

этапы и задачи письма сочетаются друг с другом. Вот почему нужна эта книга, а не просто руководство, объясняющее принцип и идеи, которые лежат в основе ящика для заметок. Еще одна причина, по которой этот метод все еще плохо используется, заключается в том, что большинство студентов осознают потребность в хорошей системе только тогда, когда уже борются с письменной работой — как правило, к концу университетской программы, когда необходимо защитить бакалаврскую, магистерскую или докторскую диссертацию. Метод ящика для заметок, конечно, помогает, но помог бы гораздо больше, если бы люди начинали раньше. Здесь действует почти тот же принцип, что и с пенсионными накоплениями. Кроме того, трудно изменить поведение во время стресса. Чем больше давления мы чувствуем, тем больше склонны придерживаться старых привычек — даже если они и стали причиной проблем и стресса. Это так называемый туннельный эффект [106]. Но Муллайнатан и Шафир, которые тщательно исследовали подобное явление, нашли выход из него: изменение возможно, когда решение кажется простым.

И наконец очень хорошая новость. Ящик для заметок настолько прост, насколько это возможно. Читайте с ручкой в руке, делайте полезные заметки и устанавливайте связи между ними. Идеи придут сами по себе, и ваше письмо будет развиваться. Нет необходимости начинать с нуля. Продолжайте делать то, что вы бы делали в любом случае: читать, думать и писать. Просто по пути делайте полезные заметки.

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