Translation: Please translate the following paragraphs into Chinese
Total = 100 points, each paragraph = 25 points

1. It is best to begin, I think, by reminding you, the beginning student, that the most admirable thinkers within the scholarly community you have chosen to join do not split their work from their lives. They seem to take both too seriously to allow such dissociation, and they want to use each for the enrichment of the other. Of course, such a split is the prevailing convention among men in general, deriving, I suppose, from the hollowness of the work which men in general now do. But you will have recognized that as a scholar you have the exceptional opportunity of designing a way of living which will encourage the habits of good workmanship. Scholarship is a choice of how to live as well as a choice of career; whether he knows it or not, the intellectual workman forms his own self as he works toward the perfection of his craft.

2. Of all the more traditional mass communication research approaches to the media, uses and gratifications research actually has the greatest applicability in the era of new media forms. Its weakness, however, is its inability to deal with the social, economic and cultural structures that shape the media that we use, even in the media’s new incarnations. Another approach to studying the media has emerged from the intellectual tradition of cultural studies which, in a very fundamental way, deals with uses and gratifications studies does well, but also deals with what is lacking and overlooked in much of the rest of mass communication research. The cultural studies approach to the media decentres what has been privileged in traditional mass communication research.
Sports has been a programming staple on broadcast and cable television for decades. It regularly attracts the faithful and, with major events, draws audiences that other genres of programming rarely approach. Year in and year out, the Super Bowl garners the largest U.S. audience of the year, far outpacing any other single program. The Olympics and the World Cup draw unrivaled numbers of viewers across the globe, several billion over the course of the Olympics and perhaps as much as a billion for a single World Cup match. Because of its ubiquity on the television dial, the scope of the audience it attracts, and the apparent zeal with which many viewers watch sports, televised sports viewers and fans have been the subject of considerable scholarly inquiry. With less frequent public recognition and scholarly scrutiny, other genres of programming attract and cultivate sizable audiences and, as with sports, a sizable number of fans.

When two cognitions are in a dissonant relation, the person with those two cognitions is said to have dissonance, to experience dissonance, or to be in a state of dissonance. Dissonance is taken to be an aversive motivational state; persons will want to avoid experiencing dissonance, and if they do encounter dissonance, they will attempt to reduce it. Dissonance may vary in magnitude: one might have a lot of dissonance, a little, or a moderate amount. As the magnitude of dissonance varies, so will the pressure to reduce it; with increasing dissonance, there will be increasing pressure to reduce it. With small amounts of dissonance, there may be little or no motivational pressure. Expressed most broadly, the magnitude of dissonance experienced will be a function of two factors. One is the relative proportions of consonant and dissonant elements.