



2-1 television / analyze / hard

To many people, television is just flickering wallpaper, moving pictures in the corner of the room. As a medium, television is extremely easy to watch without, apparently, requiring a great deal of effort from the viewer. **However, while it is easy to watch television, it is hard to write analytically about it.** If you are studying communications, media studies, social studies, humanities or English, you will probably need either to write about a television programme, or to prepare and present a project about television at some point in the course of your studies. Most students find this very difficult. Precisely **because television is so easy to watch, it seems to resist our efforts to analyze it critically.**

✓ Translation

많은 사람들에게 텔레비전은 그저 깜박이는 벽지이자, 방구석에서 움직이는 사진[활동사진]일 뿐이다. 매체로서의 텔레비전은 시청자에게 많은 노력을 요구하지 않는 것이 분명하므로 시청하기에 매우 쉽다. 그러나 텔레비전을 시청하기가 쉽기는 하지만, 그에 관해서 분석적으로 글을 쓰는 것은 어렵다. 커뮤니케이션학, 미디어학, 사회학, 인문학 또는 영어를 공부하고 있다면, 아마도 여러분은 텔레비전 프로그램에 관한 글을 쓰거나, 또는 학업과정의 어느 시점에서 텔레비전에 관한 과제를 준비해서 제출해야 할 것이다. 대부분의 학생들은 이것을 매우 어려워한다. 텔레비전은 시청하기가 매우 쉽다는 바로 그 이유 때문에 그것을 비판적으로 분석하려는 우리의 노력을 받아들이지 않는 듯하다.

✓ Note





✓Voca

- medium 매체
- apparently 분명히
- communications 커뮤니케이션학
- media studies 미디어학
- social studies 사회학
- humanities 인문학
- prepare 준비하다
- present 제출하다
- in the course of ~하는 중에
- precisely 바로
(무엇이 사실이거나 분명함을 강조할 때)
- effort 노력
- analyze 분석하다
- critically 비판적으로

✓핵심

To many people, television is just flickering wallpaper, moving pictures in the corner of the room.

(A) If you are studying communications, media studies, social studies, humanities or English, you will probably need either to write about a television programme, or to prepare and present a project about television at some point in the course of your studies.

(B) As a medium, television is extremely easy to watch without, apparently, requiring a great deal of effort from the viewer. However, while it is easy to watch television, it is hard to write analytically about it.

(C) Most students find this very difficult. Precisely because television is so easy to watch, it seems to resist our efforts to analyze it critically.

✓Reminding

To many people, television is just flickering wallpaper, moving pictures in the corner of the room. As a medium, television is extremely easy to watch without, apparently, requiring a great deal of effort from the viewer. _____, _____ it is easy to watch television, it is hard to write _____ about it. If you are studying communications, media studies, social studies, humanities or English, you will probably need either to write about a television programme, or to prepare and present a project about television at some point in the course of your studies. Most students find this very _____. Precisely because television is so easy to watch, it seems to _____ our efforts to analyze it critically.





2-2 measures / reduce accidents

Slip and trip accidents are a major problem for large retail stores for both customers and employees. The provision of non-slip flooring, a good standard of lighting, and minimizing the need to block aisles during the restocking of merchandise are typical **measures that many stores use to reduce such accidents**. Other measures include the wearing of suitable footwear by employees, adequate handrails on stairways, the highlighting of any floor level changes, and procedures to ensure a quick and effective response to any reports of floor damage or spillages. Good housekeeping procedures are essential. The design of the store layout and any associated warehouse can also ensure a reduction in all types of accidents. Many of these measures are valid for a range of workplaces.

✓ Translation

미끄러지고 헛디딤 넘어지는 사고는 대형 소매점에서 고객과 직원 모두에게 주요한 문제이다. 미끄럼 방지 바닥 설비, 기준에 부합하는 조명, 그리고 상품을 다시 채워 넣는 동안 통로를 막을 필요성을 최소화하는 것은 많은 상점들이 그와 같은 사고를 줄이기 위해 사용하는 전형적인 조치이다. 다른 조치에는 직원들의 알맞은 신발 착용, 계단의 적절한 난간, 모든 바닥 높이의 변화에 대한 강조 표시, 그리고 바닥 손상이나 옆질러진 액체에 관한 신고에 신속하고 효과적인 대응을 확고히 하는 절차가 포함된다. 훌륭한 시설 관리 절차가 필수적이다. 상점 배치와 모든 관련 창고의 도면(의 게시) 또한 모든 유형의 사고 감소를 보장할 수 있다. 이러한 조치 중 많은 것들은 다양한 작업장에서 효과적이다.

✓ Note





✓Voca

- | | |
|---|---|
| <ul style="list-style-type: none"> • trip 헛디딤, 실족 • retail store 소매점 • provision 설비 • minimize 최소화하다 • aisle 통로, 복도 • restock (빈 판매대에 상품을) 다시 채우다 • merchandise 상품 • measure 조치 | <ul style="list-style-type: none"> • adequate 적절한 • highlight 강조하다, 눈에 띄게 하다 • procedure 절차 • spillage 엇질러짐, 유출 • housekeeping 시설 관리, 기사 • layout 배치, 설계 • valid 효과적인, 유효한 |
|---|---|

✓해변

Slip and trip accidents are a major problem for large retail stores for both customers and employees.

(A) The provision of non-slip flooring, a good standard of lighting, and minimizing the need to block aisles during the restocking of merchandise are typical measures that many stores use to reduce such accidents.

(B) The design of the store layout and any associated warehouse can also ensure a reduction in all types of accidents. Many of these measures are valid for a range of workplaces.

(C) Other measures include the wearing of suitable footwear by employees, adequate handrails on stairways, the highlighting of any floor level changes, and procedures to ensure a quick and effective response to any reports of floor damage or spillages. Good housekeeping procedures are essential.

✓Reminding

Slip and trip accidents are a major problem for large retail stores for both customers and employees. The provision of non-slip flooring, a good standard of lighting, and minimizing the need to block aisles during the restocking of merchandise are typical measures that many stores use to _____ such accidents. Other measures include the wearing of suitable footwear by employees, adequate handrails on stairways, the highlighting of any floor level changes, and procedures to ensure a quick and effective response to any reports of floor damage or spillages. Good housekeeping procedures are essential. The design of the store layout and any associated warehouse can also ensure a reduction in all types of accidents. Many of these measures are _____ for a range of workplaces.





2-3 communication / entertainment

When a person watches a television movie or listens to a compact disc, it is reasonably clear that **the prime purpose of the communication is entertainment**. Television news shows might be watched to gain information, but the television stations are well aware of the importance of presenting news in an entertaining fashion. Are television news and newspaper reporting really just other forms of entertainment? **You might argue that listening to the radio in the morning to check traffic conditions is information gathering**. Calling a travel agent to make an airline reservation clearly is an example of using the telephone as an information tool. **But talking by telephone for hours with a distant friend is an entertaining way** to keep in contact and exchange information of what is happening.

✓ Translation

한 사람이 텔레비전 영화를 시청하거나 콤팩트 디스크를 들을 때, 그 커뮤니케이션의 주된 목적이 오락이라는 것은 상당히 명확하다. 텔레비전 뉴스쇼는 정보를 얻기 위해 시청될 것이지만, 텔레비전 방송국은 즐거움을 주는 방식으로 뉴스를 제공하는 것의 중요성을 익히 알고 있다. 텔레비전 뉴스와 신문 보도는 정말 다른 형태의 오락인가? 여러분은 교통 상황을 점검하기 위해 아침에 라디오를 청취하는 것은 정보수집이라고 주장할지도 모른다. 항공권 예약을 하기 위해 여행사 직원에게 전화를 하는 것은 명확히 전화를 정보 도구로 사용하는 사례이다. 하지만 몇 시간 동안 멀리 있는 친구와 전화 통화를 하는 것은 연락을 유지하고 일어나고 있는 일에 대한 정보를 교환하는 즐거운 방식이다.

✓ Note





✓Voca

- reasonably 상당히, 꽤
- prime 주된, 가장 중요한
- entertainment 오락, 여흥
- be aware of ~을 알고 있다
- entertaining 즐거움을 주는, 즐거움
- fashion 방식
- reservation 예약
- multi-purpose 다목적의
- side effect 부작용
- primary 주요한, 제1의

✓해변

When a person watches a television movie or listens to a compact disc, it is reasonably clear that the prime purpose of the communication is entertainment. Television news shows might be watched to gain information, but the television stations are well aware of the importance of presenting news in an entertaining fashion. Are television news and newspaper reporting really just other forms of entertainment? You might argue that listening to the radio in the morning to check traffic conditions is information gathering. Calling a travel agent to make an airline reservation clearly is an example of using the telephone as an information tool. But talking by telephone for hours with a distant friend is

_____.

- ① not recommended economically because of its high cost
- ② an essential method of maintaining your social resources effectively
- ③ definitely a way of getting information through the use of communication
- ④ an entertaining way to keep in contact and exchange information of what is happening
- ⑤ a practical way of using the method of communication without any impractical intention

✓Reminding

When a person watches a television movie or listens to a compact disc, it is reasonably clear that the prime purpose of the communication is _____. Television news shows might be watched to gain _____, but the television stations are well aware of the importance of presenting news in an _____ fashion. Are television news and newspaper reporting really just other forms of entertainment? You might argue that listening to the radio in the morning to check traffic conditions is information gathering. Calling a travel agent to make an airline reservation clearly is an example of using the telephone as an _____ tool. But talking by telephone for hours with a distant friend is an _____ way to keep in contact and exchange information of what is happening.





2-4 infant malnutrition / smaller stomachs

Small children have smaller stomachs. They need concentrated foods, high in calories but **low in volume**. This is one of the main causes of infant malnutrition. In many countries, children are poorly fed but adults are not. It would be a mistake to believe that adults eat everything and leave nothing for the children. Parents (and especially mothers) watch out for their children. They would happily give up their own food in order to feed their children. **The problem is that many times the only food available to families consists of vegetables and roots high in fiber but low in calories.** Adults can eat all they need, as their stomachs are big enough. **And in enough quantity, any food will fatten a person.** Small children, as hard as they try, cannot eat the amount of vegetable needed, because they don't have enough room in their stomach.

✓ Translation

어린아이들은 위가 더 작다. 그들에게는 열량은 높지만 양이 적은 농축 식품이 필요하다. 이것이 유아 영양실조의 주요 원인 중 하나이다. 많은 나라에서, 아이들은 잘 먹지 못하지만 어른들은 그렇지 않다. 어른들이 모든 것을 먹고 아이들을 위해 아무 것도 남기지 않는다고 믿는 것은 오해일 것이다. 부모들(특히 엄마들)은 자신들의 아이들에게 주의를 기울인다. 그들은 자기 아이들에게 먹이기 위해 자신의 음식을 기꺼이 포기할 것이다. 문제는 많은 경우 가족이 먹을 수 있는 유일한 음식이 섬유질은 풍부하지만 열량이 낮은 채소와 뿌리로 이루어진다는 것이다. 어른은 위가 충분히 크기 때문에 그들이 필요로 하는 모든 것을 먹을 수 있다. 그리고 충분한 양이라면 어떤 음식도 사람을 살찌울 수 있다. 어린아이들은 그들의 위에 공간이 충분하지 않기 때문에, 아무리 애를 써 봐도 필요로 하는 양만큼의 채소를 먹을 수 없다.

✓ Note





✓Voca

- stomach 위
- volume 양, 부피
- infant 유아
- fibre 섬유소[질]
- fatten 살찌우다

✓해변

Small children have smaller stomachs. They need concentrated foods, high in calories but low in volume. This is one of the main causes of infant malnutrition. In many countries, children are poorly fed but adults are not. It would be a mistake to believe that adults eat everything and leave nothing for the children. Parents (and especially mothers) watch out for their children. They would happily give up their own food in order to feed their children. The problem is that many times the only food available to families consists of vegetables and roots high in fiber but low in calories. Adults can eat all they need, as _____ . And in enough quantity, any food will fatten a person. Small children, as hard as they try, cannot eat the amount of vegetable needed, because they don't have enough room in their stomach.

- ① they know what they need
- ② they only care for themselves
- ③ their stomachs are big enough
- ④ vegetables have all kinds of nutrition
- ⑤ they are always concerned about their own health

✓Reminding

Small children have _____ stomachs. They need _____ foods, high in _____ but low in _____. This is one of the main causes of infant _____. In many countries, children are poorly fed but adults are not. It would be a _____ to believe that adults eat everything and leave nothing for the children. Parents (and especially mothers) watch out for their children. They would happily give up their own food in order to feed their children. The problem is that many times the only food available to families consists of vegetables and roots _____ in fiber but _____ in calories. Adults can eat all they need, as their stomachs are big enough. And in enough _____, any food will fatten a person. Small children, as hard as they try, cannot eat the amount of vegetable needed, because they don't have enough room in their stomach.





2-5 sports / environment / virus

The universal appeal of sports, together with its inherent link to health and well-being, makes it the ideal transmitter of messages about the environment. We are already accustomed to 'hearing' messages about national pride and fair play through sport. **Sport, and in particular the sporting event industry, now represents the front line for sustainable development campaigns.** Environmental sustainability is not only making sporting events more marketable, but it is **attracting the kind of corporate sponsors who are keen to use public approval to enhance corporate reputation.** The environmental 'virus' is made more infectious when sporting heroes are used to transmit the 'disease' - a notable example being Planet Ark, an Australian not-for-profit environmental group, set up by retired Wimbledon tennis champion Pat Cash.

✓ Translation

스포츠가 지닌 건강과 복지와의 내재적인 관련성과 더불어, 스포츠의 보편적 호소력은 스포츠를 환경에 관한 메시지의 이상적인 전달자로 만든다. 우리는 이미 스포츠를 통한 국가적 자부심과 공정한 경기에 관한 메시지를 '듣는 일'에 익숙해져 있다. 스포츠, 그리고 특히 스포츠 경기 산업은 오늘날 지속 가능한 개발 운동의 최전선을 상징한다. 환경 지속성은 스포츠 경기를 더욱 시장성 있게 하고 있을 뿐만 아니라, 기업의 평판을 향상시키기 위해 대중의 호응을 이용하기를 열망하는 그런 기업 후원자들의 마음을 끌고 있다. 스포츠 영웅들이 그 '질병'을 전파시키기 위해 이용될 때, 환경의 '바이러스'는 더욱 전염성이 강해지는데, 주목할 만한 예는 은퇴한 Wimbledon 테니스 챔피언인 Pat Cash에 의해 세워진 호주의 비영리 환경 단체인 Planet Ark 이다.

✓ Note





✓Voca

- inherent 내재적인
- transmitter 전달자, 전송기
- be accustomed to ~에 익숙하다
- represent 상징하다, 대표하다
- sustainable 지속 가능한
- corporate 기업의, 법인의
- keen to ~을 열망하는
- enhance 향상시키다, 높이다
- reputation 평판, 명성
- infectious 전염성의
- notable 주목할 만한
- not-for-profit 비영리 목적의
- retired 은퇴한

✓해변

The universal appeal of sports, together with its inherent link to health and well-being, makes it _____ . We are already accustomed to 'hearing' messages about national pride and fair play through sport. Sport, and in particular the sporting event industry, now represents the front line for sustainable development campaigns. Environmental sustainability is not only making sporting events more marketable, but it is attracting the kind of corporate sponsors who are keen to use public approval to enhance corporate reputation. The environmental 'virus' is made more infectious when sporting heroes are used to transmit the 'disease' - a notable example being Planet Ark, an Australian not-for-profit environmental group, set up by retired Wimbledon tennis champion Pat Cash.

- ① a severe enemy against environment
- ② a strong means for economic advance
- ③ the symbol of fairness and fair competition
- ④ a tool for changing people into loyal citizens
- ⑤ the ideal transmitter of messages about the environment

✓Reminding

The universal appeal of sports, together with its inherent link to health and well-being, makes it the ideal _____ of messages about the _____. We are already accustomed to 'hearing' messages about national pride and fair play through sport. Sport, and in particular the sporting event industry, now represents the front line for sustainable development campaigns. Environmental sustainability is not only making sporting events more marketable, but it is attracting the kind of corporate _____ who are keen to use public approval to enhance corporate _____. The environmental '_____' is made more _____ when sporting heroes are used to transmit the '_____' - a notable example being Planet Ark, an Australian not-for-profit environmental group, set up by retired Wimbledon tennis champion Pat Cash.





2-6 workforce / difference

Within the social cultures of the United States, **subcultural differences once ignored by many managers now command significant attention and sensitivity.** Historically, the U.S. workforce has consisted primarily of white males. Today, however, white males make up far less than 50% of business new hires in the United States, whereas women and African American, Hispanic, and Asian men account for increasingly large portions of the U.S. workforce. Moreover, in the last ten years the number of women and minorities assuming managerial positions in the U.S. workforce has grown by over 25 percent. It is becoming - and will continue to become - **even more important for managers to know about and be ready to respond to the challenges deriving from individual differences in abilities, personalities, and motives.** Knowledge about the workplace consequences of these differences can provide managers with help in this regard.

✓ Translation

미국의 사회 문화 내에서 한때 많은 관리자가 무시했던 하위문화의 차이점은 이제 상당한 관심과 세심한 배려를 받고 있다. 역사적으로 미국의 노동인구는 주로 백인 남성으로 구성되어 왔다. 그러나 오늘날 백인 남성은 미국 내 회사의 신규 직원 비율에서 50퍼센트보다 훨씬 적은 비율을 형성하는 반면에, 여성, 아프리카계 미국인, 라틴 아메리카계 및 아시아 남성이 미국 노동 인구에서 점점 더 큰 부분을 차지하고 있다. 게다가, 지난 10년 사이에 미국노동 인구에서 관리직을 맡은 여성과 소수 민족 출신의 사람들의 수가 25퍼센트 넘게 늘어났다. 관리자가 능력, 성격, 그리고 동기의 개인적인 차이에서 비롯되는 어려운 문제에 관해 알고 그에 대응할 준비를 갖추는 것이 훨씬 더 중요해지고 있고, 계속해서 중요해질 것이다. 이러한 차이들이 직장에 가져오는 결과에 대해 아는 것은 이런 점에서 관리자에게 도움을 줄 수 있다.

✓ Note





✓Voca

- subcultural 하위문화의
- command (응당 받아야 할 것을) 받다
- sensitivity (남의 기분을 헤아리는) 세심함
- workforce 노동 인구
- consist of ~로 구성되다
- primarily 주로
- make up ~을 형성하다, ~을 이루다
- new hire 신입 사원
- account for (비율을) 차지하다
- increasingly 점점 더
- portion 부분, 일부
- minority 소수 민족[집단]
- assume 맡다
- managerial position 관리직
- respond to ~에 대응하다
- challenge 어려운 문제, 도전
- derive from ~에서 비롯되다
- motive 동기
- consequence (발생한 일의) 결과
- provide ~ with ... ~에게 ...을 제공하다
- in this regard 이런 점에서

✓해변

Within the social cultures of the United States, subcultural differences once ignored by many managers now command significant attention and sensitivity. Historically, the U.S. workforce has consisted primarily of white males. Today, ___(A)___, white males make up far less than 50% of business new hires in the United States, whereas women and African American, Hispanic, and Asian men account for increasingly large portions of the U.S. workforce. ___(B)___, in the last ten years the number of women and minorities assuming managerial positions in the U.S. workforce has grown by over 25 percent. It is becoming - and will continue to become - even more important for managers to know about and be ready to respond to the challenges deriving from individual differences in abilities, personalities, and motives. Knowledge about the workplace consequences of these differences can provide managers with help in this regard.

✓Reminding

Within the social cultures of the United States, _____ differences once ignored by many managers now command significant attention and sensitivity. Historically, the U.S. workforce has consisted primarily of white males. Today, however, white males make up far less than 50% of business new hires in the United States, whereas women and African American, Hispanic, and Asian men _____ for increasingly _____ portions of the U.S. workforce. Moreover, in the last ten years the number of women and minorities assuming managerial positions in the U.S. workforce has grown by over 25 percent. It is becoming - and will continue to become - even more important for managers to know about and be ready to respond to the challenges deriving from individual differences in abilities, personalities, and motives. Knowledge about the workplace consequences of these differences can provide managers with help in this regard.





2-7 variable / control

Suppose you wish to determine which brand of microwave popcorn leaves the fewest unpopped kernels. You will need a supply of various brands of microwave popcorn to test, and you will need a microwave oven. If you used different brands of microwave ovens with different brands of popcorn the percentage of unpopped kernels could be caused by the different brands of popcorn or by the different brands of ovens. Under such circumstances, the experimenter would be unable to conclude confidently whether the popcorn or the oven caused the difference. To eliminate this problem, you must use the same microwave oven for every test. **In order to reasonably conclude that the change in one variable was caused by the change in another specific variable, there must be no other variables in the experiment.** By using the same microwave oven, you control the number of variables in the experiment.

✓ Translation

여러분이 어느 상표의 전자레인지용 팝콘이 덜 튀겨진 낱알을 가장 적게 남기는지를 알아내고 싶다고 가정해 보자. 여러분은 조사할 어느 정도 양의 다양한 상표의 전자레인지용 팝콘을 필요로 할 것이고, 전자레인지 한 대도 필요로 할 것이다. 만일 여러분이 여러 다른 상표의 전자레인지를 여러 다른 상표의 팝콘과 함께 사용한다면, 덜 튀겨진 낱알의 비율은 그 여러 상표의 팝콘 또는 그 여러 상표의 전자레인지가 원인일 수 있을 것이다. 그런 상황에서, 실험자가 그 차이를 야기한 것이 팝콘인지 또는 전자레인지인지를 자신 있게 결정할 수 없을 것이다. 이 문제를 제거하려면, 여러분은 모든 조사에 반드시 동일한 전자레인지를 사용해야만 한다. 하나의 변수에서의 변화가 다른 하나의 특정 변수에서의 변화에 의해 야기되었다고 합리적으로 결론을 내리기 위해서는, 그 실험에 다른 변수들이 있으면 안 된다. 동일한 전자레인지를 사용함으로써, 여러분은 실험에서 변수의 개수를 통제하는 것이다.

✓ Note





✓Voca

- determine 알아내다, 밝히다
- microwave (oven) 전자레인지
- unpopped 덜 튀겨진
- circumstance 상황, 환경
- eliminate 제거하다
- reasonably 합리적으로
- variable 변수

✓핵심

To eliminate this problem, you must use the same microwave oven for every test.

Suppose you wish to determine which brand of microwave popcorn leaves the fewest unpopped kernels. (①) You will need a supply of various brands of microwave popcorn to test, and you will need a microwave oven. (②) If you used different brands of microwave ovens with different brands of popcorn the percentage of unpopped kernels could be caused by the different brands of popcorn or by the different brands of ovens. (③) Under such circumstances, the experimenter would be unable to conclude confidently whether the popcorn or the oven caused the difference. (④) In order to reasonably conclude that the change in one variable was caused by the change in another specific variable, there must be no other variables in the experiment. (⑤) By using the same microwave oven, you control the number of variables in the experiment.

✓Reminding

Suppose you wish to determine which brand of microwave popcorn leaves the fewest unpopped kernels. You will need a supply of various brands of microwave popcorn to test, and you will need a microwave oven. If you used different brands of microwave ovens with different brands of popcorn the percentage of unpopped kernels could be caused by the different brands of popcorn or by the different brands of ovens. Under such circumstances, the experimenter would be unable to conclude confidently whether the popcorn or the oven caused the difference. To eliminate this problem, you must use _____ microwave oven for _____ test. In order to reasonably conclude that the change in one _____ was caused by the change in another specific variable, there must be _____ in the experiment. By using the same microwave oven, you control the _____ of variables in the experiment.





2-8 wider roads reduce barriers to driving

If we are planning on reducing congestion on a busy roadway, the best possible thing to do is to simply widen the road. **Surprisingly, though, the more one widens the road, the more congested the road becomes.** This is because **wider roads reduce barriers to driving.** This, in turn, increases the demand for cars. Increased demand for cars tends to increase competition among carmakers and drive down prices, leading to still more cars on the road. Without regulations, carmakers are unlikely to invest in reducing emissions, even if their profits rise and technology advances. Wider roads and cheaper cars also allow people to move to cheaper places farther from major downtown economic areas. This increases driving time and puts more cars on the road still. People become more and more dependent on the car until it is strange not to own one. So, more infrastructure still is devoted to the car and more cars end up on the road.

✓ Translation

우리가 분주한 도로 위의 차량 정체를 줄일 계획이라면, 할 수 있는 가장 가능한 것은 그저 길을 넓히는 것이다. 그러나 놀랍게도, 길을 넓히면 넓힐수록 도로는 더욱더 혼잡해진다. 이것은 더 넓어진 길이 운전을 방해하는 장애물을 줄이기 때문이다. 이것이 결과적으로 자동차에 대한 수요를 늘린다. 자동차에 대한 늘어난 수요는 자동차 제조업자들 사이의 경쟁을 증가시키고 (자동차의) 가격을 낮추는 경향이 있어서, 도로 위에 차가 훨씬 더 많아지는 결과로 이어진다. 규제가 없다면, 자동차 제조업자들은 자신들의 수익이 오르고 기술이 진보할지라도, 배기가스를 줄이는 데 투자를 하지 않을 것이다. 더 넓어진 길과 더 저렴한 자동차는 또한 사람들이 주요한 도심지의 경제 활동 구역으로부터 더 멀리 떨어져 있는 더 저렴한 곳으로 이사해 갈 수 있도록 한다. 이것이 운전 시간을 증가시키고, 길 위에 자동차가 훨씬 더 많이 늘어나게 한다. 사람들은 더욱더 자동차에 의존하게 되고 마침내는 자동차를 소유하지 않는 것이 이상한 일이 된다. 그래서 훨씬 더 많은 사회 기반 시설이 자동차에 투여되고, 더 많은 자동차가 결국 길 위에 있게 된다.

✓ Note





✓Voca

- congestion 차량 정체
- widen 넓히다
- barrier 장애물, 방해물
- in turn 결과적으로, 결국
- competition 경쟁
- lead to ~로 이어지다
- regulation 규제
- emission 배기가스
- profit 수익
- advance 진보하다, 나아가다
- downtown 도심지의, 상업 지구의
- infrastructure (사회) 기반 시설
- be devoted to ~에 바쳐지다, ~에 헌신하다
- end up 결국 ~이 되다
- adverse effect 역효과

✓해변

If we are planning on reducing congestion on a busy roadway, the best possible thing to do is to simply widen the road.

(A) Wider roads and cheaper cars also allow people to move to cheaper places farther from major downtown economic areas. This increases driving time and puts more cars on the road still. People become more and more dependent on the car until it is strange not to own one. So, more infrastructure still is devoted to the car and more cars end up on the road.

(B) Surprisingly, though, the more one widens the road, the more congested the road becomes. This is because wider roads reduce barriers to driving. This, in turn, increases the demand for cars.

(C) Increased demand for cars tends to increase competition among carmakers and drive down prices, leading to still more cars on the road. Without regulations, carmakers are unlikely to invest in reducing emissions, even if their profits rise and technology advances.

