[قطع النثر الإنجليزي]

القطعة الأولى صـ٥ :

First Impressions

Size

It is difficult to really experience or " feel " the size of the United States. To get the full impact you should realize, for example, that it takes 48 hours (two entire days and two long nights) to travel by train from Chicago to Los Angeles, rolling along hour after hour across wheat fields, mountains, and deserts. Another way to think about it is to compare distances in the United States with others more familiar to you. For example, New York to Washington, D.C. is about the same as London to Paris or Nairobi to Mombasa or Tokyo to Kyoto; New York to Los Angeles is farther than Lisbon to Cairo or Moscow to Montreal or New Delhi to Rome.

Climate

Naturally, with such distances, the climate in the continental Unites States is also one of great extremes. From New England and New York through Chicago and much of the Midwest and Northwest, temperatures vary from subzero in winter to the high 90s (Fahrenheit) or over in summer. These sections have occasional frosts and periods of moderate cold. Generally, summers are likely to range from 70° F to 100° F (21° C to 38° C), and many areas can be quite humid. However, air conditioning is so widespread that you can expect most office buildings and homes to be kept at relatively comfortable temperatures.

Americans in Motion

Americans are restless. Most travel whenever they get the chance. They crowd onto trains, buses, and planes. In increasing numbers, they hike with packs on their backs or ride bicycles, heading for the mountains, seashore, or national parks.

Blunt Speech

Don't think that Americans are being rude if we tend to speak in monosyllables or answer with a mere "O.K.," "Sure," or "Nope" or greet you with "Hi." Our brevity is not a personal insult, though to those accustomed to formal phrases, we seem blunt. American informality has become more desirable than formal expressions of greeting or farewell.

A Do-It-Yourself Society

The United States is a do-it-yourself country. We generally carry our own bags, take our laundry to the Laundromat, stand in line at the grocery store, or shine our own shoes, whoever we may be lawyer, professor, bank president, or corporate executive. Anyone who can afford the high cost of service in this country and wants to pay for it, may. But there is absolutely no social stigma in doing one's own daily chores, no matter how menial. In fact, Americans take pride in do-it-yourself accomplishments and may devote a great deal of their leisure time to projects around the home. Huge warehouse stores that cater to do-it-yourself tasks have been built throughout the country.

Many Americans who could afford household help or a driver or a gardener do not employ them. They prefer family privacy, independence, and freedom from responsibility, all of which are at least partially lost when one has help in one's home.

Houses interest Americans greatly. They spend much of their time thinking and reading and talking about the design of houses, their decorations, how to improve them. Many weekend hours are passed in do-it-yourself projects around the house. People also love to look at each other's houses. Since they would thoroughly enjoy visiting and examining a house in another country, they assume that you will probably have the same desire. Don't be surprised, therefore, if you are shown the entire house from top to bottom, including bathrooms and closets! Don't make the mistake of refusing: the whole house may have been cleaned especially for you! Because people in the United States have come from so many nationalities, there is a far wider range of what is acceptable than in some countries where the inhabitants have grown up with a common heritage. As a result, no one needs to feel awkward or uncomfortable in following his or her own customs. Although Americans are noticeably informal, if you prefer somewhat greater formality, feel free to act in your own way. This will be acceptable to those around you.

القطعة الثانية صـ١٨ :

My Country (Excerpts)

To a stranger, the land must seem endless. A herring gull, wringing the way from St. John's, Newfoundland, to Victoria on the southern tip of Vancouver Island, will travel as far as the distance from London to Baghdad. It is the vastness that startles the imagination of all who visit my country.

Contrary to common belief, we do not live in snow-covered cabins far from civilization. Most of us inhabit cities that do not seem to differ greatly from those to the south of us. The observant visitor; however, will note some differences. The variety of our national makeup is, I believe, more pronounced than it is in the American melting pot. A newcomer in the United States quickly learns to cover up his or her origins and become an American. A newcomer in Canada manages to keep something of the culture and customs of his or her ethnic background.

Traditionally, the stranger has thought of Canada as a mountainous snow-swept land. Certainly it can get very cold in Canada. Few non-Canadians understand that it can also get very hot. The eastern cities suffer in the humidity of July and August, and people actually die each year from the heat.

Where temperature is concerned we are a country of extremes, and yet as a people, we tend toward moderation and even conservation. Non-Canadians think we are the same as our American neighbors, but we are not really like the Americans. Our temperament, our social attitudes, our environment, and our history makes us a different kind of North American.

First, there is the matter of our history. It has been called dull because it is not very bloody. We are, after all, the only people in all the Americas who did not separate violently from Europe. We have had three or four small uprisings but no revolution or civil war.

We were slow to give up our colonial ties to England. While the Americans chose freedom, we chose order. Our lawmen are appointed from above, not elected from below. The idea of choosing town marshals and County sheriffs by vote to keep the peace with guns never fitted into the Canadian scheme of things. Instead, we invented the North West Mounted Police. The Canadian symbol of the Mountie, neat and clean in his scarlet coat, contras with the American Symbol of the lawman in his open shirt and gun-belt. The two differing social attitudes persist to this day. In the United States, the settlers moved across the continent before law—hence the "wild" west. In Canada, the law came first; settlement followed.

Outward displays of emotion are not part of the Canadian style. We are, after all, a northern people. The Americans are far more outgoing than we are. One reason for this, I think, is the very real presence of nature in our lives. Most of us live within a few hours' drive of the wilderness No Canadian city is far removed from those mysterious and silent places that can have such an effect on the human soul.

There is another aspect of my country that makes it unique in the Americas, and that is our bilingual and multicultural makeup (Canada has two official languages, English and French, and in its largest province, a majority of the inhabitants speak French almost exclusively.) It gives us a picturesque quality, of course, and that certainly helps tourism: Visitors are attracted to the "foreignness" of Quebec City, with its twisting streets and its French-style cooking. But there is also a disturbing regional tension. Quebec has become a nation within a nation, and the separatist movement is powerful there.

Canadians are not anti-American. We watch American television programs. We tend to prefer American-made cars over the European and Asian products. We welcome hundreds of thousands of American tourists to our country every year and don't complain much when they tell us that we're exactly the same as they are.

Of course, we're not the same. But the visitor may be pardoned for thinking so when he or she first crosses the border. The buildings in our cities are designed in the international styles. The brand names in the supermarkets are all familiar. It is only after several days that the newcomer begins to sense a difference. He cannot put his finger on that difference, but then, neither can many of my fellow Canadians. The only thing we are really sure of is that we are not Americans.

القطعة الثالثة صـ ٣٥ :

Beckham : An Autobiography

I took a knock or two during my first year in Madrid. With the standards set by the club, you could never say you were in a comfort zone at Manchester United. But for 15 years, Old Trafford(stadium) had been home for me, as a soccer player at least. I knew how things worked and understood exactly what was expected of me. Now I'd been whisked off to a new club in a new country and didn't really have a clue what was coming next. I was bracing myself for the challenge: unfamiliar surroundings, a different language, and another way or life. Soccer's soccer wherever you're playing it, of course, but I was pretty sure that training at Real would be very different to what I'd grown used to back home. How much of what I'd learnt so far, as a player and as a person, was going to be of any use to me here?

It didn`t help matters that I`d had some of the Spanish paper talk translated for me. Although I got the feeling that, in England, people wanted me to do well, some of the pundits here were saying that Florentino Perez had just signed me to help the club shift replica shirts. I`m confident in my own ability but, that summer morning at the training ground, there was a little twist in the pit of my stomach: it felt as though i`d arrived in Madrid with something to prove. For a start, I had the prospect of lining up alongside the galacticos.

I was still pretty nervous when the balls came out and we got down to training. Was it because of what other people might have been saying or was it me feeling a bit unsure of myself?

We had a friendly against Valencia at the Mestella (Stadium) that didn’t go well for me or the team. Worse for me, Carlos took me off ten minutes into the second half. Then we were away to Real Mallorca (Stadium) and just never found a shape or pattern. The next day, I didn’t need to understand the articles to get the drift of the headlines. Basically, people were saying: Is that it? If it is, what’s he doing in Spain?

Everything that had gone wrong in Mallorca seemed to come right at the Bernebeu (Stadium). Almost from kick-off you could tell it was going to be our night. Raul and Ronaldo both scored and then, about a quarter of an hour from the end, Ronaldo got away down the left wing. I was on my way forward, but I was thinking: he'll not cross it here. He's bound to cut in and go for goal. He swung it over, though, and I could tell it was going to miss out Guti at the near post. As I jumped, I could see the goalkeeper coming to challenge and just concentrated on keeping my eyes open. It was a fantastic cross. I was in the right place for the ball to hit me on the head and go in, without me having to direct it at all. I could hardly believe it was happening. My first game at the Bernebeu and I've just scored my first goal for Real Madrid.

The other players all rushed over towards me. Roberto Carlos hugged me and lifted me off the ground. I think the rest of the team understood what the moment meant to me. The Real crowd had been great with me all night, never mind what doubts I'd had beforehand. My first touch of the game, I chested the ball off to someone in midfield - a simple touch to a team-mate - and the fans were all up on their feet clapping and cheering.

I'd been so unhappy during my last few months at Old Trafford. Now, in those few seconds as I celebrated with a new set of teammates who'd already done everything they could to make me feel at home, I knew for sure that by moving to Madrid, I'd done the right thing.

القطعة الرابعة صـ٤٠ :

The Olympics

The Olympic Games are based on an ancient ritual started in Greece some time in the ninth Century B.C.E (Before Common Era, referring to the year 1.) The modern Olympic Games began again in 1896 and, except for one cancellation during WWII, have continued every four years until the present time. Winter Olympics are two years behind Summer. Olympics and also repeat in a four-year cycle. From all over the world, the best athletes come to compete to establish the champion of champions. Everyone seems to have a wonderful time. Yet the Olympics are not without controversy.

القطعة الخامسة صـ٤٣ :

Outward Bound Call Kim Ssang Su a Man of the People

On a chilly night in the picturesque mountains south of Seoul, Kim, CEO of LG Electronics Inc., holds aloft a paper cup filled to the rim with soju, a clear, sweet potato-based Korean alcohol with a vicious bite. Surrounding him are a dozen of the 300 LG suppliers' managers whom Kim has spent the day lecturing and rallying. They have also been hiking up a snow-covered mountainside, necessary training, he says, for the grand plans he has for South Korea's second largest electronics firm. At the end of the day, he treats a group of LG Electronics employees to an outdoor barbecue of grilled pork and bowls of fiery red kimchi. Great people! Great company!" he barks. "Great people! Great company!" they chant back.

The tireless Kim, 59, cavorts in a mosh pit of drunken workers near a makeshift stage. Later he ascends the stage himself, microphone in hand, to croon out a popular oldie called Nui (Sister). "We love our CEO," says Kim Young Kee, an LG executive V.P. "He shows us a good time."

CEOs rarely stoop to carouse with the common man in an Asia dominated by secretive business clans and elite old-boy networks. But Kim is no ordinary Asian boss. He began his career 35 years ago as a nondescript engineer at an LG refrigerator factory, climbed the ranks and claimed the CEO post in October. Now he aims to duplicate the same feat with LG — lifting a consumer-electronics company little known outside Asia into the stratosphere of global brands with Sony, Panasonic and Samsung. "I want to go down in LG history," says Kim. "After death, a tiger leaves its skin. A man leaves his name."

LG seems well on its way. Revenues jumped 18% last year, to $17 billion, and net profits rose 33%, to $556 million. Last year LG was the world's largest seller of mobile phones operating on the CDMA standard, which allows more people to use a network at the same time. It makes dazzling flat-screen TVs and other leading-edge gadgets. LG faces plenty of competition. Its biggest rival at home and abroad, Samsung Electronics, whose revenues of $36.4 billion are two times as large as LG's, has already hit the U.S.-and scored big successes. Samsung is also ahead of LG in developing a truly global brand.

In this new digital world, LG has a distinct advantage in its ultra-wired South Korea home base. The demanding Korean market, where an amazing 84% of households using the Internet have high-speed access, propels LG to develop more advanced products and provides a testing ground for new technologies. LG has outpaced Nokia and Motorola in cramming the hottest new features into its mobile phones. Its latest model, the SC8000, combines a PDA, an MP3 player, a digital camera, and a camcorder.

It may seem odd that LG has turned over its top to a farm boy from a tiny village in eastern South Korea. Kim Ssang Su spent his childhood knee-deep in the family's rice paddies. He admits to being more comfortable visiting factory floors than in his spacious office overlooking Seoul's Han River.

It would be wrong. though, to underestimate Kim, who has become near legend in Seoul for the turnaround he engineered at LG's appliance business. When he took over in 1996, LG was making washing machines and refrigerators for low-cost Chinese companies. Kim sliced costs by moving production of low-end products to China. He proved there is room for innovation, introducing, for example, appliances like air conditioners that can be controlled from the Internet. The result: sales reached $4.7 billion last year, more than twice the number when Kim took control. Kim is infusing LG's other businesses with the same vigor. Called a "commander in the field" by executives, he storms about LG's factories and offices poring over details, issuing commands and spurring on the staff by giving them what he terms "stretch goals." Awake at 5:30 each morning for a brisk walk, he openly prefers "morning people" and holds 7 A.M. breakfast meetings with top executives. “I don't like the expression 'nice,'” Kim says, "I don't want LG to be perceived as nice. None of the great companies in the world are nice."

القطعة السادسة صـ٥٩ :

Who's Taking Care of the Children?

Around the world, more and more women are working outside home. In the United States, around 70 percent of women with children under 18 have another job beside that of mother and homemaker. Most are employed in traditional fields for females such as clerical, sales, education, and service. However, a growing number choose a career that necessities spending many hours away from home. These women are engineers, politicians, doctors, lawyers, and scientists, and a few have begun to occupy executive positions in business, government, and banking, breaking through the so-called glass ceiling.

Monetary factors influence woman to work. Some are employed full-time, some part-time, and some seek creative solutions such as flex-time work schedule and job sharing. But in most cases, one income in the household is simply not enough, so both parents must work to support the family.

A backward glance from this side of the new millennium reveals that the role of married women in the U.S has changed radically since the 1950s and 1960s, when it was taken for granted that they would stay home and raise the children. This is still the image so often portrayed in American movies and advertising. In fact, traditional combination of the husband as exclusive breadwinner and the wife as a stay-at-home mom caring for one or two children today accounts for only ten percent of the population in the United States.

Who, then, is taking care of the children?

When extended families – children, parents, grandparents, aunts, and uncles – lived in the same town and sometimes in the same house, a relative of the working parents took care of the children. But beginning with the Industrial Revolution, people moved away from farms and small towns to find better job opportunities in larger cities. Now, most often, the family is just the immediate family- mother, father, and children.

So who watches the children while the parents work? Answers to this question are varied.

- Some parents put children in day-care facilities.
- Some parents put children in informal day-care centers in private homes.
- Companies and hospitals are realizing that providing daycare at the workplace makes for happier and more productive employees.
- Individuals or couples that are wealthy enough have a nanny, a woman who comes to care for the children in their own home. Many of these child-care workers are from other countries, e.g, South America, Eastern Europe, the Caribbean and the Philippines.

A trend that has emerged recently is the sharing of child-care responsibilities between husband and wife. Young couples will try to arrange their work schedules so that they work opposite hours or shifts in order that one parent is always home with the children. Since the child care is expensive, this saves money for the young couple trying to establish themselves and provide a secure environment for the family. Husband and wife may also share household chores. Some fathers are just as capable as mothers at cooking dinner, changing and bathing the baby, and doing the laundry.

In some cases, the woman's salary is for the family expenses. These cases are still fairly rare. One positive trend, however, is that fathers seem to be spending more time with their children. In a recent survey, 41% of the children sampled said they spend equal time with their mothers and fathers. "This is one of our most significant cultural changes," says Dr. Leon Hoffman, who co-directs the Parent Child Center at the New York Pyschoanalytic Society. In practice for over 30 years, Hoffman has found a "very dramatic difference in the involvement of the father – in everything from care taking to general decision making around kids' lives."

Another factor has recently been added to the child-care formula. The number of people who work from home nearly full time rose 23% from the last decade. Some are self-employed and some work for companies. The accessibility of technology-computers, faxes, and teleconferencing – has made it easier for at-home workers to be constantly in touch. Of the 5.5 million "stay-at-home" parents in 2004, 5.4 million were moms and 98,000 were dads. Among these stay-at-home parents, 42 percent of mothers and 29 percent of fathers had their own children under three living with them. Thirty-nine percent of mothers and 30 % of fathers were under the age of 35. Will this new flexibility in the workforce bring a positive change for the well-being of children? Only time will tell.

70 Brides for 7 Foreigners

Russia seems to be turning into a major exporter of brides. Almost 1,500 marriages with foreigners are registered in Moscow every year. Another 10,000 women go to the international marriage agency Alliance each year, according to a poll, and 23 percent of Russian mothers would like their daughters to marry foreign citizens. Russian brides have always been prized by foreigners-ever since the time of Yaroslav the Wise [an eleventh-century grand prince of Kiev], whose daughter became the queen of France. But during Joseph Stalin's time, attitude toward marriages to foreigners was intolerant.

In the 1960s, the registration of foreign marriages was resumed, and since then the trickle of Russian brides abroad has turned into a powerful torrent.

Registration requires a passport and a guarantee from the groom's embassy that there are no obstacles to his getting married. The French embassy, for example, takes a ver serious attitude toward marriages to foreign women. It requires that the French groom obtain certification of his "legal capacity for marriage." If an embassy official registers a couple that has not passed the requisite medical tests, the official is fined. Stiff requirements are also imposed by Germany.

The Wedding Palace requires confirmation that, in the given country, a marriage to a citizen of another state is valid. After all, in a number of countries a foreign wife and her children could find that they have no property rights. In Syria, for example, marriage to a foreigner is considered invalid without special permission.

Many countries are trying to erect barriers to the marital migration from Russia. For example, one Moscow woman tried for nine months to get permission to go to the United States, where her fiance was waiting for her.

Another couple wanted to get registered in Canada. The fiance was called to the Canadian embassy for an interview, but an entry visa was never granted. "Prove that this isn't a fictitious marriage," they said.

القطعة الثامنة صـ٨١ :

Eat like a peasant, feel like a king

Start with a miso soup, a classically simple Japanese recipe. For an appetizer try a small plate of pasta. On to the main course: grilled salmon with steamed Chinese cabbage on the side. End with a Greek salad, sprinkled with olive oil, and New Zeland kiwi for dessert.

An eclectic menu to be sure. But it could contain some of the world's healthiest dishes. Miso soup, according to rennet Japanese research, may help prevent cancer, as may cabbage. Salmon, olive oil, and the garlic in your pesto can all help fight heart disease. Even the kiwi is rich in fiber, potassium, and, vitamin C. In the last few years nutritionists have been studying such international superfoods =dishes from around the world that may hold the key to healthy eating. They are building on research that began in the '40s and '50s when researchers realized that a country's diet is intimately connected to the health of its people.

Since then, an explosion of medical studies has produced a flood of information on diverse human diets. But the globe-trotting researchers have done more than discover the best features of every county's cuisine. They have also demonstrated broad nutritional principles that apply to people all over the world. And their clearest finding is a sobering one.

In many countries they've found that the healthiest diet is simple and inexpensive, precisely the diet that people abandon as they become rich. Japanese immigrating from high carbohydrate pacific to high-fat America have a higher risk of heart disease the more westernized their diets becomes. The same pattern holds for developing nations that emerge from poverty into prosperity. As a country's food becomes richer, the scourges of poverty (infectious disease and malnutrition) are replaced by the diseases of civilization (arteriosclerosis, certain cancers, obesity).

The simple ideal diet –often called the "peasant diet"- is the traditional cuisine of relatively poor agrarian countries such as Mexico and China. Its usually based on a grain (rice, wheat, corn), fruits and vegetables, small amounts of meat, fish eggs or dairy products and a legume.

The advantages are obvious, low fat and high fiber with most calories coming in the grains and legumes. A low-fat, high-fiber diet is a preventive diet for heart disease, certain cancers, hypertension, adult onset diabetes, obesity, says Dr. Wayne Peters, director of the Lipid Consultation Service at MassachuseHs General Hospital.

Early Diet : Nuts and Plants

According to Peters, We evolved eating a low-fat diet, and that be what our genetic composition is really designed to handle. Studies of one of the world's most primitive diets-and one of the healthiest ones-back him up.In southern Africa's Kalahari Desert, some tribes still eat as early humans did, hunting and gathering.

"Hunting and gathering may not have been such a bad way of life," says Richard Lee, an anthropologist at the University of Toronto who has studied the !Kung tribe since the 1960s. "The main element of the !Kung diet is the mongongo, an abundant nut eaten in large quantities. They routinely collect and eat more than 105 edible plant species. Meat is secondary."

Another student of the !Kung, Steward Truswell, a professor of human nutrition at Australia's University of Sydney, says their eating schedule is really continual "snacking" (the gathering) punctuated by occasional feasts after a successful hunt. They are nutritionally healthy, the only shortfall being fairly low caloric intake.

Few people, though, would choose a !Kung diet—or even a simple peasant diet from western Europe (which is now much less common there). In an affluent society, it takes willpower to keep fat intake down to the recommended maximum: 30% of total calories. (The average American gets more than 40% of his or her calories from fat.) When a country reaches a certain level of affluence, as the U.S. and Japan, grain and beans give way to beef and butter.

In India, for example, many middle-income people are now gaining weight on a rich diet—even though the poor half of the population still can't afford enough to eat As the middle class has become more affluent, they've been able to indulge, and Indian doctors are reportedly seeing more obesity, hypertension, and heart disease. Very recently, though, Indians have gone for the diets and aerobics classes that are popular among the rest of the world's elite.

If it's just too difficult to stay with a really low-fat "peasant" diet, the alternative is to rehabilitate high-calorie dishes. Cut down on overall fat intake and substitute, in the words of one researcher, "nice fats for nasty fats." Americans have already been following this advice. In the pa 20 years, the consumption of "nasty" saturated fats has

declined, while we've taken in more of the polyunsaturated fats, such as corn and safflower oils, that can help lower blood cholesterol. This change may help explain the simultaneous 2096 to 30% drop in heart disease in the U.S.

Olive Oil

An even better strategy for changing our fat intake may come from studying diets in the Mediterranean-Spain, Greece, and southern Italy With some regional variation, people in these cultures eat small amounts of meat and dairy products and get almost all of their fat in the form of olive oil, says physiologist Ancel Keys, professor emeritus at the University of Minnesota School of Public Health and leader in international dietary studies.

Keys has noted that farmers sometimes quaff a glass of oil before leaving for the fields in the morning. Elsewhere in the Mediterranean, bread is dipped in olive oil. Salads are tossed with it. Everything's cooked in it.

Though people in some of these countries eat nearly as much total fat as Americans, they are singularly healthy, with very little heart disease. Now laboratory studies of olive oil help explain why. Unlike most other vegetable oils common in the West, olive oil consists mainly of "monounsaturated' fats. Recent research indicates that monounsaturated do a better job of preventing heart disease than the more widely touted polyunsaturates.

As Americans become ever more concerned with healthy eating, we're likely to pay more and more attention to world cuisines. The polyglot among nations, we've started to seek out ethnic flavors from everywhere "Foreign" ingredients, from seaweed and bean curd to tortillas and salsa are now readily available in large supermarkets. And Mexican and Asian restaurants have become more widespread than any other eateries except ice cream parlors, hamburger stands, and pizzerias, according to the National Restaurant Association.

But the trick to finding healthy food, wherever it comes from, is to look carefully at each dish. No single cuisine is all good or all bad. Each has something to teach us.

القطعة التاسعة صـ ٩٣ :

Here Come the Tourists!

"Give me the t-shirt," the woman said to the tourist. 1'he small village in the Amazon was almost filled with beggars. It was hard to believe that. The community began its ecotourism project in 1992 in order to protect natural resources. The villagers had lost interest in the land and became enchanted by the things the tourists had. Their repeated "requests" annoyed tourists. Sonic locals were more skilled and playful in their requests, others up-front and demanding. "They have money and many things," said the woman asking for the t-shirt. "it's no problem for tourists."

It is easy for the locals to perceive tourists as incredibly wealthy. The entire tourist experience revolves around money and purchases. The community itself is being purchased. Tourists are superconsumers who bring their foreign languages and communications, strange and inappropriate clothing, and cameras into the community. In the context of a brief visit, sometimes an overnight, few real friendships are formed between tourists and locals. Tourists are eager for adventure, or at least the perfect photo opportunity. If the tourist becomes upset in the midst, of the excitement, the local usually pays the price. But these strange people sometimes give away token gifts to locals, even money. This results in begging, which becomes increasingly widespread as locals begin to see themselves as "poor" and tourists as "rich." The psychological pressure of viewing oneself as poor or backward can manifest itself in crimes not previously common in a community.

Indigenous people in the Andes demand compensation for having their photographs taken, saying it's intrusive. A woman in Otavalo, Ecuador, explained to me, "We see ourselves and our children on postcards and in books. We do not benefit from having our photos taken. A foreigner does. We demand part of the profits." In some indigenous communities, photography is believed to cause physical and spiritual harm to the person who is photographed. In India, young children have had limbs torn from their bodies to make them more pathetic and hence "better" beggars. Adults who commit this violence often have several children who work for them. Other forms of begging, sometimes found amusing by tourists, offend many locals. An indigenous leader from Panama told me, "It breaks my heart to see the young boys swimming after the coins the tourists throw in the water. We spent years acquiring our rights to these lands. Now with tourism, the people here do not care about the land anymore. They just want tourist dollars."

While tourists believe they can contribute to destination communities, locals don't always agree. Money spent by budget travelers—especially backpackers-may go into the local economy. They tend to stay in cheaper hotels and eat in cheaper restaurants owned by locals and so get closer to the local culture. These young vacationers like to distinguish themselves as "travelers" not "tourists." They live by budget travel guides and often flock to the same inexpensive areas of villages and cities. But in "frontiers" like Kathmandu, Goa, and Bangkok, where a backpacking subculture has existed since it became part of the routes in the 1960s, such travelers have a reputation for stinginess and rude, hard bargaining. In Indonesia, I met a British bicyclist who was cycling around the world. He was proud that he had spent virtually no money on his trip. He lived with families that took him in every night from the road and ate what was offered to him by people he met along his way. He had not worked in any of the places he had visited. He was extremely happy that he had just bargained a local merchant down from the equivalent of ten cents to a penny for four pieces of bread. I thought it was rather odd that he was taking advantage of everyone he met and wouldn't even pay a fair price to a poor baker.

How Hybrid Cars Work

Have you pulled your car up to the gas pump lately and been shocked by the high price of gasoline? As the pump clicked past $20 or $30, maybe you thought about trading in that SUV for something that gets better mileage. Or maybe you're worried that your car is contributing to the greenhouse effect. Or maybe you just want to have the coolest car on the block.

The auto industry now has the technology that might answer all of these needs. It's the hybrid car.

What Makes it a "Hybrid"?

Any vehicle is a hybrid when it combines two or more sources of power. For example, a moped (a motorized pedal bike) is a type of hybrid because it combines the power of a gasoline engine with the pedal power of its rider.

Hybrid vehicles are all around us. Most of the locomotives we see pulling trains are diesel-electric hybrids. Cities like Seattle have diesel-electric buses-these can draw electric power from overhead wires or run on diesel when they are away from the wires. Any vehicle that combines two or more sources of power that can directly or indirectly provide propulsion power is a hybrid.

The gasoline-electric hybrid car is just that- a cross between a gasoline-powered car and an electric car. Let's start with a few diagrams to explain the differences.

Hybrid Structure

You can combine the two power sources found in a hybrid car in different ways. One way, known as a parallel hybrid, has a fuel tank, which supplies gasoline to the engine. But it also has a set of batteries that supplies power to an electric motor. Both the engine and the electric motor can turn the transmission at the same time, and the transmission then turns the wheels.

By contrasts, in a series hybrid (Figure 4 below), the gasoline engine turns a generator, and the generator can either charge the batteries or power an electric motor that drives the transmission. Thus, the gasoline engine never directly powers the vehicle. Take a look at the diagram of the series hybrid, starting with the fuel tank, and you'll see that all of the components form a line that eventually connects with the transmission.

Why Build Such a Complex Car?

You might wonder why anyone would build such a complicated machine when most people are perfectly happy with their gasoline-powered cars. The reason is twofold: to reduce tailpipe emissions and to improve mileage. These goals are actually tightly interwoven.

California emission standards dictate how much of each type of pollution a car is allowed to emit in California. The amount is usually specified in grams per mile (g/mi). For example, the low emissions vehicle (LEV) standard allows 3.4 g/mi of carbon monoxide.

The key thing here is that the amount of pollution allowed does not depend of the mileage your car gets. But a car that burns twice as much as to go a mile will generate approximately twice as much pollution. That pollution will have to be removed by the emissions control equipment on the car. So decreasing the fuel consumption of the car is one of the surest ways to decrease emissions.

Carbon dioxide (Co2) is another type of pollution a car produces. The U.S government does not regulate it, but scientists suspect that it contributes to global warming. Since it is not regulated, a car has no devices for removing CO2 from the exhaust, so a car that burns twice as much gas adds twice as much CO2 to the atmosphere.

Automakers in the U.S. have another strong incentive to improve mileage. They are required by law to meet Corporate Average Fuel Economy (CAFÉ) standards. The current standards require that the average mileage of all the new cars sold by an automaker should be 27.5 mpg (8.55 liters per 100 Km). This means that if an automaker sells one hybrid car that gets 60 mpg (3.92 liters per 100 Km), it can then sell four big, expensive luxury cars that only get 20 mpg (11.76 liters per 100 Km)!

القطعة الحادية عشر صـ١١٧ :

Leapfrogging the Technology Gap

In Robib, Cambodia, villagers are getting medical advice from the world's best doctors. Schoolchildren are seeing their country's most famous landmarks for the first time. And the village economy is taking off, fueled by the sale of its handmade silk scarves on the global market.

All these benefits are coming via motorcycle—Internet-enabled motorcycles. A wireless network links computers in the village to computer chips on each of the five motorcycles. Each vehicle has a transmitter that allows it to upload and download email and data as it passes by village computers. At the end of the day, the bikes return to a hub where they upload the information received. The next morning, they download email and data from the hub and take it out to the villages for transmission.

Villages like Robib have been described as "leapfroggers:" communities or even whole countries in the developing world that are using information and communication technologies to leapfrog directly from being an agricultural to an in formation economy. It's a phenomenon that combines technology high and low in innovative ways, and is generating not only economic benefits but a new world of education, social, and political opportunities.

In highly developed countries, the information economy has emerged from a long evolution-farm economies made room for craftsmen and artisans, who gave way to industrial production, and manufacturing has yielded to the rise of an information and service-based economy.

Economists and development experts wonder whether the developing world can—or should—follow the same path. Widespread industrial development would still leave much of Africa, Asia, or Latin America a generation behind Europe and North America.

Of greater concern is the potential environmental impact of widespread industrialization: large-scale factory production in the developing world could greatly increase global energy consumption and pollution levels, particularly if factories use cheaper and dirtier production methods.

Information and communication technologies provide an alternative to this environmental and economic nightmare. The hardware, software, and networks that have propelled developed economies out of the industrial era and into the information age are now promising to take the developing world directly from agrarian to post-industrial development.

The same satellite networks that link remote villages to urban markets can bring classroom education to communities too small or poor to support secondary schools. The cell phone systems that power community businesses can connect patients or doctors, or disparate family members. The Internet kiosks that access a global marketplace can also be used to access political information or organize grassroots campaigns in emerging democracies.

Societies that place a high value on education, like Vietnam, are at an advantage, because a highly educated population is ready for work in a knowledge-based economy. Bangalore, India, is the best-case scenario. Recognized as the Silicon Valley of the developing world, Bangalore has parlayed India's wealth of well-educated, tech-savvy, English-speaking programmers into a massive hive of interlocking programming shops, call centres, and tech companies.

While Bangalore's technological, education, and linguistic advantages have given it a head start on leapfrogging, regions that lack those advantages stand to gain even more from the creative use of technology. Indeed, the countries that stand to benefit most from a leapfrogging strategy are those with limited infrastructure, limited education access, and limited literacy rates.

In Bolivia, a rural radio station uses the Internet to answer questions from listener—like the farmer who wanted help dealing with a worm that was devouring his crops. Working online, the station found a Swedish expert who identified the worm and broadcast the information on pest control to the entire community.

" The development community has placed a great emphasis on being able to meet basic development objectives," says Richard Simpson, the Director of E-Commerce for Industry Canada. "It is not about rich countries getting richer. It's not even about emerging economies. It's about countries at every stage of development using technology in a way that is appropriate to their needs." Needs like those of Nallavadu, a village in Pondicherry, India.A region in which many people live on incomes of less than one dollar a day, Pondicherry's information and communications technology development strategy traces back to a 1998 project that brought Internet-linked telecentres to the region's villages. Today, villagers routinely use the Internet to access information that helps them sell their crops at the latest commodity prices, obtain medical advice, and track regional weather and transport.

How does that kind of technology affect daily life? Just look at what happened in the village of Nallavadu. Vijayakumar Gunasekaran, the son of a Nallavadu fisherman, learned of December's earthquake and tsunami [2004] from his current home in Singapore. When Gunasekaran called home to warn his family, they passed along the warning to fellow villager—who used the village's telecentre to broadcast a community alarm. Thanks to that alarm, the village was evacuated, ensuring that all 3,600 villagers survived.

القطعة الثانية عشر صـ١٣٢ :

Executive Takes Chance on Pizza, Transforms Spain

MADRID, Spain—Leopoldo Fernandez was earning $150,000 a year as an executive in Spain with Johnson & Johnson when he decided to open a pizzeria on the side.

"Keep in mind, I knew nothing about pizza. My job was about selling hear: valves, heart monitors, surgical instruments," said the 47-year-old Cuban American, a former marketing director for the U.S. medical supply company.

Six years later, Fernandez is the president of TelePizza, a multinational company with projected sales of $120 million this year. By year's end, the Madrid-based pizza businessman's name will adorn more than 200 outlets in ten countries. The company, one of the first to answer a need for convenience goods in modernizing Spain, may even be the world's fastest growing pizza china, according to a recent issue of the trade magazine Pizza. Today and research by TelePizza.

"I thought I'd just open five little stores and keep my job at Johnson & Johnson," recalled Fernandez in an interview as he puffed a $5 Cuban cigar. Two small Cuban flags are placed on his desk top.

Success came "so quickly my biggest problem has been keeping on top of the growth- money management, people , training. Most new businesses grow at 10—20 percent yearly. We've grown at 10 percent a month since we opened," Fernandez said.

After his first shop prospered in Madrid, Fernandez left his job, sold his house and stocks, and cobbled together $300,000 to put into the business. From then on, new pizzerias opened rapidly, first in Spain and then abroad.

At the time TelePizza began in the late 1980s, pizzas were available in Spain only in Italian restaurants, and Spain still modernizing, there home delivery of any food was rare. But with more women in the workplace and was a growing need for convenience foods. TelePizza's success is widely credited with setting off a boom in home-delivered fast food in Spain.

Hundreds of motorbikes now ply Madrid's streets delivering everything from pizza to traditional specialties like Spanish tortillas (egg and potato omelettes) and paella.

Like the Domino's chain of U.S. fame, TelePizza's pies come fast—the company guarantees that pizzas will arrive in under 30 minutes, depending on where customers live. They are fairly affordable, with a pie for up to four people costing $13, compared with $6 for a McDonald's quarter pounder, fries, and Coke, undelivered.

Some say Spain's growing appetite for fast food is undermining the country's healthy Mediterranean diet. "There's a saying, when we were poor we made better eating choices than we do now," said Consuelo Lopez Nomdedeu, a nutritionist with the government-run National College of Health. But Fernandez dismissed such complaints. The key is variety in the (lid," he said. "I wouldn't eat pizza daily or hamburgers (nor would I eat) Spanish dishes like lentils or garbanzos."

Along with crediting the untapped Spanish market for his success, Fernandez noted that growing up as an immigrant in the United States probably also helped. Like many other refugees fleeing the Castro revolution, Fernandez moved to Florida from Cuba in 1960 with his parents.

"An immigrant has to find ways to succeed because he's on the bottom," said Fernandez, who also has worked for Procter & Gamble Co., the leading U.S. consumer products company.

"Here, my advantage is that I understand Spanish mentality better than Americans do, and I understand Americans better than Spaniards do," Fernandez said.

So far, his recipe for success is working. Fernandez said TelePizza outsells its threebiggest rivals in Spain—Domino's, Pizza Hut, and Pizza World—combined. The company has a fleet of more than 2,000 motorbikes in Spain and sells 25,000 pizzas daily in the Spanish market.

About two-thirds of TelePizza outlets in Spain are franchises while 90 percent of the 40 stores abroad are company- owned. In addition to Spain, there are TelePizza outlets located in Mexico, Colombia, Chile, Portugal, Belgium, Greece, and Poland—with stores in France and Brazil set to open before year's end.

"We plan to go into the U.S. in due time," Fernandez said. "For now we are maturing and learning from growth markets."

القطعة الثالثة عشر صـ١٤٢ :

The Luncheon

I caught sight of her at the park and in answer to her beckoning I went over and sat down beside her. It was long since I had last seen her and if someone had not mentioned her name I hardly think I would have recognized her. She addressed me brightly.

"Well, it's many years since we last met. How time does fly! We're none of us getting any younger. Do you remember the last time I saw you? You asked me to luncheon."

Did I remember?

It was twenty years ago and I was living in Paris. I had a tiny apartment in the Latin Quarter and I was earning barely enough money to keep body and soul together. She had read a book of mine and had written to me about it. I answered, thanking her, and presently I received from her another letter saying that she was passing through Paris and would like to have a chat with me; but her time was limited and the only free moment she had was on the following Thursday: she was spending the morning at the Luxembourg arid would I give her a little luncheon at Foyot's afterwards? Foyot's is a restaurant at which the French senators eat and it was so far beyond my means that I had never even thought of going there. But I was flattered by her praise of my book and she was, after all, my father's niece. I had eighty francs (gold francs) to last me the rest of the month and a modest luncheon should not cost more than fifteen. If I cut out coffee for the next two weeks I could manage well enough.

I answered that I would meet my cousin-by-correspondence at Foyot's on Thursday at half past twelve. She was not so young as I expected and in appearance imposing. She was in fact a woman of forty, and she gave me the impression of having more teeth, white and large and even, than were necessary for any practical purpose. She was talkative, but since she seemed inclined to talk about the family, whom I hadn't seen in some years, I was prepared to be an attentive listener.

I was startled when the bill of fare was brought, for the prices were a great deal higher than I had anticipated. But she reassured me.

"I never eat anything for luncheon," she said.

"Oh, don't say that!" I answered generously.

"I never eat more than one thing. I think people eat far too much nowadays. A little fish, perhaps. I wonder if they have any salmon."

Well, it was early in the year for salmon and it was not on the bill of fare, but I asked the waiter if there was any. Yes, a beautiful salmon had just come in—it was the first they had had. I ordered it for my guest. The waiter asked her if she would have something while it was being cooked.

" No," she answered. "I never eat more than one thing. Unless you had a little caviar. I never mind " caviar."

My heart sank a little. I knew I could not afford caviar, but I could not very well tell her that. I told the waiter by all means to bring caviar. For myself I chose the cheapest dish on the menu and that was a mutton chop.

"I think you're unwise to eat meat," she said. "I don't know how you can expect to work after eating heavy things like chops. I don't believe in overloading my stomach."

She ate the caviar and she ate the salmon. She talked incessantly of the prosperity and successes of her family. But I wondered what the bill would come to. When my mutton chop arrived she took me quite seriously to task.

"I see that you're in the habit of eating a heavy luncheon. I'm sure it's a mistake. Why don't you follow my example and eat just one thing? I'm sure you'd feel ever so much better for it."

"I am only going to eat one thing," I said, as the waiter came again with the bill of fare. She waved him aside with an airy gesture.

"No, no, I never eat anything for luncheon. Just a bite, I never want more than that, and I eat that more as an excuse for conversation than anything else. I couldn't possibly eat anything more—unless they had some of those giant asparagus. I should be sorry to leave Paris without having some of them." Madame wants to know if you have "any of those giant asparagus," I asked the waiter.

I tried with all my might to will him to say no. A happy smile spread over his broad face, and he assured me that they had some so large, so splendid, so tender, that it was a marvel.

"I'm not in the least hungry," my guest sighed, "but if you insist, I don't mind having some asparagus."

I ordered them

“Aren’t you going to have any?”

“No, I never eat asparagus.”

"I know there are people who don’t like them. The fact is, you ruin your palate by all the meat you eat. "

We waited for the asparagus to be cooked. Panic seized me. It was not a question now of how much money I should have left over for the rest of the month, but whether I had enough to pay the bill. It would be mortifying to find myself ten francs short and be obliged to borrow from my guest. I could not bring myself to do that. I knew exactly how much I had and if the bill came to more I had made up my mind that I would put my hand in my pocket and with a dramatic cry start up and say it had been picked. Of course it would be awkward if she had not money enough either to pay the bill. Then the only thing would be to leave my watch and say I would come back and pay later.

The asparagus appeared. They were enormous, succulent, and appetizing. The smell of the melted butter tickled my nostrils. I watched her thrust them down her throat in large voluptuous mouthfuls and in my polite way I discoursed on the condition of the drama in the Balkans. At last, she finished.

“Coffee?” I asked.

“Yes, just an ice cream and coffee,” she answered.

I was past caring now, so I ordered coffee for myself and an ice cream and coffee for her.

“You know, there’s one thing I thoroughly believe in,” she said, as she ate the ice cream. “One should always get up from a meal feeling one could eat a little more.”

“Are you still hungry?” I asked faintly.

“Oh, no. I’m not hungry; you see, I don’t eat luncheon. I have a cup of coffee in the morning and then dinner, but I never eat more than one thing for luncheon. I was speaking for you.”

“Oh, I see!”

Then a terrible thing happened. While we were waiting for the coffee, the head waiter, with an ingratiating smile on his false face, came up to us bearing a large basket full of peaches. They had the rich tone of an Italian landscape. But surely peaches were not in season then? Who knew what they cost? I knew—a little later, for my guest, going on with her conversation, absentmindedly took one.

“You see, you’ve filled your stomach with a lot of meat”—my one miserable little chop—”and you can’t eat any more. But I’ve just had a snack and I shall enjoy a peach.”

The bill came and when I paid it I found that I had only enough for a quite inadequate tip. Her eyes rested for an instant on the three francs I left for the waiter and I knew that she thought me mean. But when I walked out of the restaurant I had the whole month before me and not a penny in my pocket.

"Follow my example," she said as we said farewell, “and never eat more than one thing for luncheon.” “

“I’ll do better than that,” I retorted. “I’ll eat nothing for dinner tonight.”

“Humorist!” she cried, jumping into a cab. “You’re quite a humorist!”

But I dare say she may not appreciate my humor now, as I try to contain a chuckle. Today she weighs twenty-One stone.

القطعة الرابعة عشر صـ ١٩٩ :

Ethnocentrism

Culture shock can be an excellent lesson in relative values and in understanding human differences. The reason culture shock occurs is that we are not prepared for these differences. Because of the way we are taught in our culture, we are all ethnocentric. This term comes from the Greek root ethnos, meaning a people or group. Thus, it refers to the fact that our outlook or world view is centered on our own way of life. Ethnocentrism is the belief that one's own patterns of behavior are the best the most natural, beautiful, right, or important. Therefore, other people, to the extent that they live differently, live by standards that are inhuman, irrational, unnatural, or wrong.

Ethnocentrism is the view that one's own culture is better than all others; it is the way all people feel about themselves as compared to outsiders. There is no one in our society who is not ethnocentric to some degree, no matter how liberal and open-minded he or she might claim to be. People will always find some aspect of another culture distasteful, be it practices, a way of treating friends or relatives, or simply a food that they cannot manage to get down with a smile. This is not something we should be ashamed of, because it is a natural outcome of growing up in any society.

القطعة الخامسة عشر صـ ٥٢ :

Paragraph 1:

Gregor Mendel was the first person to make precise observations about the biological mechanism of inheritance. This happened a little over 100 years ago in Austria, where Mendel spent his leisure hours performing experiments with pea plants of different types. He crossed them carefully and Look notes about the appearance of various traits, or characteristics, in succeeding generations. From his observations, Mendel formed a set of rules, now known as the Mendelian Laws of Inheritance, which were found to apply not only to plants but to animals and human beings as well. This was the beginning of the modern science of genetics.

القطعة السادسة عشر صـ ٥٣ :

Paragraph 2:

The magnificent warship Wasa, which sank after its first "voyage" of some 1,500 yards, was salvaged and restored, after lying at the bottom of Stockholm's harbor for over 330 years. The ship now rests in the National Maritime Museum of that city.