



Полезная лексика по теме

# «Видеоразбор: как прекратить дарить плохие подарки»

What's the worst holiday gift you've ever **received**? For me, it's easy. My mom used to consider **Chanukah** a **belated** back-to-school holiday. We would get **binders**, pens, staplers.

Once my mom **wrapped** this **huge mystery** present that my sister thought was a dollhouse. But it wasn't a dollhouse. It was a **trash can**.

Most of us are **actually terrible** at giving gifts. About \$70 billion **worth** of presents are **returned** every year in the U.S. So how do we get... less terrible?

Here are 3 ways to **improve** your gift-giving **game** around the holidays. First: stop trying to make your gifts so **delightful**.

Research has shown that **givers are obsessed with** the moment of **unwrapping** a gift even more than the gift itself.

to receive — получать

Chanukah /'hɑ:nəkə/ — Ханука (еврейский праздник)

belated — запоздалый

a binder — папка-регистратор

to wrap /ræp/ — обернуть, упаковать

huge /hju:dʒ/ — огромный

mystery — загадочный

a trash can — ведро для мусора

actually — на самом деле

terrible — ужасный

worth /wɜ:θ/ — стоимость

to return — возвращать

to improve — улучшать

a game (здесь) — развлечение

delightful — очаровательный, прелестный

a giver — даритель

to be obsessed with something — быть одержимым чем-либо

unwrapping /ʌn'ræpɪŋ/ — разворачивание



<p>We <b>envision</b> the look of <b>delirious</b> happiness and the <b>ecstatic exclamations</b> like “Wow! <b>Oh my gosh!</b> You really know me!”</p> <p><b>Ironically</b>, givers are <b>selfish</b>. We want something from giving: those looks of <b>delight</b>. Those exclamations. This is why <b>items</b> like <b>hyper-specific kitchen gadgets</b> and <b>fancy</b> vintage clocks all seem like fantastic gifts.</p> <p>But it <b>turns out</b>, <b>recipients</b> often want things that are <b>far more</b> practical — things they can actually use. In one <b>study</b>, <b>researchers</b> asked givers and recipients to <b>rate</b> gifts along two <b>metrics</b>:</p> <p><b>Desirability</b>, like complicated but fancy coffee maker, and <b>feasibility</b>, like a coffee maker you can actually use without studying the instructions.</p> <p>They found that givers <b>reliably</b> chose the desirable gifts. But recipients <b>preferred</b> feasibility. So what’s the most practical gift you can give that people might actually <b>be grateful for</b>?</p> <p>Two: <b>When in doubt</b>, give <b>cash</b>. When economists study gift giving, they’re very <b>concerned with</b> one thing: <b>waste</b>.</p>	<p>to envision /ɛnˈvɪz(ə)n/ — рисовать в воображении</p> <p>delirious — безумный</p> <p>ecstatic /ɪkˈstætɪk/ — восторженный</p> <p>an exclamation — возглас</p> <p>Oh my gosh! — О боже мой!</p> <p>ironically /ɪˈrɒnɪkli/ — как ни странно</p> <p>selfish — эгоистичный</p> <p>delight — восторг</p> <p>an item (здесь) — предмет, вещь</p> <p>hyper-specific kitchen gadgets (здесь) — специальные кухонные принадлежности</p> <p>fancy — изысканный</p> <p>to turn out — оказываться</p> <p>a recipient /rɪˈsɪpiənt/ — получатель</p> <p>far more — гораздо более, значительно</p> <p>a study (здесь) — исследование</p> <p>a researcher — исследователь</p> <p>to rate — классифицировать</p> <p>a metric — критерий</p> <p>desirability — привлекательность</p> <p>feasibility — применимость, практичность</p> <p>reliably — надежно</p> <p>to prefer — предпочитать</p> <p>to be grateful for — быть благодарным за</p> <p>when in doubt /daʊt/... — если не уверен...</p> <p>cash /kæʃ/ — наличные деньги</p> <p>to be concerned with (здесь) — рассматривать</p> <p>waste — пустая трата</p>
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<p>Let's say <b>hypothetically</b> that my grandmother buys me a sweater that I hate, and your grandmother also buys you a sweater that you hate. (Sorry, grandmothers!) <b>Before long</b>, we're talking about billions of dollars in waste in the economy.</p> <p>Economists call it "<b>deadweight loss</b>" and they <b>estimate</b> that up to 30% of the <b>value</b> of all gifts is wasted.</p> <p>That means that companies wasted time making the gift, the giver wasted time buying it, and the recipients wasted time <b>returning</b> it.</p> <p>There's a way to <b>fix</b> this. There is a very <b>specific</b> gift that <b>is</b> always <b>worth the exact same</b> to both giver and receiver.</p> <p>It's called cash. The good thing about cash is that the receiver can always <b>make use of</b> 100 percent of its value.</p> <p>The bad thing about <b>cold, hard cash</b> is that... it's cold. It doesn't say anything <b>except</b>, "Here's some money." So this is a <b>conundrum</b>.</p> <p>How do we <b>design</b> a gift-giving formula that is as <b>efficient</b> as cash and as sentimental as you want to be?</p> <p>Third: Just give people what they ask for. A good way to get what you want is — <b>shocker!</b> — to tell people what you want.</p>	<p>hypothetically /ˌhɪpəˈθetɪkli/ — гипотетически</p> <p>before long — вслед за тем</p> <p>deadweight loss — чистые издержки</p> <p>to estimate — оценивать</p> <p>value — стоимость, цена</p> <p>to return — возвращать</p> <p>to fix — уладить</p> <p>specific — особенный</p> <p>to be worth — стоить</p> <p>he exact same — совершенно одинаково</p> <p>to make use of — использовать</p> <p>cold, hard cash — наличные деньги: банкноты, монеты (не кредитные карты или чеки)</p> <p>except /ɪk'sept/ — кроме</p> <p>a conundrum /kə'nʌndrəm/ — трудный вопрос, сложная проблема</p> <p>to design (здесь) — составлять</p> <p>efficient /ɪ'fɪʃənt/ — действенный, эффективный</p> <p>Shocker! — Не может быть!</p>
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<p>A 2011 study looked at Amazon <b>wish lists</b> to <b>determine</b> if people were more <b>appreciative</b> of gifts from the list <b>versus</b> gifts that were total surprises.</p> <p>It turned out that people got gifts that weren't on their list, they actually saw them as less <b>thoughtful</b> and less <b>personal</b>.</p> <p>Surprise is <b>overrated</b> — we're happier to get what we ask for. We do everything we can to keep gifts top secret: we wrap them so they don't look like they came from a <b>store</b>.</p> <p>We <b>tear</b> the <b>price tags off</b>. But we are <b>spending</b> money here. If you want to <b>make</b> your gift <b>count</b>, stop obsessing about the moment of unwrapping and surprise.</p> <p>Find out what the people that you love want and get it for them. This is You Are Here — a show about the <b>science</b> of everyday life. I'm Derek Thompson. Thank you for watching.</p>	<p>a wish list — список желаний</p> <p>to determine /dɪ'tɜːmɪn/ — определять</p> <p>appreciative /ə'priːʃjətɪv/ — признательный</p> <p>versus — против</p> <p>thoughtful — внимательный</p> <p>personal — личный</p> <p>overrated — переоцененный</p> <p>a store — магазин</p> <p>to tear off — отрывать</p> <p>a price tag — ценник</p> <p>to spend — тратить</p> <p>to make something count — сделать что-то значимым</p> <p>science — наука</p>
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