời trung cổ
- flavour (t) add flavour to: làm tăng thêm gia vị, cho gia vị vào
- impress (t) gây ấn tượng
- purchase (t) buy: mua
- condiment /'kɒndɪm(ə)nt/ (c) spice, additive: gia vị
- exotic /ɛg'zɒtɪk/ (adj) ngoại lai, nước ngoài
- banquet /'bæŋkwɪt/ (c) feast: bữa tiệc lớn
- pile /paɪl/ (t) chồng, chất đống (+ on/upon)
- wealth (u) sự giàu có, của cải vật chất
- at someone's disposal: available to be used by someone.
- ailment /'eɪlm(ə)nt/ (c) a minor illness: bệnh nhẹ
- indigestion /ɪndɪ'dʒestʃ(ə)n/ (u) chứng khó tiêu

Toward the end of the Middle Ages, the European **middle classes** began to **desire** the lifestyle of the **elite**, including their **consumption** of spices. This led to a growth in demand for cinnamon and other spices. At that time, cinnamon was **transported** by Arab **merchants**, who **closely guarded** the secret of the source of the spice from **potential rivals**. They took it from India, where it was grown, on **camels** via an **overland route** to the **Mediterranean**. Their journey ended when they reached Alexandria. European **traders sailed** there to **purchase** their **supply** of cinnamon, then brought it back to Venice. The spice then traveled from **that great trading city**

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to markets all around Europe. Because the **overland trade route allowed for** only small **quantities** of the spice to reach Europe, and because Venice had a **virtual monopoly** of the trade, the Venetians could **set the price of cinnamon exorbitantly high**. These prices, **coupled with the increasing demand, spurred** the search for new routes to Asia by Europeans **eager** to take part in the **spice trade**.

- middle class (c) tầng lớp trung lưu
- desire (t) aspire to: khát khao
- elite /i'li:t/ (c) nhóm người ưu tú, quyền lực, giàu có nhất
- consumption (u) sự tiêu dùng
- transport (t) vận chuyển
- merchant /'mæ:tʃ(ə)nt/ (c) trader: nhà buôn, lái buôn
- to closely guard : canh chừng cẩn thận
- potential rival (c) đối thủ tiềm năng
- camel /'kam(ə)l/ (c) lạc đà
- overland route (c) tuyến đường bộ
- the Mediterranean: Địa Trung Hải
- sail (i) lái thuyền, đi thuyền (buồm)
- purchase (t) mua
- supply (c/u) sự cung cấp, nguồn cung cấp, cung
- trading (u) trade, commerce: hoạt động trao đổi mua bán
- virtual (adj) almost complete: gần như hoàn toàn
- monopoly /mə'nɒp(ə)li/ (c, usually singular) sự độc quyền
- exorbitant (adj) unreasonably high: quá cao, cắt cổ
- be coupled with/to: cùng với
- spur /spɜ:/ (t) encourage, stimulate: kích thích, thúc (e.g. spur demand: kích cầu, spur the economy: thúc đẩy nền kinh tế)

Seeking the high **profits promised by** the cinnamon market, **Portuguese** traders arrived on the island of Ceylon in **the Indian Ocean** toward the end of the 15th century. Before Europeans arrived on the island, **the state had organized the cultivation of** cinnamon. People belonging to **the ethnic group** called the Salagama would **peel the bark off young shoots** of the cinnamon plant in the rainy season when the wet bark was more **pliable**. During the peeling process, they **curled** the bark into the 'stick' shape still **associated with** the spice today. The Salagama then gave **the finished product** to the king as a form of **tribute**. When the Portuguese arrived, they needed to increase **production significantly**, and so **enslaved** many other members of the Ceylonese **native population, forcing** them to work in **cinnamon harvesting**. In 1518, the Portuguese built a **fort** on Ceylon, which enabled them to protect the island, so helping them to develop a monopoly in the cinnamon **trade** and **generate** very high profits. In the late 16th century, for example, they enjoyed a **tenfold** profit when shipping cinnamon over a journey of eight days from Ceylon to India.

- profit (c/u) return, yield: lợi nhuận
- toward (pre) just before, close or closer to (a particular time)
- Portuguese (c) người Bồ Đào Nha
- the Indian Ocean: Ấn Độ Dương
- cultivation (u) growing: sự canh tác, trồng trọt
- ethnic group (c) tộc người thiểu số
- peel (t) bóc vỏ
- shoot (c) mầm, chồi
- pliable /'pliəb(ə)l/ (adj) (of things) easily bent; flexible, or (of a person) easily influenced: dễ uốn, dễ bị tác động
- curl /kɜ:l/ (t/i) xoắn, làm xoắn (uốn)
- tribute /'tribju:t/ (u) vật cống, sự cống, vật dâng tặng để tỏ lòng tôn kính
- production = output (u) yield: sản lượng

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- significantly = considerably = substantially (adv) đáng kể
- enslave /ɪn'sleɪv/ (t) bắt làm nô lệ
- slave /sleɪv/ (c) nô lệ
- native = indigenous (adj) bản địa
- force = compel (t) ép ai làm gì
- harvesting (u) sự thu hoạch
- fort /fɔ:t/ (c) pháo đài
- trade (c) a particular business or industry: ngành kinh doanh (e.g the book trade, the tourist trade)
- generate (t) tạo ra
- tenfold (adj) gấp mười lần

When **the Dutch** arrived off the coast of southern Asia at the very beginning of the 17th century, the **set their sights on displacing** the Portuguese as kings of cinnamon. The Dutch **allied themselves with** Kandy, an **inland** kingdom on Ceylon. **In return for** payments of **elephants** and cinnamon, they protected the native king from the Portuguese. By 1649, the Dutch broke the 150-year Portuguese monopoly when they **overran** and **occupied** their factories. By 1658, they had **permanently expelled** the Portuguese from the island, **thereby gaining control of the lucrative** cinnamon trade.

- the Dutch (pl) người Hà Lan
- set one's sights on sth: decide that you want sth very much and try hard to get it
- displace /dɪs'pleɪs/ (t) replace, take the place of, supersede: thay thế
- ally oneself with: liên kết, liên minh với, đứng về phía
- inland (adj) nội địa
- in return for = in exchange for : để đổi cho
- overrun (t) invade: spread over or occupy (a place) in large numbers: tràn vào
- occupy (t) chiếm
- permanently = perennially (adv) mãi mãi, vĩnh viễn
- expel /ɪk'spel/ (t) (+from): to force someone to leave a school, organization, or country: đuổi, trục xuất
- lucrative /'lu:kɹətɪv/ (adj) profitable, profit-making: tạo ra lợi nhuận

In order to **protect their hold on the market**, the Dutch, like the Portuguese before them, **treated the native inhabitants harshly**. Because of the need to **boost production** and **satisfy** Europe's **ever-increasing appetite for** cinnamon, the Dutch began to **alter** the **harvesting practices** of the Ceylonese. Over time, the supply of cinnamon trees on the island became nearly **exhausted**, due to the **systematic stripping** of the bark. **Eventually**, the Dutch began **cultivating** their own cinnamon trees to **supplement** the **diminishing** number of **wild trees** available for use.

- hold (s) power or control over something or someone: quyền lực, ảnh hưởng, sự kiểm soát
- harshly (adv) in a cruel or severe manner: một cách khắc nghiệt, tàn bạo
- satisfy = meet = fulfil (t) đáp ứng
- ever-increasing (adj) tăng liên tục
- alter = modify (t) thay đổi
- appetite /'æpɪtɪt/ (c/u) a strong desire: sự ham, sự thèm, khao khát
- exhausted (adj) depleted: cạn kiệt
- systematic (adj) có hệ thống
- strip = peel (t) remove all coverings from: lột, cởi
- eventually = ultimately = finally (adv) cuối cùng
- cultivate = grow (t) trồng, canh tác
- supplement /'sʌplɪm(ə)nt/ (t) bổ sung, phụ thêm vào
- diminishing = decreasing = shrinking = dwindling (adj) giảm
- wild tree (c) cây dại

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Then, in 1996, **the English** arrived on Ceylon, thereby **displacing** the Dutch **from** their control of the cinnamon monopoly. By the middle of the 19th century, production of cinnamon reached 1,000 tons a year, after **a lower grade quality** of the spice became **acceptable to European tastes**. By that time, cinnamon was being grown in other parts of the Indian Ocean region and in the West Indies, Brazil, and Guyana. Not only was a monopoly of cinnamon becoming impossible, but the spice trade overall was **diminishing in economic potential**, and was eventually **superseded** by the rise of trade in coffee, tea, chocolate, and sugar.

- displace = replace = supersede (t) thay thế
- lower-grade (adj) poor-quality: of low quality
or standard: chất lượng thấp

- acceptable (adj) có thể chấp nhận
- taste (c) khẩu vị
- economic potential (u) tiềm năng kinh tế

OXYTOCIN

The positive and negative effects of the chemical known as the 'love hormone'

A

Oxytocin is a chemical, a **hormone** produced in the **pituitary gland** in the brain. It was through various studies focusing on animals that scientists first became **aware of** the influence of oxytocin. They discovered that it helps **reinforce** the **bonds** between **prairie voles**, which **mate** for life, and **triggers** the **motherly** behavior that **sheep** show towards their **newborn lambs**. It is also **released** by women **in childbirth**, **strengthening** the **attachment** between mother and baby. Few chemicals have as positive a **reputation** as oxytocin, which is sometimes **referred to as** the 'love hormone'. One **sniff** of it can, it is claimed, make a person more **trusting**, **empathetic**, **generous**, and **cooperative**. It is time, however, to **revise** this **wholly optimistic view**. A new wave of studies has shown that its effects **vary** greatly **depending on** the person and the **circumstances**, and it can **impact on** our **social interactions for worse** as well as **for better**.

- pituitary gland /pɪ'tju:ɪt(ə)ri/ /gland/ (n) tuyến yên
- gland (c) tuyến
- aware = conscious (adj) nhận thức
- reinforce /ri:'ɪn'fɔ:s/ (t) strengthen: củng cố, làm mạnh
- bond (c) relationship, ties: quan hệ, sự liên kết
- prairie /'preəri/ (c) đồng cỏ
- vole /vɒl/ (c) chuột đồng
- mate /meɪt/ (i) copulate: giao cấu, giao hợp, ghép đôi
- trigger /'trɪgə/ (t) cause: gây ra
- motherly /'mʌðəli/ (adj) thuộc mẹ, của mẹ
- newborn (adj) mới được sinh ra
- lamb /læm/ (c) a young sheep: cừu non
- release (t) discharge: phóng ra, thả ra
- childbirth /'tʃɪl(d)bə:θ/ (u) labour, delivery: sự sinh đẻ
- attachment /ə'tætʃm(ə)nt/ (c/u) bond, closeness: sự quyến luyến, sự gắn bó

- reputation (c) danh tiếng
- be referred to as: được đề cập như, được gọi là
- sniff /snɪf/ (c) an act or sound of sniffing: sự hít vào
- trusting /'trʌstɪŋ/ (adj) unsuspecting: tin người
- empathetic /empə'θetɪk/ (adj) empathic: thấu cảm
- generous (adj) hào phóng
- cooperative /kəʊ'ɒp(ə)rətɪv/ (adj) collaborative: hợp tác
- revise (t) xem lại
- wholly /'həʊli/ (adv) entirely, fully, completely: hoàn toàn
- optimistic (adj) lạc quan
- vary depending on: thay đổi theo
- impact (+ on) /'ɪmpækt/ (i) influence, affect: ảnh hưởng
- social interaction (c) sự tương tác xã hội

B

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Oxytocin's **role** in human behavior first **emerged** in 2005. In **groundbreaking** experiments, Markus Heinrichs and his **colleagues** at the University of Freiburg, Germany, asked **volunteers** to do an activity in which they could invest money with an **anonymous** person who was **not guaranteed to** be honest. The team found the **participants** who had **sniffed** oxytocin via a **nasal spray beforehand** invested more money than those who received a **placebo** instead. The study was the start of **research into** the effects of oxytocin on **human interactions**. 'For eight years, it was quite a **lonesome field**,' Heinrichs **recalls**. 'Now, everyone is **interested**.' These **follow-up studies** have shown that after a sniff of the hormone, people become more **charitable**, better at **reading emotions on others' faces** and at **communicating constructively in arguments**. Together, the results **fuelled the view that** oxytocin **universally enhanced** the positive aspects of our **social nature**.

- role (c) vai trò
- emerge /i'mə:dʒ/ (i) become apparent or prominent: nổi lên, hiện ra
- groundbreaking /'graʊn(d)breɪkɪŋ/ (adj) innovative; pioneering: đổi mới, mở đường
- colleague = co-worker (c) đồng nghiệp
- volunteer (c) tình nguyện viên
- anonymous /ə'nɒnɪməs/ (adj) unnamed, unidentified, unknown : giấu tên, nặc danh
- guarantee (t) đảm bảo
- participant (c) người tham gia
- sniff (t) hít vào
- nasal spray /'neɪ.zəl ,spreɪ/ (c/u) dung dịch xịt mũi
- beforehand /bɪ'fɔ:hænd/ (adv) in advance: trước, trước đó

- placebo /plə'si:bəʊ/ (c) giả dược
- lonesome /'ləʊns(ə)m/ (adj) lonely, remote and unfrequented: vắng vẻ, hiu quạnh
- field (c) sphere, domain: lĩnh vực
- recall (t) nhớ lại
- follow-up /'fɒləʊʌp/ (adj) theo sau
- charitable /'tʃærɪtəb(ə)l/ (adj) big-hearted, generous: rộng lượng, hào phóng
- constructively (adv) mang tính xây dựng
- fuel /fju:(ə)l/ (t) strengthen: làm mạnh
- universally /ju:nɪ'vɜ:səli/ (adv) in all cases, invariably, always in a way that exists everywhere, or involves everyone: luôn luôn, trong mọi trường hợp

C

Then, after a few years, contrasting **findings** began to emerge. Simone Shamay-Tsoory at the at the University of Haifa, Israel, found that when volunteers played a **competitive game**, those who **inhaled** the hormone showed more **pleasure** when they **beat** other players, and felt more **envy** when others won. What's more, **administering** oxytocin also has **sharply contrasting outcomes** depending on a person's **disposition**. Jennifer Bartz from Mount Sinai **School of Medicine**, New York, found that it improves people's ability to **read emotions**, but only if they are not very **socially adept** to begin with. Her research also shows that oxytocin in fact reduces **cooperation** in **subjects** who are **particularly anxious or sensitive to rejection**.

- finding = discovery (c) phát hiện
- competitive (adj) cạnh tranh
- inhale /ɪn'heɪl/ (i/t) to breathe air, smoke,

- or gas into your lungs: hít vào
- pleasure (u) sự vui thích
- beat = defeat (t) đánh bại

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- envy /'envi/ (u) jealousy, enviousness: sự thèm muốn đố kỵ
- administer /əd'mɪnɪstə/ (t) to give (a drug, medicine, or treatment) to someone
- contrasting /kən'træʃ.ɪŋ/ (adj) very different: tương phản
- outcome (c) kết quả
- depending on (pre) phụ thuộc vào
- disposition /dɪspə'zɪʃ(ə)n/ (u) temperament, nature: tâm tính, tính khí

- adept /ə'dept/ (adj) expert, proficient, accomplished, skilful, competent: giỏi, tinh thông, thành thạo
- cooperation = collaboration (u) sự hợp tác
- subject (c) đối tượng
- anxious = worried = apprehensive (adj) lo lắng
- sensitive (to) (adj) nhạy cảm, nhạy
- rejection /rɪ'dʒɛkʃ(ə)n/ (u) the action of spurning a person's affections: sự cự tuyệt, sự khước từ, hắt hủi

D

Another discovery is that oxytocin's effects **vary depending on** who we are **interacting with**. Studies **conducted** by Carolyn DeClerck of the University of Antwerp, Belgium, **revealed** that people who had received a **dose of** oxytocin actually became less **cooperative** when **dealing with complete strangers**. Meanwhile, Carsten De Dreu at the University of Amsterdam in the Netherlands discovered that volunteers given oxytocin showed **favouritism**: Dutch men became quicker to **associate** positive words **with** Dutch names than with foreign ones, for example. According to De Dreu, oxytocin **drives** people to **care for** those in their **social circles** and **defend** them from **outside dangers**. So, it appears that oxytocin **strengthens biases**, rather than promoting **general goodwill**, **as was previously thought**.

- vary (i) change, differ: thay đổi, khác nhau
- depending on (pre) phụ thuộc vào
- interact (i) tương tác
- conduct (t) carry out: tiến hành, thực hiện
- reveal (t) tiết lộ
- dose /dəʊs/ (c) a quantity of a medicine or drug taken: liều thuốc
- deal with sb: gặp gỡ, nói chuyện, tiếp xúc với ai đó
- cooperative /kəʊ'ɒp(ə)rətɪv/ (adj) helpful : sẵn sàng giúp đỡ, hợp tác
- favouritism /'feɪv(ə)rɪtɪz(ə)m/ (u) partiality,

- unfair preference, preferential treatment, bias: sự thiên vị
- associate sth with sth: liên tưởng cái gì với cái gì khác
- drive (sb to do sth) (t) cause, lead: làm cho
- circle (c) group: nhóm, giới
- defend = protect (t) bảo vệ
- bias /'bɪəs/ (towards/against) (c/u) sự thiên vị, thành kiến
- goodwill /gʊd'wɪl/ (u) lòng tốt, thiện ý, thiện chí

E

There were signs of these **subtleties** from the start. Bartz has recently shown that in almost half of the existing **research results**, oxytocin influenced only certain individuals or in **certain** circumstances. Where once researchers **took no notice of** such **findings**, now a more **nuanced** understanding of oxytocin's effects is **propelling** investigations down new lines. To Bartz, the key to understanding what the hormone does **lies in pinpointing** its **core function** rather than in **cataloguing** its **seemingly**

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endless effects. There are several **hypotheses** which are not **mutually exclusive**. Oxytocin could help to reduce **anxiety** and fear. Or it could simply **motivate** people to seek out **social connections**. She believes that oxytocin **acts as** a chemical spotlight that shines on social clues – a **shift in posture**, a **flicker** of the eyes, a **dip** in the voice – making people more **attuned** to their social environment. This would explain why it makes us more likely to **look others in the eye** and improves our ability to **identify emotions**. But it could also make things worse for people who are **overly sensitive** or **prone to interpreting social cues in the worst light**.

- subtlety /'sʌt(ə)lti/ (u) delicacy: the quality or state of being subtle: sự tinh tế, sự tế nhị
- subtlety (c) chi tiết nhỏ (nhưng quan trọng)
- certain (adj) nào đó
- take notice of (phr) pay attention to: chú ý tới
- finding (c) discovery: điều phát hiện
- nuance /'nju:.ɑ:ns/ (c) a very slight difference in appearance, meaning, sound, etc: sắc thái
- nuanced /'nju:.ɑ:nst/ (adj) characterized by subtle shades of meaning or expression.
- propel /prə'pel/ (t) push: to push or move something somewhere, often with a lot of force: đẩy
- lie in sth (phr) to exist or be found in something: nằm ở
- pinpoint /'pɪnpɔɪnt/ (t) find or identify with great accuracy or precision: xác định chính xác
- catalogue /'kæt(ə)lɒg/ (t) classify, systematize, categorize: lập danh mục
- seemingly (adv) apparently: hình như, có vẻ như
- endless /'endləs/ (adj) unlimited, limitless, countless, innumerable: vô tận, vô số

- hypothesis /hɪ'pɒθɪsɪs/ (c) theory, assumption, supposition: giả định
- mutually exclusive /'mju:tʃ(ʊ)əli/ /ɪk'sklu:.sɪv/ (phr) not possible at the same time: loại trừ lẫn nhau
- anxiety /æŋ'zɪəti/ (u) worry concern, apprehension: sự lo lắng
- act as sth (phr) function as sth: có vai trò như, hoạt động như
- shift (in) (c) a change (in): sự thay đổi
- posture /'pɒstʃə/ (c/u) tư thế
- flicker /'flɪkə/ (c) sự rung tinh, sự nhấp nháy, sự chuyển động nhẹ
- identify (t) nhận ra
- attuned (to) /ə'tju:nd/ (adj) quen với, hiểu
- sensitive (adj) nhạy cảm
- overly = excessively (adv) quá mức
- be prone to sth/do sth (phr) có khuynh hướng bị, dễ bị
- interpret sth as sth (phr) hiểu cái gì như cái gì
- social cue (c) gợi ý xã hội
- in a good/bad/different/new etc light (phr) in a bad/ good/different way: theo một cách /hướng như thế nào đó

F

Perhaps we should not be surprised that the oxytocin story has become more **perplexing**. The hormone is found in everything from **octopuses** to sheep, and its **evolutionary** roots **stretch back** half a billion years. 'It's a very simple and **ancient molecule** that has been co-opted for many different functions,' says Sue Carter at the University of Illinois, Chicago, USA. 'It affects **primitive** parts of the brain like the **amygdala**, so it's going to have many effects on just about everything.' Bartz agrees. 'Oxytocin probably does some very basic things, but once you add our **higher-order thinking** and **social situations**, these basic processes could **manifest** in different ways depending on individual differences and **context**.'

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- perplexing /pə'pleksɪŋ/ (adj) very puzzling, confusing, bewildering: làm rối trí, khó hiểu
- octopus /'ɒktəpəs/ (c) con bạch tuộc
- evolutionary (adj) thuộc tiến hóa
- root (c) cause, source, origin: gốc rễ, nguồn gốc
- stretch (+adv/pre) to spread over a long period of time
- molecule /'mɒlɪkjʊ:l/ (c) a group of atoms

- bonded together: phân tử
- primitive /'prɪmɪtɪv/ (adj) primeval, rudimentary: nguyên thủy, ban sơ
 - amygdala /ə'mɪgdələ/ (u) hạch hạnh nhân
 - higher-order (adj) involving reasoning of a high level: bậc cao
 - manifest /'mænɪfɛst/ (t) display, exhibit, show: biểu lộ, thể hiện
 - context (c/u) setting: hoàn cảnh

MAKING THE MOST OF TRENDS

Experts from Harvard Business School give advice to managers

Most managers can **identify** the major trends of the day. But **in the course of conducting** research in **a number of** industries and working **directly** with companies, we have **discovered** that managers often **fail to** recognize the less **obvious** but **profound** ways these trends are influencing **consumers' aspirations, attitudes**, and behaviors. This is especially **true of** trends that managers view as **peripheral to** their **core markets**.

- make the most of sth (phr) take full advantage of: tận dụng tối đa
- identify (t) nhận ra
- in the course of (phr) in the process of: trong quãng thời gian
- conduct = carry out (t) tiến hành
- directly (adv) một cách trực tiếp
- discover (t) phát hiện
- fail to do sth (phr) be unsuccessful in achieving one's goal: thất bại trong việc

- profound /prə'faʊnd/ (adj) (of a state, quality, or emotion) very great or intense: rất lớn, mãnh liệt, sâu sắc
- consumer (c) người tiêu dùng
- aspiration (usually aspirations) /aspə'reɪʃ(ə)n/ (c) a hope or ambition of achieving something: khát vọng, mong muốn
- peripheral /pə'rɪf(ə)r(ə)l/ (adj) of secondary or minor importance; marginal: phụ, thứ yếu, ở rìa

Many ignore trends in their **innovation strategies** or **adopt a wait-and-see approach** and **let competitors take the lead**. At a minimum, such responses mean missed **profit opportunities**. At the extreme, they can **jeopardize** a company by **ceding to rivals** the opportunity to transform the industry. The purpose of this **article** is **twofold**: to **spur** managers to **think more expansively** about how trends could **engender** new **value propositions** in their core markets, and to provide some **high-level advice** on how to make **market research** and **product development personnel** more **adept at** analyzing and **exploiting** trends.

- innovation strategy (c) chiến lược đổi mới
- competitor = rival (c) đối thủ
- take the lead (phr) dẫn đầu, dẫn trước, đi trước
- jeopardize /'dʒepədʒɪz/ (t) threaten, endanger: gây nguy hại
- cede (sth to sb) /si:d/ (t) surrender: nhường, nhượng
- article (c) bài báo
- spur /spə:/ (t) motivate, inspire, give an incentive or encouragement to (someone): khích lệ, khuyến khích, thúc
- expansively (adv) rộng lớn

- engender /ɪn'dʒɛndə/ (t) cause, bring about, trigger, give rise to: gây ra, mang lại
- value proposition /prɒpə'zɪʃ(ə)n/ (c) a reason given by a seller for buying their particular product or service, based on the value it offers customers: lý do mua hàng
- personnel /pə:sə'nel/ (pl) staff, or personnel department: nhân viên, phòng nhân sự
- adept (at sth) /ə'dept/ (adj) very skilled, proficient, or expert at something: thạo, giỏi, tinh thông
- exploit (t) khai thác

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One strategy, known as ‘**infuse and augment**’, is to design a product or service that **retains** most of the **attributes** and functions of **existing** products in the category but adds others that **address** the needs and desires **unleashed** by a major trend. **A case in point** in the Poppy range of **handbags**, which the **firm** Coach created **in response to** the **economic downturn** of 2008. The Coach **brand** had been a symbol of **opulence** and **luxury** for nearly 70 years, and the most obvious reaction to the downturn would have been to **lower prices**. However, that would have **risked cheapening** the **brand’s image**. Instead, they **initiated** a **consumer-research project** which **revealed** that customers were **eager** to **lift** themselves and the country **out of tough times**. Using these **insights**, Coach **launched** the **lower-priced** Poppy handbags, which were in **vibrant colors**, and looked more **youthful** and **playful** than **conventional** Coach products. Creating the **sub-brand** allowed Coach to **avert** an **across-the-board price cut**. **In contrast to** the many companies that responded to the **recession** by **cutting prices**, Coach saw the new **consumer mindset** as an opportunity for **innovation and renewal**.

- infuse /ɪnˈfjuːz/ (t) instil (a quality) in someone or something: truyền
- augment /ɔːɡˈment/ (t) increase, add to: làm tăng
- retain /rɪˈteɪn/ (t) keep, maintain, continue to have (something): giữ, duy trì
- attribute /əˈtrɪbjʊːt/ (c) feature, characteristic, quality: đặc điểm
- existing (adj) hiện tại, đang tồn tại
- address (t) giải quyết
- unleash /ʌnˈliːʃ/ (t) to suddenly release a violent force that cannot be controlled: thả ra, giải phóng ra, trút ra
- case in point (c) example, instance: ví dụ
- downturn /ˈdaʊntəːn/ (c) crisis, recession: sự suy thoái, cuộc suy thoái
- opulence /ˈɑː.pjə.ləns/ (u) great wealth, luxuriousness: sự rất giàu có, sự đắt đỏ xa hoa
- risk (+V_ing) (t) làm có nguy cơ
- cheapen /ˈtʃiːp(ə)n/ (t) reduce the price of: làm hạ giá
- brand image (c/u) hình ảnh thương hiệu

- initiate /ɪˈnɪʃɪeɪt/ (t) originate: bắt đầu, khởi xướng
- insight (into) /ˈɪn.saɪt/ (c/u) sự hiểu thấu
- launch = issue (t) tung ra
- vibrant /ˈvʌɪbr(ə)nt/ (adj) vivid, bright and striking: rực rỡ, tươi
- youthful /ˈjuːθfʊl/ (adj) young-looking, young: trẻ trung
- conventional (adj) traditional: truyền thống
- avert /əˈvɜːt/ (t) prevent: ngăn ngừa, tránh
- across-the-board (adj) involving everyone or everything in a company, situation, group, etc: toàn thể, đồng loạt
- in contrast to (pre) as opposed to, in contrast with: trái ngược với
- recession /rɪˈseɪʃ(ə)n/ (u/c) downturn, economic decline: sự suy thoái, tình trạng suy thoái
- mindset (c/u) way of thinking, mentality: cách nghĩ, tư duy
- renewal (u) sự đổi mới

A further example of this strategy was supermarket Tesco’s response to consumers’ **growing concerns** about the environment. With that in mind, Tesco, one of the world’s top five **retailers**, introduced its Greener Living program, which **demonstrates** the company’s **commitment** to protecting the environment by **involving** consumers **in** ways that produce **tangible** results. For example, Tesco

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customers can **accumulate** points for such activities as **reusing** bags, **recycling** cans and **printer cartridges**, and buying **home-insulation materials**. Like points earned **on regular purchases**, these **green points** can **be redeemed for** cash. Tesco has not **abandoned** its traditional **retail offerings** but **augmented** its business with these innovations, thereby **infusing** its value proposition with a green **streak**.

- concern (c) mối lo lắng, bận tâm
- retailer /'ri:teɪlə/ (c) a person or business that sells goods to the public in relatively small quantities: người bán lẻ, doanh nghiệp bán lẻ
- demonstrate (t) chứng minh
- commitment (to sth, to do sth) /kə'mɪt.mənt/ (c) a promise or firm decision to do something : sự cam kết
- commitment (c) work, duty: something that you must do or deal with that takes your time: công việc
- involve (t) bao gồm
- tangible /'tɑŋ(d)ʒɪb(ə)/ (adj) real and not imaginary; able to be shown, touched, or experienced: hữu hình, có thể nhận được
- accumulate /ə'kjʊ:mjʊleɪt/ (t) gather, collect, assemble, amass: tích lũy
- reuse (t) sử dụng lại
- recycle (t) tái chế

- cartridge /'kɑ:trɪdʒ/ (c) a container holding a spool of photographic film, a quantity of ink, etc., designed for insertion into a mechanism: phần hộp bên ngoài chứa mực, đạn.. để bỏ vào máy
- printer cartridge (c) ống mực
- insulation /ɪnsjʊ'leɪʃ(ə)n/ (u) vật liệu cách ly, sự cách ly
- redeem /rɪ'di:m/ (t) exchange: exchange (a coupon, voucher, or trading stamp) for goods, a discount, or money: đổi
- abandon (t) discard, abolish: bỏ
- offering (c) (dùng trong Marketing, Commerce) a product or service that is offered for sale: sản phẩm
- augment (t) increase, add to: làm tăng lên
- streak /stri:k/ (c) a long, thin line or mark of a different substance or colour from its surroundings: sọc, vệt, tia

A more **radical strategy** is 'combine and **transcend**'. This **entails** combining aspects of the product's existing value proposition with **attributes addressing** changes **arising from** a trend, to create a **novel experience** – one that may land the company in an entirely new **market space**. **At first glance**, spending **resources to incorporate** elements of a **seemingly irrelevant trend into** one's core offerings sounds like it's **hardly worthwhile**. But consider Nike's **move to integrate the digital revolution into** its reputation for **high-performance athletic footwear**. In 2006, they **teamed up with technology company** Apple to **launch Nike+**, a digital **sports kit comprising a sensor** that **attaches to the running shoe** and a **wireless receiver** that **connects to the user's iPod**. By combining Nike's **original** value proposition for **amateur athletes** with one for **digital consumers**, the Nike+ sports kit and **web interface moved** the company **from a focus on athletic apparel to a new plane of engagement with its customers**.

- radical /'radɪk(ə)/ (adj) thoroughgoing, complete, utter, total, entire, comprehensive: relating to the most important parts of something or someone; complete or extreme: toàn diện
- transcend /tran'send/ (t) exceed, go beyond,

- surpass: to go further, rise above, or be more important or better than something, especially a limit: hơn, vượt
- entail /ɛn'teɪl/ (t) necessitate, require: involve (something) as a necessary or inevitable part or consequence: đòi hỏi, cần phải có

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- attribute = feature = characteristic = quality = property: đặc điểm
- address = deal with = tackle = (re)solve (t) giải quyết
- arise (i) (of a problem, opportunity, or situation) emerge; become apparent: nảy sinh, xuất hiện
- novel /'nɒv(ə)/ (adj) new, original: mới lạ
- market space (c) an e-commerce platform for creating online marketplaces for business, communities and events.
- at first glance (phr) when seen or considered briefly and for the first time: thoáng nhìn qua
- resources (pl) nguồn lực
- incorporate (sth into sth else) /ɪn'kɔ:pəreɪt/ (t) to include something as part of something larger: hợp nhất, sáp nhập, bao gồm vào
- worthwhile (adj) đáng công, đáng
- move (to do sth) (c) action that a person or organization takes in order to achieve something: hành động
- integrate (t) incorporate
- the digital revolution (n) cách mạng kỹ thuật số
- high-performance (adj) better, faster, or more

- efficient than others
- footwear /'fʊtweɪ/ (u) outer coverings for the feet, such as shoes, boots, and sandals: giày dép
- team up (with) (phr) cooperate, collaborate: kết hợp, hợp tác
- launch /'lɔ:n(t)ʃə/ (t) release, put on the market: tung ra
- kit (c) a set of things, such as tools or clothes, used for a particular purpose or activity: bộ thiết bị
- comprise (t) consist of, be composed of, be made up of: bao gồm, được tạo thành từ
- sensor (c) cảm biến
- wireless (adj) không dây
- original (adj) độc đáo, đặc biệt
- amateur athlete (c) vận động viên nghiệp dư
- interface /'ɪntəfeɪs/ (c) giao diện
- plane (c) level, standard: mức, mức độ
- apparel /ə'pær(ə)/ (u) clothing, clothes, garment, attire: clothes of a particular type when they are being sold in a shop: quần áo
- engagement (with) /ɪn'geɪdʒmənt/ (u) the establishment of a meaningful contact or connection with

A third approach, known as '**counteract** and **reaffirm**', involves developing products or services that **stress** the values traditionally **associated with** the category in ways that allow consumers to **oppose** – or at least **temporarily escape from** – the **aspects** of trends they view as **undesirable**. A product that **accomplished** this is the ME2, a video game created by Canada's iToys. By reaffirming the toy category's **association with physical play**, the ME2 **counteracted** some of the **widely perceived negative impacts** of **digital gaming devices**. Like other **handheld games**, the device **featured a host of** exciting **interactive games**, a full-color LCD screen, and advanced **3D graphics**. What **set it apart** was that it incorporated the **traditional physical component of children's play**: it contained a **pedometer**, which **tracked** and **awarded points for physical activity** (walking, running, biking, skateboarding, climbing stairs). The child could use the points to **enhance** various **virtual skills** needed for the video game. The ME2, introduced in mid-2008, **catered to** kids' huge desire to play video games while **countering** the **negatives**, such as associations with **lack of exercise** and **obesity**.

- counteract /kaʊntər'akt/ (t) prevent: act against (something) in order to reduce its force or neutralize it: ngăn, làm giảm
- reaffirm /ri:ə'fɑ:m/ (t) state again strongly: tái khẳng định

- stress = emphasize (t) nhấn mạnh
- associated with = linked with/to = connected with = related to: liên hệ, liên quan đến
- association /ə'səʊʃɪ'eɪʃ(ə)n/ (c) connection, relationship, correlation, link: sự liên quan, liên

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kết

- oppose = object to = resist: phản đối
- temporarily (adv) tạm thời
- aspect = dimension = facet (c) khía cạnh
- undesirable = unwanted (adj) không mong muốn
- accomplish (t) hoàn thành, làm trọn
- perceive /pə'si:v/ (t) be aware of sth, discern: become aware or conscious of (something); come to realize or understand: nhận ra, nhận thức được
- handheld (adj) designed to be held in the hand: cầm tay
- feature (t) to include someone or something as an important/prominent part
- a host of = many = a large number of: nhiều
- interactive (adj) tương tác
- graphics /'græf.ɪks/ (pl) images and designs

- used in books, magazines, etc.: đồ họa
- set sth/sb apart (phr) làm nổi bật, làm khác biệt
- component /kəm'pəʊnənt/ (c) a part or element of a larger whole, especially a part of a machine or vehicle: phần, bộ phận
- pedometer /pe'dɒm.i.tər/ (c) đồng hồ đếm bước
- track (t) follow: theo dấu, theo dõi
- award (t) give, grant: to give money or a prize following an official decision: trao
- skateboard /'sketbɔ:d/ (c/v) ván trượt, trượt ván
- stair climbing (u) môn leo cầu thang
- cater (to/for) (i) phục vụ
- counter/'kaʊntə/ = counteract
- obesity (u) extremely overweight: béo phì

Once you have **gained perspective** on how trend-related changes in **consumer opinions** and behaviors impact on your category, you can **determine** which of our three **innovation strategies** to **pursue**. When your category's basic value proposition continues to be meaningful for consumers influenced by the trend, the infuse-and-augment strategy will allow you to **reinvigorate** the category. If analysis reveals an increasing **disparity** between your category and consumers' new focus, your innovations need to transcend the category to integrate the two worlds. Finally, if aspects of the category **clash with undesired outcomes** of a trend, such as associations with **unhealthy lifestyles**, there is an opportunity to counteract those changes by reaffirming the core values of your category.

- perspective /pə'spektɪv/ (c) a particular way of thinking about something, especially one that is influenced by your beliefs or experiences: góc nhìn
- determine = decide (t) quyết định
- pursue (t) theo đuổi
- invigorate /ɪn'vɪgəreɪt/ (t) give strength or energy to: tiếp sinh lực cho
- reinvigorate /ri:ɪn'vɪgəreɪt/ (t) give new energy or strength to: tiếp thêm luồng sinh khí mới cho

- disparity /dɪ'spær.ə.ti/ (c/u) a great difference: a lack of equality or similarity, especially in a way that is not fair: sự chênh lệch
- clash (with sth) /klaʃ/ (i) disagree with, be incompatible with: if two opinions, statements, or qualities clash, they are very different from each other: bất đồng
- undesired = undesirable = unwanted (adj) không mong muốn

Trends – technological, economic, environmental, social, or **political** – that affect how people **perceive** the world around them and **shape** what they expect from products and services **present** firms **with unique** opportunities for growth.

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- political (adj) thuộc chính trị
- perceive (t) nhận thức
- shape (t) determine, influence:
to decide or influence the form of
something, especially a belief or idea, or

someone's character: quyết định, ảnh hưởng,
định hình

- present (sb with sth) /pri'zent/ (t) give, offer:
mang lại
- unique (adj) độc nhất

THE COCONUT PALM

For **millennia**, the coconut has been **central** to the lives of Polynesian and Asian peoples. In the western world, on the other hand, coconuts have always been **exotic** and **unusual**, sometimes **rare**. The Italian **merchant traveler** Marco Polo **apparently** saw coconuts in South Asia in the late 13th century, and among the mid-14th-century **travel writings** of Sir John Mandeville, there is mention of 'great Notes of India' (great Nuts of India). Today, images of **palm-fringed tropical beaches** are **clichés** in the west to sell holidays, **chocolate bars**, **fizzy drinks**, and even romance.

- coconut palm /'kəʊkənʌt/ /pɑ:m/ (c) coconut,
coconut tree: the tall tropical tree
on which coconuts grow: cây dừa
- central (to) (adj) very important: rất
quan trọng
- exotic /ɛg'zɒtɪk/ (adj) non-native:
unusual and exciting because of coming
from far away: ngoại lai
- unusual = peculiar = bizarre (adj) lạ, lạ kỳ
- rare = scarce (adj) hiếm
- merchant = trader (c) thương nhân
- apparently = seemingly (adv) hình như, có vẻ
như

- travel writing (c/u) du ký, thể loại du ký
- palm-fringed /'pɑ:m.frɪndʒd/ (adj)
with palm trees along the edge
- fringe /frɪn(d)ʒ/ (t) If a place is fringed with
something, that thing forms a border along
the edge: vây
- tropical (adj) thuộc nhiệt đới
- cliché /'kli:ʃeɪ/ (c) a phrase or opinion, or sth
that is overused is therefore not original and
not interesting
- chocolate bar (c) thanh chocolate
- fizzy /'fɪzi/ (adj) có ga

Typically, we **envisage** coconuts as **brown cannonballs** that, when opened, provide **sweet white flesh**. But we see only part of the fruit and none of the plants from which they come. The coconut palm has a smooth, **slender**, grey **trunk**, up to 30 meters tall. This is an important source of **timber** for building houses and is increasingly being used as **a replacement for endangered hardwoods** in the **furniture construction industry**. The trunk is **surmounted** by a rosette of leaves, each of which may be up to six meters long. The leaves have **hard veins** in their centers which, in many parts of the world, are used as **brushes** after the green part of the leaf has **been stripped away**. **Immature** coconut flowers **are tightly clustered together** among the leaves at the top of the trunk. The **flower stems** may be **tapped** for their **sap** to produce a drink, and the sap can also be reduced by boiling to produce a type of sugar used for cooking.

- envisage /ɪn'vɪzɪdʒ/ (t) visualize:
to form a mental picture of something or
someone you have never seen: hình dung,
tưởng tượng
- cannon /'kənən/ (c) a large, powerful gun,
usually attached to two or four wheels, that
was used in the past to fire heavy stone
or metal balls: súng thần công, súng đại bác

- cannonball /'kənənɒl/ (c) a heavy metal or
stone ball shot from a cannon: đại bác
- flesh /fleʃ/ (u) thịt (người, cây)
- slender /'slendə/ (adj) (of a person or part of
the body) gracefully thin: mảnh khảnh, thon
- trunk /trʌŋk/ (c) main stem: thân
- timber /'tɪmbə/ (u) lumber, wood: gỗ
prepared for use in building and carpentry: gỗ

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xây nhà, gỗ mộc

- hardwood /'hɑ:d.wɜd/ (u/c)

the strong, heavy wood of particular trees such as oak, used esp. to make furniture: gỗ cứng

- endangered /ɪn'deɪndʒəd/ (adj) in danger of extinction, at risk of extinction (of a species)

seriously at risk of extinction: bị đe dọa

- surmount /sə'maʊnt/ (t) cap, top, stand or be placed on top of: phủ lên đỉnh, đứng trên đỉnh

- surmount /sə'maʊnt/ (t) overcome:

to deal successfully with a difficulty or problem: vượt qua

- vein /veɪn/ (c) vân, gân, tĩnh mạch

- brush (c) broom, sweeper: bàn chải, rế quét sân

- strip (t) peel: to remove, pull, or tear the covering or outer layer from something: lột (vỏ)

- cluster /'klʌstə/ (t) gather, collect, assemble: to form or gather together: tụ lại, tùm lại

- stem /stem/ (c) trunk: thân

- tap /tap/ (t) rạch vỏ (cây) để lấy nhựa

- sap /sap/ (u) resin, plant fluid: nhựa cây

Coconut palms produce as many as seventy fruits per year, **weighing** more than a kilogram each. The wall of the fruit has three layers: a **waterproof outer layer**, a **fibrous** middle layer, and a hard, **inner** layer. The thick fibrous middle layer produces **coconut fiber**, 'coir', which has **numerous uses** and is particularly important in **manufacturing ropes**. The **woody innermost** layer, the **shell**, with its three **prominent 'eyes'**, **surrounds** the **seed**. An important product **obtained** from the shell is **charcoal**, which is **widely** used in various industries as well as in the home as **cooking fuel**. When **broken in half**, the shells are also used as **bowls** in many parts of Asia.

- weigh (t) nặng

- waterproof /'wɔ:təpru:f/ (adj) water-resistant: chống nước

- fibrous /'fɪbrəs/ (adj) consisting of or characterized by fibres: có sợi, có xơ

- fibre (fiber) /'fɪbə/ (c) sợi, thớ, xơ

- fibre (u) chất xơ

- coir /'kɔɪə/ (u) xơ dừa

- rope /rəʊp/ (c) cord: dây thừng

- innermost /'ɪnəməʊst/ (adj) furthest in; closest to the centre: tận trong cùng

- innermost /'ɪnəməʊst/ (adj) deepest, (of

thoughts or feelings) most private and deeply felt: tận trong đáy lòng, thâm tâm

- shell (c) vỏ

- surround (t) bao quanh

- seed (c) hạt

- prominent /'prɒmɪnənt/ (adj) sticking out in a way that is easily seen or noticed: lồi lên, nhô ra

- charcoal /'tʃɑ:kəʊl/ (u) charcoal is burned for cooking food and is also made into sticks that are used for drawing picture: than chì, than củi

- widely (adv) extensively: rộng rãi

- cooking fuel (c) nhiên liệu đun nấu

Inside the shell are the **nutrients (endosperm)** needed by the **developing** seed. Initially, the endosperm is a **sweetish liquid**, **coconut water**, which is enjoyed as a drink but also provides the hormones which encourage other plants to grow more **rapidly** and produce higher **yields**. As the fruit **matures**, the coconut water **gradually solidifies** to form the brilliant white, **fat-rich**, **edible** flesh or meat. **Dried coconut flesh**, 'copra', is made into **coconut oil** and **coconut milk**, which are widely used in cooking in different parts of the world, as well as in **cosmetics**. A **derivative** of

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coconut fat, glycerine, **acquired strategic importance** in a quite different **sphere**, as Alfred Nobel **introduced** the world **to** his nitroglycerine-based invention: **dynamite**.

- nutrient /'nju:triənt/ (c) nutriment, sustenance, nutrition, nourishment: chất dinh dưỡng
- endosperm /'endə(σ)spə:m/ (u) the substance inside a plant seed that surrounds and provides food for the embryo as it develops: nội nhũ
- sweetish /'swi:tɪʃ/ (adj) somewhat sweet: hơi ngọt, ngòn ngọt
- rapidly = quickly = promptly = swiftly (adv) nhanh
- yield /ji:ld/ (c) production, output: an amount produced of an agricultural or industrial product: sản lượng
- yield (c) profit, a financial return: lợi nhuận
- solidify /sə'ldɪfaɪ/ (i/t) harden: make or

- become hard or solid: (làm cho) rắn lại, đông lại, đặc lại
- fat-rich (adj) giàu chất béo
- edible /'edɪb(ə)l/ (adj) safe to eat, eatable, suitable or safe for eating: ăn được
- cosmetics /kɒz'metɪk/ (pl) mỹ phẩm
- derivative /dɪ'rɪvətɪv/ (c) by-product: something which is based on another source: chất dẫn xuất, từ phái sinh
- strategic /strə'ti:dʒɪk/ (adj) strategical: thuộc chiến lược
- sphere (c) area, field, domain: lĩnh vực
- introduce (sb to sth) (t) giới thiệu
- dynamite /'dʌɪnəmaɪt/ (u) a type of explosive: một loại chất nổ

Their **biology** would appear to make coconuts the great **maritime voyagers** and **coastal colonizers** of **the plant world**. The large, **energy-rich** fruits are able to **float** in water and **tolerate salt**, but cannot remain **viable indefinitely**; studies suggest after about 110 days at sea they are no longer able to **germinate**. **Literally cast** onto **desert island shores**, with little more than sand to grow in and **exposed to** the full **glare** of the tropical sun, coconut **seeds** are able to germinate and **root**. The **air pocket** in the seed, created as the endosperm solidifies, protects the **embryo**. In addition, the fibrous fruit wall that helped it to float during the voyage **stores moisture** that can be taken up by the roots of the coconut **seedling** as it starts to grow.

- maritime /'marɪtɪm/ (adj) naval, coastal: thuộc hàng hải, ven biển
- voyager (c) người du hành trên biển
- colonizer /'kɒlənaɪzə/ (c) a plant or animal that establishes itself in an area
- energy-rich (adj) giàu năng lượng
- float /fləʊt/ (i) nổi, trôi
- tolerate /'tɒləreɪt/ (t) endure: to deal with something unpleasant or annoying, or to continue existing despite bad or difficult conditions: chịu, chịu đựng
- viable /'vaɪəb(ə)l/ (adj) (of a plant, animal, or cell) capable of surviving or living successfully, especially under particular environmental conditions: có thể sống được
- indefinitely /ɪn'defɪnətli/ (adv) for an

- unspecified period, for an unlimited or unspecified period of time: vô thời hạn
- germinate /'dʒə:mɪneɪt/ (t) sprout: to (cause a seed to) start growing: nảy mầm
- literally /'lɪt(ə)rəli/ (adv) theo đúng nghĩa đen
- cast (t) ném, quăng
- desert /'dezət/ (adj) arid, dry, barren: khô cằn
- little more/better = not much more /better
- be exposed to sth = be prone to sth: to make it likely that someone will experience something harmful or unpleasant
- glare /gler/ (u) strong and dazzling light: ánh sáng chói
- root (i/t) (cause a plant or cutting to) grow roots: (làm) mọc rễ

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- air pocket (c) a cavity containing air: lỗ hổng không khí
- embryo /'embriəʊ/ (c) of a plant human or

- animal: phôi, phôi thai
- moisture (u) hơi ẩm
- seedling = sapling (c) cây con

There have been centuries of **academic debate** over the **origins** of the coconut. There were no coconut palms in West Africa, the Caribbean or the **east coast** of the Americas before the **voyages** of the European **explorers** Vasco da Gama and Columbus in the late 15th and early 16th centuries. 16th-century trade and human **migration patterns** reveal that Arab traders and European **sailors** are likely to have moved coconuts from South and Southeast Asia to Africa and then across the Atlantic to the east coast of America. But the origin of coconuts discovered along the west coast of America by 16th-century sailors has been the **subject** of centuries of discussion. Two **diametrically opposed** origins have been **proposed**: that they came from Asia, or that they were **native to** America. Both suggestions have problems. In Asia, there is a **large degree of** coconut **diversity** and evidence of **millennia** of **human use** – but there are no relatives growing **in the wild**. In America, there are **close coconut relatives**, but no evidence that coconuts are **indigenous**. These problems have led to the **intriguing** suggestion that coconuts **originated on coral islands** in the Pacific and were **dispersed** from there.

- debate (u) controversy: sự tranh luận
- origin (c) nguồn gốc
- voyage (c) cuộc hải trình
- explorer (c) nhà thám hiểm
- migration pattern (c) khuynh hướng di cư
- sailor = seafarer (c) thủy thủ
- subject (c) đối tượng, chủ đề
- diametrically /,dʌɪə'metrɪkli/ (adv) (with reference to opposition), completely: hoàn toàn
- opposed /ə'pəʊzd/ (adj) opposing, conflicting: trái ngược
- propose /prə'pəʊz/ (t) suggest, put forward: đưa ra
- native to (adj) indigenous, derive from,

- originate in: bắt nguồn từ, có nguồn gốc từ
- millennium (plural: millennia, millenniums) /mɪ'lenɪəm/ (c) nghìn năm
- relative (c) a species related to another by common origin: bà con, họ hàng
- in the wild: trong tự nhiên
- indigenous /ɪn'dɪdʒɪnəs/ (adj) native: bản địa, bản xứ
- intriguing /ɪn'tri:ɡɪŋ/ (adj) fascinating, extremely interesting: rất thú vị
- coral /'kɒr(ə)l/ (u) san hô
- disperse /dɪ'spə:s/ (i/t) scatter: distribute or spread over a wide area: tản ra, giải tán, phân tán

HOW BABY TALK GIVES INFANT BRAINS A BOOST

- baby talk (u) the words that a very young child uses, or the words used by adults
- when they talk to babies: tiếng bi bô hoặc sự nói chuyện với trẻ nhỏ
- give sth a boost = give a boost to sth (phr) làm

- tăng, thúc đẩy, khích lệ
- infant /'ɪnf(ə)nt/ (c) newborn: a very young child or baby: trẻ sơ sinh
- brains (pl) intellect, intelligence, intellectual capacity: trí tuệ

A

The **typical** way of talking to a baby – **high-pitched**, **exaggerated**, and **repetitious** – is a source of **fascination** for **linguists** who hope to understand how ‘baby talk’ **impacts on** learning. Most babies start developing their **hearing** while still in the **womb**, **prompting** some **hopeful** parents to play **classical music** to their **pregnant bellies**. Some research even suggests that **infants** are listening to **adult speech** as early as 10 weeks before being born, **gathering** the basic **building blocks** of their family’s **native tongue**.

- typical (adj) thông thường, điển hình
- high-pitched /ˌhaɪˈpɪtʃt/ (adj) high, high-pitch: cao (âm thanh)
- exaggerated /ɪɡˈzædʒəreɪtɪd/ (adj) overstated, overemphasized: cường điệu, phóng đại quá mức
- repetitious /repiˈtɪʃəs/ (adj) repetitive: lặp đi lặp lại
- fascination (u) sự quyến rũ, sự mê hoặc
- linguist /ˈlɪŋgwɪst/ (c) nhà ngôn ngữ học
- hearing (u) auditory organ: thính giác
- womb /wu:m/ (c) uterus: dạ con, tử cung
- prompt (sb to do sth) /prɒm(p)t/ (t) cause:

- cause someone to take a course of action: làm cho
- belly /'beli/ (c) stomach, gut, abdomen: bụng
- building blocks (pl) something that is necessary for making or developing another thing: nền tảng
- gather (t) to understand or believe something as a result of something that has been said or done: nắm được, hiểu được
- native tongue (c) mother tongue, first language, native language, mother language: tiếng mẹ đẻ

B

Early language exposure seems to have benefits to the brain – for instance, studies suggest that babies **raised** in **bilingual homes** are better at learning how to **mentally prioritize** information. So how does the sweet if the sometimes **absurd sound** of **infant-directed speech** influences a baby’s development? Here are some recent **studies** that **explore** the science behind the baby talk.

- early language exposure (u) sự tiếp xúc ngôn ngữ từ sớm
- raise (t) nurture, bring up, rear: nuôi, nuôi nấng
- bilingual /bɪˈlɪŋgw(ə)l/ (adj) dùng hai thứ

- tiếng, thạo hai thứ tiếng
- prioritize /praɪˈɒrətaɪz/ (t) give priority to sth: ưu tiên
- absurd /əbˈsɜ:d/ (adj) stupid and unreasonable, or silly in a humorous

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way: vô lý, nực cười, ngớ ngẩn, lố bịch
- infant-directed speech (u) the specialized style
of speech that adults and older children use

when talking specifically to infants
- study (c) nghiên cứu
- explore (t) khám phá

C

Fathers don't use baby talk as often or in the same ways as mothers – and that's **perfectly OK**, **according to** a new study. Mark VanDam of Washington State University at Spokane and **colleagues equipped** parents with **recording devices** and **speech-recognition software** to study the way they **interacted** with their youngsters during a normal day. 'We found that moms do exactly what you'd expect and what's been **described** many times over,' VanDam explains. 'But we found that dads aren't doing the same thing. Dads didn't **raise** their **pitch** or **fundamental frequency** when they talked to kids.' Their role may **be rooted in** what is called the **bridge hypothesis**, which **dates back to** 1975. It suggests that fathers use less **familial language** to provide their children with a bridge to the kind of speech they'll hear **in public**. 'The idea is that a kid gets to practice a **certain** kind of speech with mom and another kind of speech with dad, so the kid then has a wider **repertoire** of kinds of speech to practice,' says VanDam.

- perfectly (adv) completely: hoàn toàn
- according to (pre) theo
- colleague = co-worker = fellow-worker (c)
đồng nghiệp
- equip (t) fit: trang bị
- recording device (c) thiết bị thu âm
- speech-recognition software (u) phần mềm
nhận diện giọng nói
- interact (with) (i) tương tác
- pitch /pɪtʃ/ (u) the degree of highness or
lowness of a tone: độ cao (âm)
- fundamental frequency (u) (vật lý) tần số cơ

bản
- be rooted in (phr) derive from, have as an
origin or cause; having developed from
something: bắt nguồn từ
- hypothesis (c) (plr: hypotheses) giả thuyết
- date back to: tồn tại từ
- familial /fə'mɪliəl/ (adj) thuộc gia đình
- certain (adj) nào đó
- repertoire /'repətʃwɑ:r/ (c) stock, collection: a
stock of plays, dances, or items that a company
or a performer knows or is prepared to perform:
kho (tiết mục)

D

Scientists from the University of Washington and the University of Connecticut **collected** thousands of 30-second **conversations** between parents and their babies, **fitting** 26 children **with audio-recording vests** that **captured** language and sound during **a typical eight-hour day**. The study found that the more baby talk parents used, the more their **youngsters** began to **babble**. And when researchers saw the same babies at age two, they found that **frequent baby talk** had **dramatically boosted** vocabulary, **regardless of socioeconomic status**. 'Those children who listened to a lot of baby talk were talking more than the babies that listened to more **adult talk** or **standard speech**,' says Nairán Ramirez-Esparza of the University of Connecticut. 'We also found that it really **matters** whether you use baby talk in a **one-on-one context**,' she adds. 'The more parents use baby talk **one-on-one**, the

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more babies babble, and the more they babble, the more words they produce **later in life.**'

- scientist (c) nhà khoa học
- collect = gather = amass = assemble (t) thu thập
- conversation (c) cuộc trò chuyện
- fit (t) equip: trang bị
- vest /vest/ (c) undershirt: a sleeveless piece of clothing with buttons down the front that is worn over a shirt and under a suit jacket: áo lót, áo gi lê
- capture (t) record accurately in words or

- pictures: ghi được, chụp được
- youngster (c) người trẻ, đứa trẻ
- babble /'bæb.əl/ (i/t) to talk or say something in a quick, confused, excited, or silly way: nói lể bể
- dramatically (adv) greatly and suddenly
- regardless of (phr) irrespective of: bất chấp
- socioeconomic /,səʊʃiəʊ:kə'nɒmɪk/ (adj) thuộc kinh tế xã hội
- one-on-one (adj) (adv) một một

E

Another study suggests that parents might want to **pair** their youngsters **up** so they can babble more with their own kind. Researchers from McGill University and Université du Québec à Montréal found that babies seem to like listening to each other **rather than** to adults – which may be why baby talk is such a **universal tool** among parents. They played repeating **vowel** sounds made by a special **synthesizing device** that **mimicked** sounds made by either an adult woman or another baby. **This way**, only the impact of the **auditory cues** was observed. The team then **measured** how long each type of sound **held** the infants' **attention**. They found that the 'infant' sounds held babies' attention nearly 40 percent longer. The baby noises also **induced** more **reactions** in the **listening infants**, like smiling or **lip moving**, which **approximates sound making**. The team **theorizes** that this **attraction** to other infant sounds could help **launch** the **learning process** that leads to speech. 'It may be some **property** of the sound that is just **drawing** their **attention**,' says **study co-author** Linda Polka. 'Or maybe they are really interested in that particular type of sound because they are starting to focus on their own ability to make sounds. We are **speculating** here but it might **catch** their **attention** because they **recognize** it as a sound they could possibly make.'

- pair up (i/t) ghép cặp, bắt cặp
- rather than (phr) thay vì
- universal (adj) general, common, ubiquitous: chung, phổ biến
- vowel (c) nguyên âm
- synthesize /'sɪnθəsaɪz/ (t) (hóa học) tổng hợp
- mimic /'mɪmɪk/ (t) imitate, duplicate, replicate, simulate: bắt chước, nhại, mô phỏng
- this way = that way (adv) bằng cách này
- auditory /'ɔ:di(ə)ri/ (adj) relating to the sense of hearing: thuộc thính giác
- auditory cue (c) a sound signal

- measure (t) đo
- induce /ɪn'dju:s/ (t) cause, bring out, give rise to: tạo ra, mang lại
- induce (t) persuade, convince: thuyết phục
- approximate /ə'prɒksɪ.meɪt/ (i/t) to be almost the same as: gần giống
- theorize /'θɪəraɪz/ (t) hypothesize: form a theory or theories about something: tạo ra lý thuyết về/rằng
- property /'prɒpəti/ (c) attribute, quality, characteristic, trait, quality: đặc điểm, đặc tính, thuộc tính

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- speculate (i/t) guess: đoán
- grab/draw/catch sb's attention (phr) thu hút

- sự chú ý
- hold sb's attention (phr) giữ sự chú ý

F

In a study published in **Proceedings** of the National **Academy of Sciences**, a **total of 57 babies** from two **slightly** different **age groups** – seven months and eleven and a half months – were played **a number of syllables** from both their **native language** (English) and **a non-native tongue** (Spanish). The infants were placed in a **brain-activation scanner** that recorded activity in a **brain region** known to **guide** the **motor movements** that **produce speech**. The results suggest that listening to baby talk **prompts** infant brains **to** start practicing their **language skills**. 'Finding activation in **motor areas** the baby brain **is engaged in** trying to talk back right **from the start** and suggests that **seven-month-olds'** brains are already trying to **figure out** how to make the right movements that will produce words,' says co-author Patricia Kuhl. Another interesting **finding** was that while the seven-month-olds **responded** to all **speech sounds** regardless of language, the brains of the older infants worked harder at the motor activations of **non-native sounds compared to native sounds**. The study may have also **uncovered** a process by which babies recognize differences between their native language and other **tongues**.

- proceedings (pl) a series of events that happen in a planned and controlled way
- the Academy of Sciences (n) viện khoa học
- slightly (adv) rather, somewhat: hơi
- syllable /'sɪləb(ə)/ (c) âm tiết
- activation /aktɪ'veɪʃ(ə)n/ (u) the action or process of making something active or operative: sự làm hoạt động
- motor /'məʊtə/ (adj) (physiology) relating to muscular movement or the nerves activating it: thuộc cử động, vận động

- be engaged in = engage in: tham gia vào
- figure out (t) work out: to understand someone or something, or to find the answer to something by thinking: tìm ra, nghĩ ra, hiểu ra
- finding (c) discovery: điều phát hiện
- respond (to) /rɪ'spɒnd/ (i) reply to: say or do something in reply: trả lời, đáp lại
- compared to (phr) compared with, in comparison with: so với
- uncover /ʌn'kʌvə/ (t) detect, discover: phát hiện ra, khám phá ra

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WHATEVER HAPPENED TO THE HARAPPAN CIVILISATION?

New research sheds light on the disappearance of an ancient society

- civilisation (c/u) văn minh, nền văn minh
- shed/throw/cast light on (phr) explain, elucidate: help to explain (something) by providing further information about it: làm sáng tỏ

A

The Harappan **Civilisation** of **ancient** Pakistan and India **flourished** 5,000 years ago, but a thousand years later their cities were **abandoned**. The Harappan Civilisation was a **sophisticated Bronze Age** society who built **'megacities'** and traded internationally in **luxury craft products**, and yet seemed to have left almost no **depictions** of themselves. But their lack of **self-imagery** – at a time when the **Egyptians** were **carving** and painting **representations** of themselves all over their **temples** – is only part of the **mystery**.

- ancient /'eɪnʃ(ə)nt/ (adj) cổ, xưa
- flourish /'flaʊrɪʃ/ (i) prosper, thrive: phát đạt, thịnh vượng
- abandon (t) desert: bỏ, bỏ hoang
- sophisticated (adj) tinh vi
- the Bronze Age (n) thời kỳ đồ đồng
- craft product (c) đồ thủ công
- depiction /dɪ'pɪkʃn/ (c/u) representation, portrayal: sự tả
- imagery /'ɪm.ɪ.dʒər.i/ (u) the use of words or pictures in books, films, paintings, etc. to describe ideas or situations: hình tượng
- Egyptian /ɪ'dʒɪptj(ə)n/ (adj) người Ai cập
- carve /kɑ:v/ (t) cut (a hard material) in order to produce an object, design, or inscription: tạc, chạm, khắc
- representation /,reprɪzen'teɪʃ(ə)n/ (c) illustration: a picture, model, or other depiction of someone or something.
- temple (c) a building devoted to the worship of a god or gods: đền, điện, miếu, thánh đường
- mystery /'mɪst(ə)ri/ (c) something that is difficult or impossible to understand or explain: điều huyền bí, sự huyền bí

B

'There is plenty of **archaeological evidence** to tell us about the rise of the Harappan Civilisation, but **relatively** little about its fall,' explains **archaeologist** Dr. Cameron Petrie of the University of Cambridge. 'As populations increased, cities were built that had great **baths, craft workshops, palaces** and halls **laid out** in **distinct** sectors. Houses were arranged in **blocks**, with wide main streets and narrow **alleyways**, and many had their own wells and **drainage systems**. It was very much a **"thriving"** civilization.' Then around 2100 BC, a **transformation** began. Streets went **uncleaned**, buildings started to be abandoned, and **ritual structures fell out of use**. After their final **demise**, a **millennium** passed before really **large-scale** cities appeared once more in South Asia.

- archaeological (US: archeological) /,ɑ:kɪə'lɒdʒɪk(ə)l/ (adj) relating to archaeology: thuộc khảo cổ học
- archaeologist (c) nhà khảo cổ học

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- evidence (u) proof: bằng chứng
- relatively (adv) comparatively: tương đối
- baths (pl) a building containing a public swimming pool or washing facilities.
- workshop /'wə:kʃɒp/ (c) factory, plant, works: a room or building in which goods are manufactured or repaired: công xưởng
- palace (c) lâu đài, cung điện
- lay sth out (t) arrange: to arrange in a pattern or design; to plan sth by showing how its parts fit together: sắp xếp, sắp đặt
- distinct (adj) clearly different: khác biệt
- block (c) khối
- alleyway /'ælɪweɪ/ (c) alley: a narrow road or path between buildings: con hẻm
- drainage system (c) hệ thống thoát nước

- thriving /'θraɪvɪŋ/ (adj) flourishing, prosperous: thịnh vượng, phát đạt
- transformation /,trænsfə'meɪʃ(ə)n/ (c) change, alteration, variation: a marked change in form, nature, or appearance: sự biến đổi
- uncleaned (adj) not cleaned, dirty, unclean: bẩn
- ritual /'rɪtʃʊəl/ (adj) relating to or done as a religious or solemn rite: thuộc nghi lễ
- rite (c) ceremony: nghi lễ tôn giáo
- structure (c) building, construction: công trình
- fall out of use = to be used no longer
- demise /dɪ'mɪz/ (c) end, disintegration, fall: the end or failure of an enterprise or institution: sự chấm dứt, sự tan rã, sự sụp đổ
- millennium (c) (pl: millennia) ngàn năm
- large-scale (adj) quy mô lớn

C

Some have claimed that major **glacier-fed rivers** changed their **course**, **dramatically affecting** the **water supply** and agriculture; or that the cities could not cope with an increasing population, they **exhausted** their resource base, **the trading economy broke down** or they **succumbed to invasion** and **conflict**; and yet others that **climate change** caused an **environmental change** that affected **food and water provision**. 'It is unlikely that there was a single cause for the **decline** of civilization. But the fact is, until now, we have had little **solid evidence** from the area for most of the **key elements**,' said Petrie. 'A lot of the **archaeological debate** has really only been **well-argued speculation**.'

- course (c) dòng chảy
- cope (with) (i) to deal successfully with a difficult situation: đương đầu
- water supply (c) nguồn cung cấp nước, sự cung cấp nước
- exhaust /ɛg'zɔ:st/ (t) deplete, use up: use up (resources or reserves) completely: dùng cạn kiệt
- break down (i) collapse: (of a relationship, agreement, or process) cease to continue: sụp đổ, hỏng, tan vỡ
- succumb (to sth) /sə'kʌm/ (i) surrender: to lose the determination to oppose or resist something: chịu thua

- invasion /ɪn'veɪz(ə)n/ (c/u) sự xâm lược, cuộc xâm lược, sự xâm phạm
- conflict /'kɒnflɪkt/ (c/u) a serious disagreement or argument, typically a protracted one: sự xung đột, cuộc xung đột
- climate change (u) sự biến đổi khí hậu
- provision (u) sự cung cấp
- solid evidence (u) chứng cứ vững chắc
- key element (c) yếu tố chủ chốt
- well-argued /,wel'ɑ:gju:d/ (adj) having been reasoned, proposed, or debated convincingly: một cách hợp lý, có sức thuyết phục
- speculation /,spekjʊ'leɪʃn/ (c/u) guess, conjecture: sự phỏng đoán, lời phỏng đoán

D

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A research team led by Petrie, together with Dr. Ravindanath Singh of Banaras Hindu University in India, found early in their **investigations** that many of the **archaeological sites** were not where they were **supposed** to be, completely **altering** understanding of the way that this region was **inhabited** in the past. When they **carried out** a survey of how the larger area was **settled in relation to** sources of water, they found **inaccuracies** in the published **geographic locations** of ancient **settlements ranging from** several hundred meters to many kilometers. They realized that any **attempts** to use the **existing** data were likely to be **fundamentally flawed**. **Over the course of** several seasons of **fieldwork**, they carried out new surveys, finding an **astonishing** 198 **settlement sites** that were **previously** unknown.

- investigation (c) cuộc điều tra, nghiên cứu
- archaeological site (c) địa điểm khảo cổ
- be supposed to: to have to; to have a duty or a responsibility to
- alter /'ɔ:lteɪ/ (i/t) change: thay đổi
- inhabit /ɪn'hæbɪt/ (t) populate, settle: (of a person, animal, or group) live in or occupy (a place or environment): đến sống
- settle /'set(ə)l/ (t) inhabit, populate: move with a group of others to live in a new country or area: đến ở, đến sống
- carry out = conduct (t) tiến hành
- in relation to (phr) regarding, concerning, with respect to, with regard to: về
- in relation to (phr) compared to: so với
- inaccuracy /ɪn'ækjʊərəsi/ (c/u) error, mistake, flaw, defect: sai sót, sự sai sót
- geographic location (c) vị trí địa lý
- settlement /'set(ə)lm(ə)nt/ (c) a place,

- typically one which has previously been uninhabited, where people establish a community: nơi định cư
- range (from...to) (i) fluctuate, vary: dao động
- attempt = endeavour (c) nỗ lực
- existing (adj) current: hiện tại, hiện hành
- flawed /flɔ:d/ (adj) not perfect, or containing mistakes: có thiếu sót
- fundamentally /fʌndə'mentəli/ (adv) basically, essentially: về cơ bản
- in/over the course of (phr) in the space of, during: trong khoảng thời gian, trong quá trình
- fieldwork /'fi:ldwɜ:k/ (u) practical work conducted by a researcher in the natural environment, rather than in a laboratory or office: việc thực địa, việc ngoài hiện trường
- astonishing (adj) very surprising: gây ngạc nhiên, khó tin
- previously (adv) trước đây

E

Now, research published by Dr. Yama Dixit and Professor David Hodell, both from Cambridge's **Department** of Earth Sciences, has provided the first **definitive evidence** for climate change affecting the **plains of north-western** India, where hundreds of Harappan sites are known to have been **situated**. The researchers gathered **shells** of *Melanoides tuberculata* **snails** from the **sediments** of an ancient lake and used **geochemical analysis** as a means of **tracing** the **climate history** of the region. 'Like today, the major source of water into the lake is likely to have been the **summer monsoon**,' says Dixit. 'But we have **observed** that there was an **abrupt change** about 4,100 years ago when the amount of **evaporation** from the lake **exceeded** the **rainfall** – **indicative** of a **drought**.' Hodell adds: 'We **estimate** that the

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weakening of the Indian **summer monsoon climate** lasted about 200 years before **recovering to the previous conditions**, which we still see today.'

- department (c) ban, khoa, bộ
- definitive /di'fɪnɪtɪv/ (adj) conclusive: firm, final, and complete; not to be questioned or changed: dứt khoát, xác chứng
- plain (also plains) /pleɪn/ (c) flatland, grassland: a large area of flat land with few trees: vùng đất bằng phẳng (bình nguyên)
- situate = locate (t) đặt ở vị trí
- shell /ʃel/ (c) vỏ
- snail /sneɪl/ (c) ốc sên
- sediment /'sedɪm(ə)nt/ (c/u) residue, remains, dregs: matter that settles to the bottom of a liquid: cặn, bã
- geochemical /,dʒi:əʃ'kɛmɪk(ə)l/ (adj) relating to the chemical composition of the earth and its rocks and minerals: thuộc địa hóa học
- trace /treɪs/ (t) find by investigation to find someone or something that was lost, or to find the origin of something: tìm, tìm

- nguồn gốc
- monsoon /mɒn'su:n/ (c) gió mùa, mùa mưa (April to October)
- observe (t) theo dõi
- abrupt /ə'brʌpt/ (adj) sudden and unexpected: đột ngột, bất ngờ
- evaporation /ɪ,vapə'reɪʃ(ə)n/ (u) the process of turning from liquid into vapour: sự bay hơi, sự bốc hơi
- exceed (t) surpass: vượt quá, lớn hơn
- rainfall (u) precipitation: lượng mưa
- indicative (of) /ɪn'dɪkətɪv/ (adj) symptomatic: serving as a sign or indication of something: biểu thị, cho thấy
- drought (c/u) hạn hán
- estimate (t) ước lượng
- weaken (i/t) undermine: make or become weaker in power, resolve, or physical strength: (làm) suy yếu
- recover (from/after/to) (i/t) recuperate, return: return to a normal state of health, mind, or strength: hồi phục lại, trở lại, lấy lại

F

It has long been thought that other great Bronze Age civilizations also declined at a similar time, with a global-scale **climate event** being seen as the cause. While it is possible that these **local-scale** processes were linked, the real archaeological interest **lies in** understanding the impact of these larger-scale events on different environments and different populations. '**Considering** the vast area of the Harappan Civilisation with its **variable weather systems**,' explains Singh, 'it is **essential** that we obtain more **climate data** from areas close to the two great cities at Mohenjodaro and Harappa and also from the Indian Punjab.'

- lie in (doing) sth (i) to exist or be found in something: nằm ở
- variable /'vɛrɪəb(ə)l/ (adj) changeable: not consistent or having a fixed pattern; liable to change: hay thay đổi, thay đổi
- weather system (c) weather systems are simply the movement of warm and cold air

- across the globe.
- essential /ɪ'senʃ(ə)l/ (adj) crucial, vital, indispensable: absolutely necessary; extremely important: vô cùng quan trọng, thiết yếu
- considering /kən'sɪd(ə)rɪŋ/ (pre) given: xét
- close (to) (adj)(adv) near: gần

G

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Petrie and Singh's team is now **examining archaeological records** and trying to understand details of how people led their lives in the region five millennia ago. They are analyzing **grains cultivated** at the time, and trying to **work out** whether they were grown **under extreme conditions of water stress**, and whether they were **adjusting the combinations of crops** they were growing for different weather systems. They are also looking at whether the types of **pottery** used, and other aspects of their **material culture** were **distinctive** to specific regions or were more similar across larger areas. This **gives us insight into** the types of **interactive networks** that the population was **involved in**, and whether those changed.

- examine (t) xem xét, nghiên cứu
- record (c) hồ sơ, tư liệu
- grain /greɪn/ (u/c) a seed or seeds from a plant, especially a plant like a grass such as rice or wheat: hạt, ngũ cốc (thóc, lúa)
- cultivate (t) canh tác
- work out (t) to discover an answer, develop an idea: tìm ra
- water stress (u) water shortage, water scarcity: tình trạng thiếu nước
- adjust (t) tailor: điều chỉnh
- crop (c) cây trồng

- pottery /'pɒt(ə)ri/ (u) ceramics, ceramic objects: pots, dishes, and other articles made of fired clay: đồ gốm
- material culture (n) văn hóa vật thể
- distinctive /dɪ'stɪŋ(k)tɪv/ (adj) specific, particular: something that is distinctive is easy to recognize because it is different from other things: đặc biệt khác biệt, riêng biệt
- insight (c/u) sự hiểu biết sâu sắc
- be involved in sth = be engaged in: interested in or taking part in an activity or event

H

Petrie believes that **archaeologists are in a unique position to** investigate how past societies **responded to environmental and climatic change**. 'By investigating responses to **environmental pressures and threats**, we can learn from the past to **engage with the public**, and the relevant **governmental and administrative bodies**, to be more **proactive** in issues such as the management and **administration** of water supply, **the balance of urban and rural development**, and the importance of **preserving cultural heritage** in the future.'

- archaeologist (US: archeologist) /,ɑ:kɪ'ɒlədʒɪst/ (c) nhà khảo cổ học
- unique (adj) độc nhất
- respond (to) (i) react, reply: phản ứng, đáp lại
- climatic /klaɪ'mætɪk/ (adj) relating to climate: thuộc khí hậu
- engage with (i) establish a meaningful contact or connection with: hình thành mối liên hệ với
- the public = the general public (n) quần chúng
- administrative body /əd'mɪnɪstrətɪv/ (c) cơ quan hành chính, cơ quan quản lý
- proactive (compare: reactive) /prəʊ'aktɪv/ (adj) intending or intended to produce a

- good result or avoid a problem, rather than waiting until there is a problem: chủ động
- administration (u) management: sự quản trị, quản lý
- balance (u) equilibrium: sự cân bằng
- urban (adj) city: thành thị
- rural (adj) country: nông thôn
- preserve (t) conserve: giữ gìn, bảo tồn
- heritage /'herɪtɪdʒ/ (u) valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations: di sản

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CUTTY SARK: THE FASTEST SAILING SHIP OF ALL TIME

- sailing ship (c) a ship driven by sails: tàu buồm

The nineteenth century was a period of **great technological development** in Britain, and for **shipping**, the major changes were from **wind to steam power**, and from wood to iron and steel.

- shipping (u) ships as a group, or the business of transporting things: tàu bè, hoạt động vận chuyển bằng tàu

- steam (u) hơi nước

The fastest **commercial sailing vessels** of all time were **clippers**, three-masted ships built to **transport goods** around the world, although some also took **passengers**. From the 1840s until 1869, when the Suez Canal opened and **steam propulsion** was replacing **sail**, clippers **dominated world trade**. Although many were built, only one has **survived more or less intact**: Cutty Sark, now **on display** in Greenwich, southeast London.

- vessel /'ves(ə)l/ (c) a ship or large boat: tàu

- clipper /'klɪpə/ (c) a very fast type of sailing ship that was used especially in the 1800s: tàu buồm nhanh

- transport (t) vận chuyển

- goods (pl) hàng hóa

- passenger (c) hành khách

- canal /kə'nal/ (c) channel, waterway: kênh đào

- propulsion /prə'pʌlʃ(ə)n/ (u)

a force that pushes something forward: sự đẩy

tới

- steam propulsion (u) lực đẩy bằng hơi nước (động cơ hơi nước)

- sail (c) buồm

- dominate (t) át, trội, chi phối, thống trị

- world trade (u) mậu dịch thế giới

- more or less (adv) almost, pretty much, virtually: hầu như

- intact /ɪn'takt/ (adj) not damaged or impaired in any way; complete: còn nguyên vẹn

- on display: được trưng bày

Cutty Sark's **unusual** name comes from the poem Tam O'Shanter by the **Scottish poet** Robert Burns. Tam, a farmer, is **chased** by a **witch** called Nannie, who is wearing a 'cutty sark' – an old Scottish name for a short **nightdress**. The witch is **depicted** in Cutty Sark's **figurehead** – the **carving** of a woman **typically** at the front of old sailing ships. **In legend**, and in Burns's **poem**, witches cannot cross water, so this was a rather **strange** choice of name for a ship.

- unusual (adj) peculiar, bizarre: lạ, khác thường

- Scottish (adj) thuộc Scotland

- poet (c) nhà thơ

- chase (t) đuổi

- witch (c) phù thủy

- nightdress (c) nightgown, nightie:

a comfortable piece of clothing like

a loose dress worn by a woman or a girl in bed:

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đầm ngủ

- depict (t) tả, mô tả, vẽ
- figurehead /'fɪgəhed/ (c) a carving, typically a bust or a full-length figure, set at the front of an old-fashioned sailing ship: tượng khắc bán thân ở full của phụ nữ (ở đầu tàu)

- carving /'kɑ:vɪŋ/ (c) sculpture: an object or design carved from a hard material as an artistic work: vật chạm, chữ khắc
- legend (c/u) myth: truyền thuyết, huyền thoại
- poem (c) bài thơ

Cutty Sark was built in Dumbarton, Scotland, in 1869, for a **shipping company owned** by John Willis. To **carry out construction**, Willis chose a new **shipbuilding firm**, Scott & Linton, and **ensured** that the contract with them **put him in a very strong position**. **In the end**, the firm **was forced out of business**, and the ship was finished by a **competitor**.

- own (t) possess: sở hữu
- carry out (t) conduct, perform: tiến hành, thực hiện
- construction (u) sự xây dựng
- shipbuilding (u) the design and construction of

- ships: ngành đóng tàu
- be forced out of business: bị phá sản
- in the end (phr) finally, eventually, ultimately: cuối cùng
- competitor (c) rival: đối thủ

Willis's company was **active in the tea trade** between China and Britain, where speed could bring **shipowners** both profits and **prestige**, so Cutty Sark was designed to make the journey more quickly than any other ship. On her **maiden** voyage, in 1870, she set sail from London, carrying large amounts of **goods** to China. She returned **laden with** tea, making the journey back to London in four months. However, Cutty Sark never **lived up to** the high **expectations** of her owner, as a result of **bad winds** and various **misfortunes**. On one occasion, in 1872, the ship and a **rival** clipper, Thermopylae, left **port** in China on the same day. Crossing the Indian Ocean, Cutty Sark **gained a lead of** over 400 miles, but then her **rudder** was **severely** damaged in **stormy seas**, making her impossible to **steer**. The ship's **crew** had the **daunting task** of **repairing** the rudder at sea, and only succeeded **at the second attempt**. Cutty Sark reached London a week after Thermopylae.

- active (in sth) (adj) operative: hoạt động (ngành nghề, lĩnh vực)
- trade (c) a particular business or industry: ngành
- shipowner (c) chủ tàu
- prestige /pre'sti:(d)ɜ/ (u) status: widespread respect and admiration felt for someone or something on the basis of a perception of their achievements or quality: uy tín, thanh thế
- maiden /'meɪd(ə)n/ (adj) first, initial, introductory, inaugural: mở đầu, đầu tiên, khai màn
- set sail (phr) leave harbour/port/dock: khởi

- hành, nhổ neo
- laden (with sth) /'leɪd(ə)n/ (adj) heavily loaded or weighed down: chất đầy, nặng trĩu
- live up to sb's expectations: đáp ứng được mong đợi của ai đó
- as a result of (pre) because of: là kết quả của, là do
- misfortune /mɪs'fɔ:tʃu:n/ (c/u) adversity: an unfortunate condition or event: điều không may, sự bất hạnh
- rival /'rɪv(ə)l/ (c) competitor, opponent: đối thủ
- the Indian Ocean (n) Ấn Độ dương

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- rudder /'rʌdə/ (c) bánh lái (tàu thủy, máy bay)
- severely (adv) seriously, grievously: nghiêm trọng
- stormy /'stɔ:mi/ (adj) có bão gió
- steer /stɪr/ (i/t) to control the direction of a vehicle: lái
- crew (c) thủy thủ đoàn, phi hành đoàn
- daunting /'dɔ:ntɪŋ/ (adj) intimidating: making

- you feel slightly frightened or worried about your ability to achieve something: khó khăn, thách thức, làm sợ hãi, làm nản lòng
- task (c) undertaking: nhiệm vụ
- repair (t) fix: sửa chữa
- attempt (c) endeavour: nỗ lực

Steam ships posed a growing threat to clippers, as their speed and **cargo capacity** increased. In addition, the opening of the Suez Canal in 1869, the same year that Cutty Sark was **launched**, had a serious impact. While steam ships could **make use of** the quick, direct **route** between **the Mediterranean** and the Red Sea, the **canal** was **of no use to** sailing ships, which needed the much stronger winds of the oceans, and so had to sail a far greater distance. Steam ships **reduced** the **journey time** between Britain and China by **approximately** two months.

- pose a threat to = threaten: đe dọa
- cargo /'kɑ:gəʊ/ (c/u) goods carried on a ship, aircraft, or motor vehicle: hàng hóa được vận chuyển
- capacity (c/u) sức chứa
- launch (t) hạ thủy
- make use of (v) use, utilize, employ, avail oneself of: sử dụng

- route (c) tuyến đường
- The Mediterranean (n) Địa trung hải
- canal (c) channel: kênh
- reduce = diminish (t) làm giảm
- be of no use (phr) not usable: không thể sử dụng
- approximately (adv) roughly: xấp xỉ

By 1878, **tea traders** weren't interested in Cutty Sark, and instead, she **took on** the much less **prestigious** work of carrying any cargo between any two **ports** in the world. In 1880, violence **aboard** the ship **led ultimately to** the **replacement** of the captain with an **incompetent drunkard** who stole the crew's wages. He **was suspended from service**, and a new captain **appointed**. This **marked a turnaround** and the beginning of the most successful period in Cutty Sark's **working life**, transporting **wool** from Australia to Britain. One such journey took just under 12 weeks, **beating** every other ship sailing that year by around a month.

- take on (phrasal verb) undertake: to accept some work or responsibility: đảm nhiệm
- prestigious /pre'stɪdʒəs/ (adj) có uy thế, có thanh thế
- port (c) harbour, dock: cảng
- abroad (pre) in or on (a ship, bus, train, or plane)
- ultimately (adv) eventually: cuối cùng
- incompetent (adj) inept, not proficient: not

- having or showing the necessary skills to do something successfully: không giỏi, không thạo
- drunkard /'drʌŋkəd/ (c) a person who is habitually drunk: kẻ nát rượu
- suspend /sə'spend/ (t) officially prohibit (someone) from holding their usual post or carrying out their usual role for a particular length of time: đình chỉ
- appoint = nominate (t) chỉ định
- turnaround (c) turning point: a sudden and

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complete change or reversal of policy, opinion, or of a situation: bước ngoặt
- working life (c) the part of a person's life when they do a job or are at work

- transport (t) convey, carry: vận chuyển
- wool (u) len
- sail (i) go by water/sea, travel in a ship or boat using sails or engine power: đi biển (tàu thuyền)

The ship's next captain, Richard Woodget, was an excellent **navigator**, who **got the best out of** both his ship and his crew. As a sailing ship, Cutty Sark depended on the strong **trade winds of the southern hemisphere**, and Woodget took her further south than any previous captain, bringing her dangerously close to **icebergs off the southern tip** of South America. His **gamble paid off, though**, and the ship was the fastest vessel in the wool trade for ten years.

- navigator (c) sailor: a person who navigates a ship, aircraft, etc: nhà hàng hải
- trade wind (c) gió mậu dịch
- hemisphere (c) a half of a sphere: bán cầu
- iceberg /'ɪsbɜːg/ (c) a large floating mass of ice detached from a glacier or ice sheet and carried out to sea: núi băng trôi

- gamble /'gamb(ə)l/ (c) risk: a risk that might result in loss of money or failure: canh bạc, sự liều
- pay off (phr verb) succeed: (of a course of action) yield good results; succeed: thành công
- though (adv) tuy nhiên, tuy vậy

As **competition** from steam ships increased in the 1890s, and Cutty Sark **approached** the end of her **life expectancy**, she became less **profitable**. She was sold to a **Portuguese** firm, which **renamed** her Ferreira. For the next 25 years, she again carried **miscellaneous** cargoes around the world.

- competition = rivalry (u) sự cạnh tranh
- approach (t) đến gần, tiếp cận
- life expectancy (c/u) lifespan: tuổi thọ trung bình
- miscellaneous /,mɪs.əl'ɪr.ni.əs/ (adj) various, different: nhiều loại

(khác nhau)
- Portuguese (adj) thuộc Bồ Đào Nha
- firm (c) company, enterprise: công ty, hãng
- profitable (adj) lucrative, money-making: tạo ra lợi nhuận

Badly damaged in a **gale** in 1922, she was put into Falmouth **harbor** in southwest England, for **repairs**. Wilfred Dowman, a **retired** sea captain who owned a **training vessel**, recognised her and tried to buy her, but without success. She returned to Portugal and was sold to another Portuguese company. Dowman was **determined**, however, and **offered a high price**: this was accepted, and the ship returned to Falmouth the following year and had her **original** name **restored**.

- gale /geɪl/ (c) hurricane, typhoon: a very strong wind, or a storm at sea: bão, gió
- harbour /'hɑːbə/ (c) port, dock: cảng, bến tàu
- repair (c) sửa chữa

- retired (adj) đã nghỉ hưu
- determined (adj) persistent: quyết tâm
- original = initial (adj) lúc đầu
- restore (t) khôi phục, phục hồi

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Dowman used Cutty Sark as a training ship, and she continued in this **role** after his death. When she was **no longer required**, in 1954, she was **transferred** to dry dock at Greenwich to **go on public display**. The ship **suffered from** fire in 2007, and again, less seriously, in 2014, but now Cutty Sark attracts **a quarter of** a million visitors a year.

- role (c) vai trò

- no longer = not anymore

- required (adj) necessary, compulsory, desired:
cần thiết, bắt buộc, cần

- transfer /trans'fə:/ (i/t) move, relocate: move
from one place to another: chuyển, di chuyển

- quarter (c) một phần tư

SAVING THE SOIL

More than a third of the Earth's top **layer** is **at risk**. Is there hope for our planet's most **precious** resource?

- layer (c) lớp
- soil (u) earth : đất
- at risk = in danger: exposed to harm or danger: gặp nguy hiểm

- precious /'preʃəs/ (adj) valuable, of great value: quý giá

A

More than a third of the world's soil is **endangered**, according to a recent UN report. If we don't slow the decline, all **farmable** soil could be **gone** in 60 years. Since soil **grows** 95% of our food and **sustains human life** in other more **surprising** ways, that is a huge problem.

- endangered (adj) at risk, in peril, (of a species) seriously at risk of extinction: bị đe dọa, bị gây nguy hiểm, có nguy cơ tuyệt chủng
- slow (t) decelerate: reduce one's speed or the speed of a vehicle or process: làm chậm lại, hãm lại

- farmable (adj) có thể canh tác, có thể trồng trọt
- gone (adj) nonexistent, lost, no longer present: mất đi
- sustain /sə'steɪn/ (t) duy trì (sự sống..), nuôi sống

B

Peter Groffman, from the Cary **Institute of Ecosystem Studies** in New York, **points out that soil scientists** have been warning about the **degradation** of the world's soil for decades. At the same time, our understanding of its importance to humans has grown. A single gram of **healthy soil** might contain 100 million **bacteria**, as well as other **microorganisms** such as viruses and **fungi**, living **amid decomposing plants** and various **minerals**.

That means soils do not just grow our food, but are the source of nearly all our **existing antibiotics**, and could be our best hope in the **fight against antibiotic-resistant bacteria**. Soil is also **an ally against climate change**: as microorganisms within soil **digest dead** animals and plants, they lock in their **carbon content**, holding three times the amount of carbon as does the entire atmosphere. Soils also **store water**, **preventing flood damage**: in the UK, damage to buildings, roads, and bridges from floods caused by soil degradation costs £233 million every year.

- institute (c) institution: viện
- ecosystem studies (pl) khoa học sinh thái
- point out that: chỉ ra rằng

- degradation /,degrə'deɪʃ(ə)n/ (u) deterioration, degeneration: the process in

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which the beauty or quality of something is destroyed or spoiled: sự suy thoái, sự mất chất

- microorganism /ˌmaɪkrəʊˈɔːg(ə)nɪz(ə)m/ (c) vi sinh vật
- fungus /'fʌŋɡəs/ (c) (pl: fungi=funguses), including moulds, yeast, mushrooms, and toadstools: nấm
- amid (amidst) /ə'mɪd/ (pre) among: surrounded by; in the middle of: giữa
- decompose /di:kəm'pəʊz/ (i/t) decay: phân hủy
- decomposing /,di:kəm'pəʊzɪŋ/ (adj) decaying: đang phân hủy

- mineral /'mɪn(ə)r(ə)l/ (c) a solid, naturally occurring inorganic substance: chất khoáng
- antibiotic /,antɪbaɪ'ɒtɪk/ (c) a medicine (such as penicillin or its derivatives) that inhibits the growth of or destroys microorganisms: thuốc kháng sinh
- antibiotic-resistant (adj) kháng thuốc kháng sinh
- bacterium (c) (pl: bacteria) vi khuẩn
- digest (t) tiêu hóa
- ally /'aɪli/ (c) đồng minh (người, quốc gia)
- content (s) amount, quantity: the amount of a particular constituent occurring in a substance: lượng, hàm lượng

C

If the soil loses its ability to **perform** these **functions**, the **human race** could be in **big trouble**. The danger is not that the soil will **disappear** completely, but that the **microorganisms** that give it its special **properties** will be **lost**. And once this has happened, it may take the soil thousands of years to **recover**.

Agriculture is **by far** the biggest problem. **In the wild**, when plants grow they remove **nutrients** from the soil, but then when the plants die and **decay** these nutrients are returned directly to the soil. Humans tend not to return **unused** parts of **harvested crops** directly to the soil to **enrich** it, meaning that the soil gradually becomes less **fertile**. In the past, we developed strategies to **get around** the problem, such as regularly varying the types of crops grown, or leaving fields **uncultivated** for a season.

- perform (t) thực hiện
- function (c) chức năng
- the human race (s) mankind, humankind, humanity: nhân loại
- property /'prɒpəti/ (c) attribute: an attribute, quality, or characteristic of something: đặc tính
- nutrient /'njuːtrɪm(ə)nt/ (c) nutriment, nutrition, nourishment: chất dinh dưỡng
- decay /dɪ'keɪ/ (i) decompose, rot: phân hủy
- unused /ʌn'juːzd/ (adj) unemployed,

- unutilized: không dùng
- harvest (t) thu hoạch
- crop (c) cây trồng
- enrich /ɪn'ri:tʃ/ (t) make more fertile: làm cho màu mỡ
- fertile /'fɜːtaɪl/ (adj) màu mỡ, phì nhiêu
- get around = get round (phrasal verb) deal successfully with (a problem): xử lý, giải quyết
- uncultivated (adj) bỏ hoang, không canh tác

D

But these **practices** became **inconvenient** as populations grew and agriculture had to be run on more **commercial lines**. A solution came in the early 20th century with the

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Haber-Bosch process for manufacturing ammonium nitrate. Farmers have been putting this **synthetic fertilizer** on their fields **ever since**.

But over the past few decades, it has become clear this wasn't such a **bright idea**. **Chemical fertilizers** can **release polluting** nitrous oxide into the atmosphere and **excess** is often washed away with the rain, releasing **nitrogen** into rivers. More recently, we have found that **indiscriminate use** of fertilizers **hurts** the soil itself, turning it **acidic** and salty, and **degrading** the soil they are **supposed to nourish**.

- practice (c) hoạt động
- inconvenient (adj) bất tiện
- commercial lines (pl) insurance lines used to cover commercial risks as opposed to personal lines, which cover personal risks
- synthetic /sɪn'θetɪk/ (adj) tổng hợp
- fertilizer /'fɜ:tɪlaɪzə/ (c) phân
- ever since (conj) (adv) suốt kể từ khi, suốt kể từ đó
- polluting (adj) gây ô nhiễm
- excess /ɪk'ses/ (s/u) an amount that is more than acceptable, expected, or reasonable: sự quá mức, phần dư thừa
- nitrogen (u) Nitơ
- indiscriminate /,ɪndɪ'skrɪmɪnət/ (adj) non-

- selective, unselective, careless: done at random or without careful judgement: bừa bãi
- acidic /ə'sɪdɪk/ (adj) having the properties of an acid, or containing acid; having a pH below 7: mang tính acid
- degrade /dɪ'greɪd/ (t) degenerate: làm suy thoái, làm mất phẩm chất
- be supposed to do (phr) đáng lẽ ra phải
- nourish (t) enrich, fertilize: enhance the fertility of (soil): làm cho màu mỡ
- nourish /'nʌrɪʃ/ (t) feed, sustain, provide for: provide with the food or other substances necessary for growth, health, and good condition: nuôi dưỡng, nuôi

E

One of the people looking for a solution to his problem is Pius Floris, who **started out** running a tree-care business in **the Netherlands**, and now advises some of the world's **topsoil scientists**. He **came to realize that** the best way to ensure his trees **flourished** was to take care of the soil, and has developed a **cocktail of beneficial** bacteria, fungi, and **humus*** to do this. Researchers at the University of Valladolid in Spain recently used this cocktail on soils destroyed by years of **fertilizer overuse**. When they **applied** Floris's mix **to the desert-like test plots**, a good **crop of** plants **emerged** that were not just healthy at the surface, but had roots strong enough to **pierce dirt** as hard as a rock. The few plants that grew in the **control plots**, **fed with traditional fertilizers**, were small and weak.

- the Netherlands (n) Hà Lan
- topsoil (u) tầng lớp mặt
- flourish (i) thrive: phát triển sum sê
- cocktail (c) mixture, mix, combination, blend: a mixture of substances or factors, especially when dangerous or unpleasant: hỗn hợp
- beneficial (adj) advantageous: có lợi
- humus /'hju:məs/ (u) mùn

- apply (sth to sth) (t) to put or spread (something) on a surface, a part of the body, etc.: thoa, rắc
- plot (c) piece of land: a small piece of ground marked out for a purpose such as building or gardening: mảnh đất
- crop (c) a group or amount of related people or things appearing or occurring at one time.

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- emerge /ɪ'mæ:dʒ/ (i) move out of or away from something and become visible: nhô lên, nổi lên
- pierce /pɪəs/ (t) (of a sharp pointed object) go into or through (something): chọc thủng, xuyên

- qua
- dirt (u) dust, soil, mud or any substance that makes a surface not clean: chất bẩn (bụi, đất, bùn)
- feed (t) give fertilizer to a plant: bón phân

F

However, **measures** like this are not enough to solve the **global soil degradation problem**. To **assess** our options **on a global scale** we first need an **accurate** picture of what types of soil are out there, and the problems they face. That's not easy. **For one thing**, there is no **agreed international system** for **classifying** soil. In an attempt to **unify** the different **approaches**, the UN has created the Global Soil Map project. Researchers from nine countries are working together to create a map linked to a **database** that can be fed measurements from **field surveys, drone surveys, satellite imagery, lab analyses**, and so on to provide **real-time data** on the state of the soil. Within the next four years, they aim to have **mapped** soils **worldwide** to a depth of 100 meters, with the results **freely accessible** to all.

- measure (c) approach: biện pháp
- assess /ə'ses/ (t) evaluate, judge, estimate: đánh giá
- on a global scale: trên phạm vi toàn cầu
- accurate (adj) exact, correct, precise: chính xác
- agreed (adj) discussed or negotiated and then accepted by all parties: đã tán thành, đã đồng ý
- for one thing (phr) used to introduce one of two or more possible reasons for something, the remainder of which may or may not be stated: một lý do là
- classify /'klasɪfaɪ/ (t) categorize, systematize, catalogue: phân loại
- unify /'ju:nɪfaɪ/ (t) unite: make or become united, uniform, or whole: hợp nhất
- field survey (c) khảo sát thực địa, hiện trường

- drone /dru:n/ (c) an aircraft that does not have a pilot but is controlled by someone on the ground, used especially for dropping bombs or for surveillance: máy bay không người lái
- satellite (c) vệ tinh
- imagery /'ɪmɪdʒ(ə)ri/ (u) visual image collectively: hình ảnh
- lab = laboratory (c) phòng thí nghiệm
- real-time (adj) used to describe the way in which a computer system receives data and then communicates it or makes it available immediately: thời gian thực
- real-time data (u) dữ liệu thời gian thực
- worldwide (adj)(adv) global, globally: throughout the world: khắp thế giới

G

But this is only a first step. We need ways of presenting the problem that brings it home to governments and **the wider public**, says Pamela Chasek at the **International Institute for Sustainable Development**, in Winnipeg, Canada. 'Most scientists don't speak the language that **policy-makers** can understand, **and vice versa**.' Chasek and her **colleagues** have **proposed** a goal of 'zero net **land degradation**'. Like the idea of

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carbon neutrality, it is an **easily understood** target that can help **shape** expectations and encourage action.

For soils **on the brink**, that may be too late. Several researchers are **agitating** for the immediate creation of **protected zones** for **endangered soils**. One difficulty here is **defining** what these areas should **conserve**: areas where the **greatest soil diversity** is present? Or areas of **unspoiled soils** that could act as a future **benchmark of quality**?

Whatever we do, if we want our soils to survive, we need to **take action** now.

- institute (c) viện
- sustainable /sə'steɪnəb(ə)/ (adj) causing little or no damage to the environment and therefore able to continue for a long time: bền vững
- policy-maker (policymaker) (c) nhà làm chính sách
- vice versa (adv) ngược lại
- colleague (c) đồng nghiệp
- propose (t) suggest: đề nghị, đề xuất
- neutrality /nju:'trælɪti/ (u) sự trung lập
- carbon neutrality (u) refers to achieving net zero carbon dioxide emissions by balancing carbon emissions with carbon removal
- shape (t) determine, form: determine the nature of; have a great influence on: định hình
- brink /brɪŋk/ (c) edge, verge, margin: the extreme edge of land before a steep slope or a body of water: bờ (vực, hồ)
- on the brink of sth (phr) on the verge of: a

point at which something, typically something unwelcome, is about to happen; the verge: trên bờ vực
- agitate (for sth) /'adʒɪteɪt/ (i) campaign for, call for, appeal for: campaign to arouse public concern about an issue in the hope of prompting action: vận động, cổ động cho
- protected /prə'tektɪd/ (adj) safeguarded, preserved: (of a threatened species or area) covered by legislation controlling hunting, collection, or development: được bảo vệ
- endangered (adj) đang bị đe dọa, đối diện với nguy cơ tuyệt chủng
- conserve (t) bảo tồn
- diversity (u) sự đa dạng
- unspoilt (adj) unimpaired, intact, undamaged: chưa bị làm hư hại
- benchmark (for/of) /'ben(t)ʃmɑ:k/ (c) standard: a standard or point of reference against which things may be compared: tiêu chuẩn, chuẩn mực

BOOK REVIEW

The happiness industry: how the government and big business sold us well-being
by William Davies

- well-being (u) sự khỏe mạnh và hạnh phúc

'Happiness is **the ultimate goal** because it is **self-evidently** good. If we are asked why happiness **matters** we can give no further **external** reason. It just **obviously** does matter.' This **pronouncement** by Richard Layard, an **economist** and **advocate** of 'positive psychology', **summarises** the **beliefs** of many people today. For Layard and others like him, it is obvious that the purpose of government is to **promote** a **state of collective well-being**. The only question is how to achieve it, and here positive

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psychology – a **supposed** science that not only **identifies** what makes people happy but also allows their happiness to be **measured** – can show the way. **Equipped with** this science, they say, governments can **secure** happiness in society in a way they never could in the past.

- ultimate (adj) eventual, final: being or happening at the end of a process; final: cuối cùng
- self-evidently (adv) obviously, evidently, manifestly: hiển nhiên, rõ ràng
- pronouncement /prə'naʊnsmənt/ (c) proclamation, declaration, statement, assertion: a formal or authoritative announcement or declaration: sự tuyên bố, lời tuyên bố
- advocate (c) proponent, defender, champion: người ủng hộ
- summarise (t) tóm tắt
- promote (t) encourage, foster: thúc đẩy,

- khuyến khích
- collective (adj) common, shared, joint, communal: relating to or shared by all the members of a group: chung
- supposed (adj) apparent: generally assumed or believed to be the case, but not necessarily so: được cho là, giả định
- identify (t) xác định
- measure (t) đo
- equip (t) trang bị
- secure (t) obtain, acquire: succeed in obtaining (something), especially with difficulty: đạt được

It is an **astonishingly crude** and **simple-minded way of thinking**, and for that very reason **increasingly** popular. Those who think in this way are **oblivious** to the vast **philosophical literature** in which the meaning and value of happiness have been **explored** and **questioned**, and write as if nothing of any importance had been thought on the subject until it **came to their attention**. It was the **philosopher** Jeremy Bentham (1748-1832) who was more than anyone else responsible for the development of this way of thinking. For Bentham it was obvious that **the human good consists of pleasure and the absence of pain**. The Greek philosopher Aristotle may have identified happiness with **self-realization** in the 4th century BC, and **thinkers** throughout the ages may have struggled to **reconcile** the **pursuit** of happiness with other human values, but for Bentham all this was **mere metaphysics** or **fiction**. Without knowing anything much of him or the **school of a moral theory** he **established** – since they are by education and **intellectual conviction illiterate** in the history of ideas – our advocates of positive psychology **follow in his tracks** in **rejecting** as **outmoded** and **irrelevant pretty much** the **entirety** of **ethical reflection on human happiness to date**.

- astonishingly (adv) extremely surprisingly or impressively: một cách gây vô cùng kinh ngạc
- crude /kru:d/ (adj) simple and not skilfully done or made
- simple-minded (adj) unwise: having or showing very little intelligence or judgement: khờ khạo
- way of thinking (c) mentality, mindset: cách nghĩ
- oblivious /ə'blɪvɪəs/ (adj) unaware,

- unconscious: not aware of or concerned about what is happening around one: không nhận thức được
- philosophical /fɪlə'sɒfɪk(ə)l/ (adj) philosophic: thuộc triết học
- literature (u) tài liệu
- come to sb's attention/notice (phr) if something comes to your attention, you notice it: thu hút sự chú ý của ai đó
- self-realization (u) fulfilment of one's own

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potential

- good (u) cái thiện, việc thiện
- thinker (c) someone who considers important subjects or produces new ideas: nhà tư tưởng
- reconcile /'rek(ə)nsaɪl/ (i/t) make compatible, harmonize: dung hòa
- pursuit (u) sự theo đuổi
- metaphysics /metə'fɪzɪks/ (u) siêu hình học
- fiction /'fɪkʃ(ə)n/ (u) sự hư cấu
- school (c) a style, approach, or method of a specified character: trường phái
- intellectual (adj) relating to the intellect: thuộc trí tuệ
- conviction /kən'vɪkʃ(ə)n/ (c/u) sự tin chắc, sự chắc chắn
- illiterate /i(l)'lɪdərət/ (adj) unable to read and

write: mù chữ, thất học

- follow in sb's tracks/footsteps (phr) tread in sb's footsteps: theo chân ai
- reject /rɪ'dʒekt/ (t) turn down, refuse: bác bỏ
- outmoded /aʊt'məʊdɪd/ (adj) outdated, out of date, old-fashioned, out of fashion, obsolete: lỗi thời
- pretty much (adv) almost, virtually, more or less: hầu như
- entirety /ɪn'taɪərəti/ (u) totality: the whole of something: toàn bộ
- ethical /'eθ.ɪ.kəl/ (adj) moral: hợp/thuộc đạo đức, hợp đạo đức
- reflection (u) sự suy ngẫm
- to date (phr) so far, until now: cho đến hiện tại

But as William Davies notes in his recent book *The Happiness Industry*, the view that happiness is the only **self-evident** good is actually a way of limiting **moral inquiry**. One of the **virtues** of this rich, **lucid** and **arresting** book is that it places the current **cult** of happiness in a **well-defined historical framework**. Rightly, Davies his story with Bentham, noting that he was far more than a philosopher. Davies writes, 'Bentham's activities were those which we might now **associate with a public sector management consultant**'. In the 1790s, he wrote to the Home Office suggesting that the **departments of government** be linked together through a **set of** 'conversation tubes', and to the Bank of England with a design for a **printing device** that could produce **unforgeable banknotes**. He **drew up plans** for a '**frigidarium**' to keep **provisions** such as meat, fish, fruit and vegetables fresh. His **celebrated** design for a **prison** to be known as a 'Panopticon', in which **prisoners would be kept in solitary confinement** while being **visible at all times** to the **guards**, was very nearly **adopted**. (Surprisingly, Davies does not discuss the fact that Bentham meant his Panopticon not just as a **model prison** but also as an **instrument of control** that could be applied to schools and factories.)

- inquiry /ɪn'kwɪəri/ (c/u) enquiry: (the process of asking) a question: sự hỏi, câu hỏi
- virtue /'vɜ:tʃu:/ (c) merit: a good or useful quality of a thing: ưu điểm, giá trị
- lucid /'lu:sɪd/ (adj) intelligible, understandable, comprehensible: expressed clearly; easy to understand: dễ hiểu
- arresting /ə'restɪŋ/ (adj) striking; eye-catching: lôi cuốn, thu hút sự chú ý
- cult /kʌlt/ (c) veneration, devotion, worship: veneration and devotion directed towards a -

particular figure or object: sự tôn thờ, sùng bái

- well-defined (adj) obvious, apparent: clearly defined or described: rõ ràng
- the public sector (n) khu vực công
- associate sth with sth: liên tưởng cái gì với cái gì
- consultant /kən'sʌlt(ə)nt/ (c) adviser, counsellor: a person who provides expert advice professionally: cố vấn
- department (c) body: cơ quan, bộ ngành
- unforgeable (adj) unable to be forged: không thể làm giả

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- banknote /'bæŋk.nəʊt/ (c) note, bill: a piece of printed paper that has a particular value as money: giấy bạc
- draw up sth (phr) to prepare something in writing, esp. plans or a formal document: lên, vẽ
- frigidarium /'frɪdʒɪ'de:riəm/ (c) (pl: frigidaria) a cold pool in an ancient Roman bath: hồ tắm lạnh (thời La Mã)
- provisions (pl) supplies, food and drink: supplies of food, drink, or equipment, especially for a journey: thức ăn thức uống, lương thực
- celebrated (adj) renowned, greatly admired: famous for some special

- quality or ability: nổi tiếng, được ca tụng
- prison (c/u) jail: nhà tù
- prisoner (c) tù nhân
- solitary /'sɒlɪt(ə)ri/ (adj) done or existing alone: một mình
- confinement /kən'fɪnmənt/ (u) imprisonment, captivity: the action of confining or state of being confined: sự giam cầm
- solitary confinement (u) biệt giam
- guard (c) cai ngục
- adopt (t) embrace: to accept or start to use something new: chấp nhận và bắt đầu sử dụng
- instrument (c) dụng cụ

Bentham was also a **pioneer** of the 'science of happiness'. If happiness is to be **regarded as** a science, it has to be **measured**, and Bentham suggested two ways in which this might be done. **Viewing** happiness as a **complex of pleasurable sensations**, he suggested that it might be **quantified** by measuring the human **pulse rate**. **Alternatively**, money could be used as the standard for **quantification**: if two different goods have the same price, it can be claimed that they produce the same **quantity of pleasure** in the **consumer**. Bentham was more **attracted** by the **latter** measure. By associating money so closely to **inner experience**, Davies writes, Bentham '**set the stage for the entangling** of psychological research and **capitalism** that would **shape** the **business practices** of the twentieth century'.

- pioneer /pɪə'niə/ (c) người tiên phong
- regard (sth as sth) (t) view, consider: xem như
- measure (t) đo
- complex (c) a group or system of different things that are linked in a close or complicated way: nhóm, phức hệ
- pleasurable /'pleɪz(ə)rəb(ə)l/ (adj) pleasing, pleasant, enjoyable: dễ chịu
- sensation /sen'seɪʃ(ə)n/ (c) feeling: cảm giác
- quantify /'kwɒ:n.tɪ.fai/ (t) express or measure the quantity of: định lượng
- pulse /pʌls/ (c) heartbeat: the regular beating of the heart, especially when it is felt at the wrist or side of the neck: mạch (đập)
- pulse rate (c) heart rate: the speed of the heartbeat: nhịp tim
- alternatively (adv) as another option or

- possibility: hoặc, lựa chọn khác là
- quantification /'kwɒntɪfɪ'keɪʃ(ə)n/ (u) việc định lượng
- quantity (c) number, amount: lượng
- pleasure = enjoyment (u) niềm vui
- consumer (c) người tiêu dùng
- attract (t) fascinate: thu hút
- latter (adj) being the second of two people or things, or the last in a list just mentioned
- set the stage for (phr) prepare the conditions for (the occurrence or beginning of sth): chuẩn bị cho
- entangle /ɪn'taŋg(ə)l/ (t) involve: involve (someone) in difficulties or complicated circumstances from which it is difficult to escape: làm vướng vào
- capitalism (u) chủ nghĩa tư bản

The Happiness Industry describes how the project of a science of happiness has become **integral** to capitalism. We learn much that is interesting about how

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economic problems are being **redefined** and treated as **psychological maladies**. In addition, Davies shows how the belief that **inner states** of pleasure and **displeasure** can be **objectively** measured has informed **management studies** and advertising. The tendency of thinkers such as J B Watson, the founder of **behaviourism***, was that human beings could be shaped, or **manipulated**, by **policymakers** and managers. Watson **had no factual basis for** his view of **human action**. When he became president of the American Psychological **Association** in 1915, he 'had never even studied a single human being': his research had been **confined** to experiments on **white rats**. Yet Watson's **reductive** model is now **widely applied**, with '**behaviour change**' becoming the goal of governments: in Britain, a 'Behaviour Insights Team' has been **established** by the government to study how people can be **encouraged**, at **minimum cost to the public purse**, to live in what are considered to be **socially desirable** ways.

- integral /'ɪntɪgr(ə)/ (adj) essential, fundamental, indispensable: không thể thiếu
- redefine /ri:di'fʌɪn/ (t) define again or differently: định nghĩa lại
- malady /'malədi/ (c) a disease: bệnh
- malady (c) a problem in the way something works: vấn đề
- displeasure (u) sự không hài lòng
- objectively /əb'dʒektɪvli/ (adv) một cách khách quan
- behaviourism (u) a branch of psychology which is concerned with observable behaviour
- manipulate /mə'nɪpjʊleɪt/ (t) to control or influencesomething or someone so that you get an advantage, often unfairly or dishonestly: tác động, kiểm soát
- factual /'faktʃʊəl/ (adj) genuine, authentic: thực

- basis (c) cơ sở
- association (c) hội, hiệp hội
- confine (t) restrict: giới hạn
- reductive (adj) simplified: considering or presenting something in a simple way, especially a way that is too simple: rút gọn
- apply (t) áp dụng
- establish (t) thành lập
- encourage (t) khuyến khích
- minimum (adj) tối thiểu
- public purse (c) money collected or controlled by the government or taxpayers meant for public use: ngân quỹ nhà nước (công quỹ)
- desirable (adj) desired, wanted: được mong muốn

Modern industrial societies appear to need the possibility of **ever-increasing** happiness to **motivate** them **in their labours**. But whatever its **intellectual pedigree**, the idea that governments should be responsible for **promoting** happiness is always **a threat to human freedom**.

- ever-increasing (adj) tăng liên tục
- motivate (t) thúc đẩy
- pedigree /'pedɪɡri:/ (c/u) descent, ancestry: nòi, dòng dõi

- promote (t) encourage, foster: khuyến khích, thúc đẩy
- freedom (u) sự tự do

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