



20-G

다음 글을 읽고 물음에 답하시오.

(가) One of the most common mistakes made by organizations when they first consider experimenting with social media are that they focus too much on social media tools and platforms and not enough on their business objectives. The reality of success in the social web for businesses is that creating a social media program begins not with insight into the latest social media tools and channels but with a thorough understanding of the organization's own goals and objectives. A social media program is not merely the fulfillment of a vague need to manage a "presence" on popular social networks because "everyone else is doing it." "Being in social media" serves no purpose in and of itself. In order to serve any purpose at all, a social media presence must either solve a problem for the organization and its customers or result in an improvement of some sort (preferably a measurable one). In all things, purpose drives success. The world of social media is no different.

1 윗글에서 주장하는 내용을 한 문장으로 나타낸 것이다.

빈칸 (A), (B)에 들어갈 말을 본문에 있는 단어를 그대로 사용하여 채우시오. (각 단어 수는 한 단어 이상일 수 있음)

When companies use (A) _____ for business, they should consider (B) _____ rather than tools or platforms.

(A): _____

(B): _____

2 윗글의 밑줄 친 (가)에서 어법상 어색한 한 단어를 고치고 이유를 서술하시오.

(1) _____ →

(2) 이유:



3 다음 글을 아래와 같이 요약하고자 할 때, 빈칸에 들어갈 알맞은 말을 <조건>에 맞게 쓰시오.

One of the most common mistakes made by organizations when they first consider experimenting with social media is that they focus too much on social media tools and platforms and not enough on their business objectives. The reality of success in the social web for businesses is that creating a social media program begins not with insight into the latest social media tools and channels but with a thorough understanding of the organization's own goals and objectives. A social media program is not merely the fulfillment of a vague need to manage a "presence" on popular social networks because "everyone else is doing it." "Being in social media" serves no purpose in and of itself. In order to serve any purpose at all, a social media presence must either solve a problem for the organization and its customers or result in an improvement of some sort (preferably a measurable one). In all things, purpose drives success. The world of social media is no different.

↓

When organizations consider applying social media programs,

 _____ without a clear purpose.

<보기>

critical / their business objectives / hastily adopting / trendy platforms / it's / to prioritize / instead of

<조건>

단어 추가 없이 <보기>의 표현을 모두, 한 번씩만 사용할 것
 단어의 형태를 변형하지 않고 그대로 쓸 것

답:



4 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?

One of the most common mistakes made by organizations when they first consider experimenting with social media is that they focus too much on social media tools and platforms and not enough on their business objectives.

(A) In order to serve any purpose at all, a social media presence must either solve a problem for the organization and its customers or result in an improvement of some sort (preferably a measurable one). In all things, purpose drives success. The world of social media is no different.

(B) A social media program is not merely the fulfillment of a vague need to manage a “presence” on popular social networks because “everyone else is doing it.” “Being in social media” serves no purpose in and of itself.

(C) The reality of success in the social web for businesses is that creating a social media program begins not with insight into the latest social media tools and channels but with a thorough understanding of the organization’s own goals and objectives.

- ① (A) - (B) - (C) ② (B) - (A) - (C)
- ③ (B) - (C) - (A) ④ (C) - (A) - (B)
- ⑤ (C) - (B) - (A)

5 다음 글의 내용을 한 문단으로 요약하고자 한다. 반드시 다음 글 본문의 한 단어를 사용하여 빈칸 (A), (B)에 들어갈 말을 영어로 쓰시오. (빈칸 (A), (B) 각각 한 단어로 쓸 것)

One of the most common mistakes made by organizations when they first consider experimenting with social media is that they focus too much on social media tools and platforms and not enough on their business objectives. The reality of success in the social web for businesses is that creating a social media program begins not with insight into the latest social media tools and channels but with a thorough understanding of the organization’s own goals and objectives. A social media program is not merely the fulfillment of a vague need to manage a presence on popular social networks because “everyone else is doing it.” “Being in social media” serves no purpose in and of itself. In order to serve any purpose at all, a social media presence must either solve a problem for the organization and its customers or result in an improvement of some sort (preferably a measurable one). In all things, purpose drives success. The world of social media is no different.

↓

Organizations must focus on their business (A)_____ when creating a social media program, rather than simply maintaining a(n) (B)_____ on well-known social media platforms – tools, channels, networks, and programs.

(A): _____

(B): _____



20-1

6 다음 글의 밑줄 친 부분 중 문맥상 낱말의 쓰임이 적절하지 않은 것은?

Mirroring is a behavior in which one person subconsciously imitates the gestures, speech patterns, or attitudes of another individual. This phenomenon often occurs in social situations, especially when people are in the company of close friends or family. Surprisingly, it frequently goes ①unnoticed by both parties involved. This concept has a significant impact on how others perceive the individual exhibiting mirroring behaviors, as it can lead to building a sense of ②distance with others. The ③similarities in nonverbal gestures allow the individual to feel more connected to the person whose behavior is being mirrored. As the two individuals in the situation display similar nonverbal gestures, they may also believe that they have ④common attitudes and ideas. Mirror neurons react to and cause these movements, allowing the individuals to feel a greater sense of engagement. When we can understand and relate to the actions and intentions of others, it can ⑤enhance our feeling of being a part of that situation or group.

- ① a
- ② b
- ③ c
- ④ d
- ⑤ e

다음 글을 읽고 물음에 답하시오.

Most of the time, we conform without ①awareness. We don't even have to think _____ . For example, many people start to dress like their boss, although they don't realize it. Even more often, people unconsciously ②imitate their boss's nonverbal behaviors during a meeting – using similar hand gestures or crossing the same leg, and so on. This is not crazy behavior. Indeed, there does appear to be an evolutionary ③disadvantage for those who mirror others. People who dress like their boss actually get paid more and ④promoted more quickly. When we mirror others, they like us more. Unfortunately, the drawback is that we behave in a more ⑤conformist fashion.

7 윗글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

- ① a
- ② b
- ③ c
- ④ d
- ⑤ e

8 윗글의 빈칸에 들어갈 말을 주어진 조건에 맞춰 쓰시오.

the fact / to them / we / and / monitor others /
adapt / are / about

<조건>

주어진 단어를 모두 사용할 것
필요시에는 어형 변화 가능함
접속사 추가할 것

→



20-2

9 다음 글의 내용을 한 문장으로 요약하고자 할 때, 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것을 고르면?

Contrary, to prophets of the "information age" who joyfully predicted an abundance of high-paying jobs even for people with the most basic of skills, the sobering truth is that many information-processing jobs fit easily into the category of routine production services. The foot soldiers of the information economy are hordes of data processors stationed in "back offices" at computer terminals linked to world-wide information banks. They routinely enter data into computers or take it out again - records of credit card purchases and payments, credit reports, checks that have cleared, customer accounts, customer correspondence, payroll, hospital billings, patient records, medical claims, court decisions, subscriber lists, personnel, library catalogues, and so forth. The "information revolution" may have rendered some of us more productive, but it has also produced huge piles of raw data which must be processed in much the same monotonous way that assembly-line workers and, before them, textile workers processed piles of other raw materials.

The prophets of "information age" forecasted a number of (A)_____, but in reality, information processing jobs are characterized by (B)_____.

- ① (A) high income jobs
(B) routine and monotonous tasks
- ② (A) intelligent technicians
(B) simple and repetitive works
- ③ (A) high-salaried employees
(B) unstable non-regular workers
- ④ (A) computer-related equipments
(B) machines operated by laborers
- ⑤ (A) automatic processing terminals
(B) data handled by processors



10 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Contrary to prophets of the "information age" who joyfully predicted an abundance of high-paying jobs even for people with the most basic of skills, the sobering truth is that _____ . The foot soldiers of the information economy are hordes of data processors stationed in "back offices" at computer terminals linked to world-wide information banks. They routinely enter data into computers or take it out again — records of credit card purchases and payments, credit reports, checks that have cleared, customer accounts, customer correspondence, payroll, hospital billings, patient records, medical claims, court decisions, subscriber lists, personnel, library catalogues, and so forth. The "information revolution" may have rendered some of us more productive, but it has also produced huge piles of raw data which must be processed in much the same monotonous way that assembly-line workers and, before them, textile workers processed piles of other raw materials.

- ① the information revolution made us more productive
- ② high-paying jobs fit easily into routine production services
- ③ the information economy no longer requires information processing jobs
- ④ monotonous jobs are no longer able to survive in today's productive world
- ⑤ numerous information-processing jobs are categorized into simple repetitive work

11 다음 글을 읽고 아래 질문에 영어로 답하십시오. (반드시 다음 글의 본문의 단어들을 사용할 것!)

Contrary to prophets of the "information age" who joyfully predicted an abundance of high-paying jobs even for people with the most basic of skills, the sobering truth is that many information-processing jobs fit easily into the category of routine production services. The foot soldiers of the information economy are hordes of data processors stationed in "back offices" at computer terminals linked to worldwide information banks. They routinely enter data into computers or take it out again — records of credit card purchases and payments, credit reports, checks that have cleared, customer accounts, customer correspondence, payroll, hospital billings, patient records, medical claims, court decisions, subscriber lists, personnel, library catalogues, and so forth. The "information revolution" may have rendered some of us more productive, but it has also produced huge piles of raw data which must be processed in much the same monotonous way that assembly-line workers and, before them, textile workers processed piles of other raw materials.

Q: In the context of the passage, who these days can be seen as performing roles similar to those of past assembly-line workers and textile factory workers?

정답:



12 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?

Contrary to prophets of the “information age” who joyfully predicted an abundance of high-paying jobs even for people with the most basic of skills, the sobering truth is that many information-processing jobs fit easily into the category of routine production services.

(A) They routinely enter data into computers or take it out again – records of credit card purchases and payments, credit reports, checks that have cleared, customer accounts, customer correspondence, payroll, hospital billings, patient records, medical claims, court decisions, subscriber lists, personnel, library catalogues, and so forth.

(B) The “information revolution” may have rendered some of us more productive, but it has also produced huge piles of raw data which must be processed in much the same monotonous way that assembly-line workers and, before the, textile workers processed piles of other raw materials.

(C) The foot soldiers of the information economy are hordes of data processors stationed in “back offices” at computer terminals linked to world-wide information banks.

- ① (B) - (A) - (C) ② (B) - (C) - (A)
 ③ (C) - (A) - (B) ④ (C) - (B) - (A)
 ⑤ (A) - (B) - (C)



20-3

다음 글을 읽고 물음에 답하십시오. [수능특강 라이트 영어 20강 3번]

I've always told my daughter she should pursue things until they don't make sense. ㉠It was a concept I used professionally which resulted in me being very innovative and forward thinking in my business. ㉡It's also a concept that encourages me to be more open-minded and open-hearted to new situations and experiences. However, at some point, the thing you're pursuing may no longer make sense, and (A)you need to learn to jump off the dead horse. Stop banging your head against the wall, and let it go. Sometimes it's very difficult to do, especially when you are emotionally invested, but in the long run, you do realize the dead horse will never take you to your destination.

13 윗글의 밑줄 친 (A)가 글에서 의미하는 것을 빈칸에 우 리말로 쓰시오.

→ 너는

_____ 배울 필요가 있다.

14 윗글의 ㉠, ㉡의 it이 공통적으로 가리키는 것을 본문에 서 그대로 찾아 영어 1문장으로 쓰시오.

→

15 다음 글에서 필자가 주장하는 바로 가장 적절한 것은?

I've always told my daughter she should pursue things until they don't make sense. It was a concept I used professionally which resulted in me being very innovative and forward thinking in my business. It's also a concept that encourages me to be more open-minded and open-hearted to new situations and experiences. However, at some point, the thing you're pursuing may no longer make sense, and you need to learn to jump off the dead horse. Stop banging your head against the wall, and let it go. Sometimes it's very difficult to do, especially when you are emotionally invested, but in the long run, you do realize the dead horse will never take you to your destination.

- ① 다양한 시각을 통해 목표에 도달 가능 여부를 판단하라.
- ② 추구하던 목표가 타당하지 않다면 과감히 포기하라.
- ③ 감정에 치우치지 말고 합리적인 계획을 수립하라.
- ④ 실패를 두려워하지 말고 목표한 바를 추구하라.
- ⑤ 새로운 상황과 경험에 더 열림 마음을 가져라.



20-4

다음 글을 읽고 물음에 답하시오.

(가) Firms selling similar products tend to cluster.

This is probably in part because of the desire of consumers to compare products. Individuals may prefer to shop for shoes in a regional shopping mall because they can compare the merchandise in four or five different stores in fewer trips. Firms selling similar products may repel one another under some circumstances, but when consumers have a demand for display variety, similar competing establishments may locate together. Another reason to localization is regard to gaining reputation; buyers may be suspicious of a software firm in the middle of the cornfields. It would also be hard to recruit workers if every time you needed a new expert you had to persuade someone to move across the country, rather than just poach one from your neighbor. Finally, retail establishments selling complementary products may also tend to cluster to provide services simultaneously according to consumers' specific preference. For instance, theaters and restaurants often locate together, reflecting the fact that people like to eat out before or after seeing a show. In short, _____ of firms selling similar products or services is beneficial to both consumers and sellers.

*poach: 인력을 빼내다, 가로채다

위 글의 빈칸에 들어갈 말로 가장 적절한 것은?¹⁶

- ① separation ② concentration
- ③ differentiation ④ individualization
- ⑤ internationalization

위 글의 밑줄 친 (가) **Firms selling similar products tend to cluster**의 원인을 다음과 같이 정리할 때 빈칸 (A)~(D)에 들어갈 적절한 말을 <조건>에 맞게 서술하시오.¹⁷

It's easy for customers to (A) _____ with fewer trips.
 It's easy for firms to (B) _____ for certain products or services.
 It's convenient for firms to (C) _____ who are specialized in that field.
 It's possible for firms to (D) _____ what customers prefer.

<조건>
 본문에서 찾아 각각 2단어로 쓰시오.
 필요시 단어의 형태를 바꾸시오.

- (A) _____
- (B) _____
- (C) _____
- (D) _____



18 다음 글의 제목으로 가장 적절한 것은?

A localization economy can be traced to the desire of individuals to compare products. Individuals may prefer to shop for shoes in a regional shopping mall because they can compare the merchandise in four or five different stores in fewer trips. Firms selling similar products may repel one another under some circumstances, but when consumers have a demand for display variety, similar competing establishments may locate together. An additional shoe store in a regional shopping mall may actually benefit all the shoe stores by making the mall a more desirable place to shop for shoes. The additional store may lower the percentage of mall shoe shoppers who make purchases at each existing store, but total sales may increase due to the greater number of shoppers.

* repel: 밀어내다

- ① How to Increase Sales at Shoe Shops
- ② Why Complex Shopping Mall Is Growing
- ③ Competition among Stores: Consumer Benefits
- ④ The Reason Shops That Sell Similar Things Get Together
- ⑤ Why Buying Shoes at a Shopping Mall Is Better Than Buying Online

19 다음 글의 빈칸에 들어갈 말로 가장 적절한 것을 고르면?

Localization economies are the advantages arising from the concentration of firms in the same industry within a specific geographical area. These economies stem from input sharing and competition among these firms, which are tightly linked by the technologies they employ, the skills they demand, the markets they serve, and the products and services they offer. In the case of the highly concentrated high-tech industry in Silicon Valley, despite the high costs associated with labor and real estate,

_____.

The city's size and the presence of a highly skilled labor pool create positive external effects for each firm located in Silicon Valley, illustrating how an increase in the size of an industry within a city can lead to increased productivity in specific activities. In essence, the localization of the high-tech industry in Silicon Valley illustrates the tangible gain of firms co-locating, demonstrating the power of localization economies.

- ① there is a possibility of a decline in profits coming from the high costs
- ② employees in Silicon Valley are highly paid and receive favorable welfare
- ③ impact of globalization on labor market and international economy is too big to ignore
- ④ firms continue to flock to this region due to the localization economies it provides
- ⑤ companies and governments fail to reach an agreement about how to deal with high-cost problems



20 다음 글의 내용을 아래와 같이 요약하고자 한다. 빈칸 (A), (B), (C)에 들어갈 말로 가장 적절한 한 단어를 본문의 단어를 활용하여 쓰시오. (단, 필요시 단어의 형태나 품사를 변형시킬 것)

A localization economy can be traced to the desire of individuals to compare products. Individuals may prefer to shop for shoes in a regional shopping mall because they can compare the merchandise in four or five different stores in fewer trips. Firms selling similar products may repel one another under some circumstances, but when consumers have a demand for display variety, similar competing establishments may locate together for it. An additional shoe store in a regional shopping mall may actually benefit all the shoe stores by making the mall a more desirable place to shop for shoes. The additional store may lower the percentage of mall shoe shoppers who make purchases at each existing store, but total sales may increase due to the greater number of shoppers. Not only the similar competing establishments but also establishments selling complementary product tend to cluster and make it more convenient for customers to enjoy shopping. For instance, theaters and restaurants often locate together, reflecting the fact that people like to eat out before or after seeing a show.

A localization economy is driven by individuals' desire or product (A)_____ while they shop. Similar businesses as well as (B)_____ ones cluster together in regional shopping mall to offer consumers more (C)_____ and convenience. This can actually be helpful for the malls because it can increase total sales with a greater number of shoppers.

정답:

(A)_____

(B)_____

(C)_____



21 다음 글의 흐름으로 보아, 주어진 문장이 들어가기에

가장 적절한 곳은?

Retail establishments selling complementary products may also tend to cluster.

A localization economy can be traced to the desire of individuals to compare products. Individuals may prefer to shop for shoes in a regional shopping mall because they can compare the merchandise in four or five different stores in fewer trips. (A) Firms selling similar products may repel one another under some circumstances, but when consumers have a demand for display variety, similar competing establishments may locate together. (B) An additional shoe store in a regional shopping mall may actually benefit all the shoe stores by making the mall a more desirable place to shop for shoes. (C) The additional store may lower the percentage of mall shoe shoppers who make purchases at each existing store, but total sales may increase due to the greater number of shoppers. (D) For instance, theaters and restaurants often locate together, reflecting the fact that people like to eat out before or after seeing a show. (E)

- ① (A) ② (B) ③ (C) ④ (D) ⑤ (E)



정답

1 (A) social media, (B) objectives

2 (1) are → is

(2) 이유: 문장의 주어가 one으로 단수이기 때문

3 it is critical to prioritize their business objectives instead of hastily adapting trendy platforms

4 ⑤

5 (A) objective(s) / goal(s) / purpose(s)

(B) presence / reality

6 ②

7 ③

8 about the fact that we are monitoring others and adapting to them

9 ①

10 ⑤

11 (hordes of) data processors

The foot soldiers of the information economy

12 ③

13 포기하는 것

14 She should pursue things until they don't make sense.

15 ②

16 ②

17 (A) compare products

(B) gain reputation

(C) recruit workers

(D) provide simultaneously

18 ④

19 ④

20 (A)comparisons/comparison (B)complementary (C)variety

21 ④