1. Your book refers to the "dipole moment" on p. 62. What is an electric dipole moment? Pages 795 and 821-823 in Knight's textbook or pages 335-336 in Wolfson's textbook will help.
2. Describe what is going on in Figure 3.32, p. 62. This figure is key to understanding the process that creates light. Page 59 may help your explanation.
3. How are infrared electromagnetic waves produced?
4. How is visible light produced?