

## 1.5 Finding key points and note-making

### 1 Why make notes?

- (a) to prepare for essay writing
- (b) to avoid plagiarism
- (c) to keep a record of reading/ lectures
- (d) to revise for exams
- (e) to help remember main points

### 2 Note-making methods

The notes are paraphrased, not copied from the text. The source is included.

### 3 Finding key points

(Example titles)

Marketing to the older generation

Selling to retired people

An ageing market

Key points:

- (a) The generation born after the second world war, sometimes called the baby-boomers, are now reaching retirement age, and businesses are starting to realise that they are a wealthier market than any previous retirement group.
- (b) There are, however, certain difficulties in selling to this market. Some customers resent being addressed as 'old' since they see themselves as more youthful, while there is a huge variation in the profile of the baby boomers.

## 4. Finding relevant points

Key points:

1 Currently over two-thirds of Americans are believed to be either overweight or obese, but recently it has been discovered that the situation may have stabilised.

2 This trend may have important consequences for the healthcare system: according to a recent study (Finkelstein *et al.*, 2009) an obese American is likely to cost the system over 40 per cent more than someone with normal weight.

3 ... but medical researchers still struggle to understand the basic causes of the problem, which is that obesity in America is now three times greater than 50 years ago.

4 ... those with irregular and badly paid employment are more likely to eat what is convenient and tasty ...

Another possibility is that food is now cheaper relative to income ...

... fewer calories are used in doing domestic chores around the house ...

5 Although Americans often dislike being told what to do by their government, these campaigns may be finally having an effect.

## 6 Practice A

(Example notes)

Source: (Herapath, T. (2010) *Journal of Transatlantic Contexts* 14, p. 319)

Have Americans stopped getting fatter?

(1) 2/3 Americans overweight, but lately growth in obesity seems to have stopped

(2) may reduce future healthcare costs (obesity adds 40 per cent to medical expenses

– Finkelstein *et al.*, 2009)

(3) no agreement on reasons for obesity in US

(4) three possible causes: (a) more people have disorganised lives (b) food has become cheaper (c) people do less physical work

(5) new trend may be result of govt. action on food labelling and children's diets

## 7 Practice B

(Example notes)

Source: (Kitschelt, P. (2006) *How the Brain Works*. Berlin: Freihaus p. 73)

### The brain and the memory process

1) Siesta can help improve memory > learning

2) New memories > hippocampus (short term) > Pre-frontal cortex (long-term)

3) Process happens during Stage 2 sleep

4) Univ. Calif. team researched process:

- 2 groups: a) stayed awake b) had siesta
- group b) performed better at memory tasks in evening