



## Joe Carter 2016년 EBS 수특 총정리

[03~04] 다음 글을 읽고, 물음에 답하시오.

Man differs from the animals because he preserves his past experiences. What happened in the past is lived again in memory. About what goes on today hangs a cloud of thoughts concerning similar things undergone in bygone days. With the animals, an experience disappears as if happens, and each new doing or suffering **(A)stands alone**. But man lives in a world where each event is a reminder of other things. Hence he lives not, like the beasts of the field, in a world of merely physical things < **B** > in a world of signs and symbols. A flame is not merely something which warms or burns, but is a symbol of the enduring life of the household, of the abiding source of cheer, nourishment and shelter to which man returns from his casual wanderings. 수특 16강 05번

03. (A) 밑줄 친 부분의 뜻을 설명하되, 다음에 주어진 말로 시작하라.

새로운 경험은 모두 따로 떨어져 있다. 즉, < \_\_\_\_\_ >.

04. < B >에 들어갈 가장 알맞은 것을 고르라.

- ① also      ② as well as      ③ but      ④ and      ⑤ both

05. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은?

In one study in 1959 by Dr. J. C. Wright who was then in charge of cancer research at Bellevue Medical Center in New York, 15 terminal cancer patients ① **were given** instructions to spend as much time as possible out of doors ② **during** the warmer months. They were to avoid artificial light or light received by the eyes through glass, including sunglasses or reading glasses. Dr. Wright had become attracted to the idea that light energy ③ **entering** the eyes might possibly be a growth-regulating factor as far as tumor development was concerned. Dr. Wright and her assistants observed that at the end of summer, 14 of the 15 patients showed no further advancement in tumor development. Afterward it ④ **discovered** that the one patient whose condition had gotten worse had continued to wear prescription glasses which blocked the ultraviolet portion of natural sunlight ⑤ **from reaching** the eyes. 수특 16강 03번

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06. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Researchers have evidence that suggests that helping by children really is motivated by [                      ]. My colleagues conducted an experiment in which an adult played with a three-year-old and asked him or her to hand over certain objects for certain tasks. For example, the adult had a pitcher of water next to her and asked the child, "Can you hand me the cup so that I can pour the water?" When the object requested was suitable - an unbroken cup, for example - children usually handed it over. But sometimes the object requested was unsuited for the task, such as a cup with a crack in it. The researchers found that children often ignored the requested item and reached for a suitable one, such as an intact cup in another part of the room. So the children weren't just dumbly complying with the adult ; they wanted to actually help her complete the task. 수특 15강 04번

- ① genuine care for others
- ② conforming exactly what they are told
- ③ inquisitive inspiration
- ④ helping for their mothers
- ⑤ distinguishing what is important from what is not

07. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Every individual has a biologically based inner nature comprised of elements that are common to the species and those that are unique to that individual. Charles Darwin referred to humans possessing an 'instinct of sympathy,' and this would appear to be an important survival instinct for the species. However, much of Western thinking sees human nature as self-centered, selfish and destructive, summed up in one of Freud's favourite quotes, which came from the Roman writer Plautus: 'Man is a wolf to man.' This 'bad-animal' view of humans might be seen as based on humans who are not at a high level rather than on the healthiest human beings. Furthermore, it ignores the mountain of evidence that humans can be cooperative and caring as well as unfriendly and uncaring. How people act appears to be largely a matter of training and of how much their animal nature [                      ]. 수특 11강 11번

- ① is inborn or acquired
- ② resembles the Western thinking
- ③ is or frustrated
- ④ should be enhanced
- ⑤ is destructive or constructive

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08. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은? & 핵심어

Human beings have a deep capacity for isolationism, for splitting into groups that diverge from each other. In New Guinea, for instance, there are more than 800 languages, ①some spoken in areas just a few miles across yet as not understandable to ②those on either side as French and English. There are still 7,000 languages spoken on earth and the people who speak each one are remarkably resistant to ③borrow words, traditions, rituals or tastes from their neighbors. 'Whereas vertical transmission of cultural traits goes largely ④unnoticed, horizontal transmission is far more likely to be regarded with suspicion or even fierce anger,' say the evolutionary biologists Mark Pagel and Ruth Mace. 'Cultures, it seems, like to shoot messengers'. People do their best to cut ⑤themselves off from the free flow of ideas, technologies and habits, [ ] the impact of cultural exchange.  
수특 16강 06번

- ① limiting      ② recognizing      ③ boosting      ④ showing      ⑤ converting

09. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Many health education campaigns have attempted to motivate people to change their behavior through fear or guilt. Anti-drinking and driving campaigns at Christmas show the devastating effects on families of road accident victims; smoking prevention posters urge parents not to 'teach your children how to smoke.' Increasingly hard-hitting campaigns are used amongst others to raise awareness of the consequences of heavy drinking, smoking and drug use. Whether such campaigns do succeed in shocking people to change their behavior is [ ]. Although fear can encourage a negative attitude and even an intention to change, such feelings tend to disappear over time and when faced with a real decision-making situation. Being very frightened can also lead people to deny and avoid the message. Protection Motivation theory suggests that fear only works if the threat is perceived as serious and likely to occur if the person does not follow the recommended advice. 수특 15강 06번

- ① still controversial  
② absolutely protective  
③ not true of 'fear'  
④ likely to obscure fear's importance  
⑤ followed by fear

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10. 괄호에 들어갈 표현을 쓰고, 둘 중에 맞는 표현을 고르시오.

Even if you have cast-iron willpower, the mere fact that the Internet is lying in wait on your computer causes damage to your work performance. The very act of resisting temptations eats up concentration and leaves you mentally [e ]. Psychologists demonstrated this in a 2011 study. Participants at the University of Copenhagen were told to perform a computer task. Afterward, some of them were allowed to watch a funny video, while the others were faced with a play button for the video, but had to resist [to press/ pressing] it. When confronted with an additional task afterward, those who had to resist the video performed [better/ worse] than those who were allowed to watch it. 수특 11강 04번

11. 괄호에 들어갈 핵심어를 쓰시오.

The fact that we've heard a claim repeated over and over again doesn't make it correct. But it can lead us to accept this claim as correct even when it's not, because we can confuse a statement's [f ] with its [a ]. Advertisers who tell us repeatedly that "Seven of eight dentists surveyed recommended Brightshine Toothpaste above all other brands!" employ this principle without mercy. Furthermore, research shows that hearing one person express an opinion ("Joe Smith is the best qualified person to be President!") 10 times can lead us to assume that this opinion is as widely held as hearing 10 people express this opinion once. Hearing is often believing, especially when we hear a statement over and over again. 수특 11강 10번

12. 괄호에 들어갈 핵심어를 쓰시오.

I propose that the reason people enjoy the book version of a story more than the film version is that each reader creates the details in his or her favorite scenes. The characters - the way they look, talk, dress - and everything else in the story are guided by the writer but are constructed by the reader according to his or her individual tastes. Here, in effect, the reader also becomes the director and the producer and fixes everything to his or her liking. When a director converts the story into a film, however, all these rights are taken from the reader, and everything is constructed according to the taste of people other than the reader. The more these details are solidified in a certain way, the more the artist invades the audience's domain, and [c ]s the reader's imagination to what is presented to them by others. Thus, the art, the artist, and the audience lose out. 수특 12강 04번

13. 다음 글의 제목으로 가장 적절한 것은?

Many things motivate human beings: the need for food, the need for shelter, the need to eat ice cream while watching late-night television (obviously some needs are more fundamental than others). After primary needs such as food and shelter are satisfied, the need to belong is among the strongest of human motivations. People go to extraordinary lengths to connect with others, be liked by others, and belong to groups. These needs might have arisen from evolutionary pressures; our ancestors who were excluded from social groups often died because they found it difficult to hunt, gather, and defend themselves against predators with only an army of one. In addition, people excluded from groups were, almost by definition, unlikely to reproduce themselves. Thus the solitary hunters were, most likely, no one's ancestors, even if they did manage to live out a normal lifespan. 수특 14강 03번

- ① the reason why people excluded couldn't survive
- ② human's need to belong from evolutionary pressures
- ③ the primary and evolutionary needs of human beings
- ④ human's efforts to go to any length to survive
- ⑤ the relationship between the reproduction and the exclusion

14. 다음 글의 제목으로 가장 적절한 것은?

When you seek a partner, you need to evaluate a prospective partner's temperament. Temperament refers to a person's characteristic manner of thinking, behaving, or reacting. An effective and satisfying partnership depends on the compatibility of the partners' temperaments. There is no set combination that works, but complementary temperaments often work well. A partner who doesn't do well with managing emotions is a good match for one who does. A partner quick to jump to conclusions works well with one who is more considered in his judgments. In contrast, partners who are inclined to be both short-tempered and impulsive are likely to have a stormy and unstable relationship. If both tend to be indecisive, they will have difficulty making timely decisions. If both are guided by the pursuit of perfection, they will fall far short of their goals. 수특 11강 12번

- ① The reason why perfectionism is not always important factor
- ② The mutual exchange of compatible information about partner choice
- ③ The necessity of partners having opposed temperaments
- ④ The pros and cons about a partnership in business
- ⑤ The necessity of having two different personalities in achieving success

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### 15. 요약문에 들어갈 알맞은 단어를 쓰시오

A lot of popular writing on traditional diets implies that the foods that go into them have been carefully chosen over the years to promote good health. That's not the whole story. People eat what they can grow, gather, kill, or buy, and their choices are affected by weather, soil, economics, and even politics. Given these restriction. various cultures have developed many different combinations of healthy foods. Keep in mind, however, that virtually all of these choices were for short-term health, not for living a full life into old age. Also keep in mind that diets that seem to be good for people whose days are full of hard physical labor aren't necessarily good for people who slave at a desk all day. 수특 17강 07번

=The traditional diet kept people healthy for long enough to reproduce and raise children and also to develop complex societies. Yet their successes don't imply that either of these diets would [y                   ] the best health for contemporary people whose main occupation involves sitting for most of the day.

### 16. 다음 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

Global warming has been driven by the enormous growth in energy use which has gone hand in hand with the ①rise in human population over the last half century in particular. Yet it's the way energy is used that is a problem, not the sheer ②number of people. In fact, quite a ③small proportion of people in the developed world are responsible for the massive energy consumption that has started the global warming ball rolling. Most of the world's population has played very little part as yet. So even a dramatic ④fall in the world's population would not necessarily ease the problem of global warming - unless the remaining ⑤many changed their consumption patterns. And a rise in the world population does not necessarily have to bring further global warming. 수특 13강 08번

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17. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은?

Numerical reasoning becomes easier when you visualize mathematical concepts. Quite famously, Einstein once claimed that his thinking process took place through visualization and that he very ①rarely thought in words at all. Crucially, brain scans show that ②while calculations activity is not merely confined to the left hemisphere, but is also present in the visual, auditory, and motor areas of the brain. Furthermore, graph-reading and geometry by their nature ③require you to use your visual skills to understand complex numerical data, which immediately ④involves regions of the right temporal lobe. What we do know is that when a math problem is ⑤presented visually, it becomes clearer, more accessible, and the brain is more capable of recalling the knowledge later on. 수특 13강 06번

18. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

We often think of science as exploration and experiment. Classrooms that represent only this view of science, however, fail to catch an essential feature of science : evidence-based explanation. When scientists encounter patterns in the world, they construct theories to explain them. What does it mean to explain something in science? Explanation is more than summarizing the data that have been collected. Explanations tell why phenomena occur. They involve a leap of imagination. Scientists explain by building and testing models of how the world works. Scientific explanations emphasize evidence and employ accepted principles. For example, different states of matter are explained by the arrangement and movement of molecules. The best explanations are the simplest and take into account the most [                      ]. The central role of explanation in science should be part of the classroom activities. 수특 14강 07번

①emphasis      ②summary      ③pattern      ④evidence      ⑤clarity

19. 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?

**This was the beginning of the wine industry.**

As people began to settle in one place instead of ranging over wide areas in search of food, they began to realize that in order to have food year-round, methods of storing food had to be developed. ①One of the first methods was the storage of fruit juice, such as grape juice. ②They noticed that, as the juice began to spoil, a change occurred in the juice. ③This process later became known as fermentation. ④They discovered that if the fermentation process could be halted at the correct time, the juice could be stored in a usable state. ⑤As with the processing of cheese, new methods born from these discoveries led to newer and better products. 수특 14강 02번



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20. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

We can see the occasional clash between compassion and morality in the lab. Experiments by the psychologist C. Daniel Batson and his colleagues find that being asked to adopt someone else's perspective makes participants more likely to favor that person over others. For example, they are more prone to move a suffering girl ahead of everyone else on a waiting list for a lifesaving procedure. This is compassionate, but it's not moral, since this sort of decision should be based on objective and fair procedures, not on who causes the most intense emotional reaction. Part of being a good person, then, [

], not cultivating it. 수특 13강 03번

- ① moves a man deeply
- ② should be based on one's compassion
- ③ has a fair and objective morality
- ④ ignores one's morality
- ⑤ involves overriding one's compassion

21. 글의 흐름으로 보아, 주어진 문장 다음에 이어질 순서를 쓰시오.

Technology influenced and even rearranged the traditional divisions between professions and the workforce. The introduction of automation in manufacturing allowed many manufacturing processes to be done by less skilled workers.

(A) During the 1960s and 1970s, automation also reached the office, with the same results. For example, when the first computers appeared in management, banking, and administration, they were completely puzzling to the average worker, and the few computer "specialists" gained considerable earning power.

(B) Meanwhile, some of the tasks secretaries and bookkeepers normally do could now be handled by word-processing and spreadsheet programs that a manager could use himself or herself.

(C) Also, the new, more complicated technology associated with automated manufacturing required more know-how. Technical know-how became the domain of an increasingly powerful but small group of people. 수특 15강 08번

22. 빈칸에 들어갈 적절한 표현을 고르고, 괄호에 들어갈 단어를 쓰시오.

There is an odd [d ] between theory and practice when it comes to recycling. On a practical level, it is increasingly the case that everyone does it; on a theoretical level, neither environmental advocates nor their critics talk much about it. The disconnection can be found on the shelves in bookstores. Recycling is a favorite topic of books full of "household hints to help save the planet"; nothing, it seems, is better suited for do-it-yourself environmental improvement than household waste. But books analyzing the fate of the earth and the state of the environmental movement have almost nothing to say about recycling and solid waste. While recycling is by far the most common practical step that people take to help the environment, the hopes and fears of environmentalists are focused elsewhere. In part, this is as it should be: other problems, much more difficult to address at the household level, are clearly more urgent than [ ]. 수특 21강 03번

- ① fears of environmentalists
- ② handling tricky people who don't practice the tradition
- ③ recovery of materials from trash
- ④ theoretical and ideal focus
- ⑤ nuclear threat and chemical warfare

23. 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?

**It may be possible to argue that with a 100-year projection, for oil fields run dry while ecosystems can persist forever.**

When oil is discovered beneath some wildlife reserve, it is no longer enough to argue that the wildlife is worth preserving because it brings an economic return. ①But as the saying goes, people eat in the short term. ②When this happens, then - and it will happen more and more - the only argument left is the ethical one: that the animals should be conserved because it is right to conserve them. ③Of course they should probably bring some economic return; but it is the ethical point - that their conservation is 'good' - that will enable them to prevail even when their destruction could bring even greater return. ④The economic return from tourism, in short, should not be seen as the reason for conserving animals. ⑤Tourism merely makes it economically possible to do what is right. 수특 21강 04번



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26. 글의 흐름으로 보아, 주어진 문장 다음에 이어질 순서를 쓰시오.

When musicians record, their invisibility to listeners removes an important channel of communication, for performers express themselves not only through the sound of their voices or instruments but with their faces and bodies.

(A) What would pop be without the wriggling and jiggling, the leaping and strutting, the leather and skin, the smoke and fire? It would merely be sound, and so much the poorer for it.

(B) In concert, these gestures color the audience's understanding of the music. The violinist Itzhak Perlman, for example, is effective in concert in part because his face registers and reinforces every expressive nuance in the music.

(C) Perlman himself once remarked that "people only half listen to you when you play - the other half is [w                    ]." The visual aspect of performance is especially important for pop musicians. 수특 24강 02번

27. 다음 글의 내용과 일치하는 것은?

Every exchange in Javanese systematically defines the **hierarchical** relations between the speakers. A speaker must **adjust** his speech level according to the status of the person addressed. Basically, there are two speech levels: *ngoko* and *kromo*. *Ngoko* is the basic form of that language, used to talk to people of equal status whom one knows intimately or to social inferiors. *Kromo* is used to talk to older people, people of higher status, or those whose status relative to one is yet **unknown**. While the great majority of vocabulary items do not change between levels, the ones that do are the most common. Thus, the most basic sentences differ **markedly**, e.g., "Where are you coming from?" is "*Soko ngendi?*" in *ngoko* and "*Saking pundi?*" in *kromo*. "I cannot do [it]" translates as either "*Aku ora iso*" or "*Kido mboten saged*" Moreover, the very texture of the two levels contrasts: *ngoko* can sound rough, even harsh, and is very **precise**; *kromo*, on the other hand, is always spoken softly and slowly and is deliberately vague. 수특 26강 03번

- ① 자바어를 사용함에 있어서 화자간의 지위 중 높은 사람할 때 말할때는 주의를 요한다.
- ② 'ngoko'는 사회적 아랫사람이나 지위의 파악이 어려운 사람에게 말하는 데 사용된다.
- ③ 자바어에서 일상적인 어휘들은 주로 수준에 따라 변하지 않는다.
- ④ 'kromo'는 발음이 부드럽고 의미가 의도적으로 명확하게 들리는 언어이다.
- ⑤ 자바어에서 보통 사람들이 사용하는 언어는 두 가지 발화 수준의 차이가 많이 드러난다.



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30. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은?

On the spoiler issue, both hacker and publisher share a key misunderstanding of ① **what** reading is all about. People read books for any number of reasons; finding out how the story ends is one among many and not even the most important. If it were otherwise, nobody ② **would** ever bother to read a book twice. Reading is about spending time with characters, entering a fictional world, playing with words, and living through a story page by page. The idea that someone could ruin a novel by revealing ③ **their** ending is like saying you could ruin the Monci Lisa by revealing that it's a picture of a woman with a center part. Spoilers are a myth: they don't spoil. No elaborate [**s** ] campaign is going to make Harry Potter and the Deathly Hallows any better than it already ④ **is**, and no website could possibly make it ⑤ **useless** and boring. 수특 26강 02번

31. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은?

The rise of computer technologies and networking is due to collective action similar to [**t** ] of other social movements, such as the environmental movement, the anti-tobacco movement, the movement against drinking and driving, or the women's movement, for example. While each ① **has** its own particular goals, for example, clean air, elimination of smoking in public places, ② **reduced** traffic accidents and deaths from drunk driving, or equality of opportunity, they all focus on correcting some situation to which they object or ③ **change** the circumstances for a group that suffers some sort of social disadvantage. Similarly, advocates of computerization focus on the creation of a new world order ④ **where** people and organizations use state-of-the-art computing equipment and the physical limitations of time and space are ⑤ **overcome**. 수특 27강 01번

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32. 다음 글의 제목으로 가장 적절한 것은?

Strong evidence from survey research consistently shows that heavy viewers of violence on television are more likely to engage in aggressive behavior than are light viewers. Moreover, viewers of violent television express more willingness to use violence to resolve real interpersonal conflicts. However, these correlational studies simply say that television violence viewing is associated with holding favorable attitudes toward the use of violence and aggressive behavior. Such studies alone are not sufficient evidence that media violence causes aggression. Furthermore, correlational evidence does not provide evidence of the direction of the causal relationship. It might be that people inclined to act violently are more likely to watch television violence, and so it is their predisposition toward violence that leads to viewing violent TV, and not the other way around. 수특 27강 02번

- ① Uncertain causal relationship between viewer's aggression and media violence
- ② Whether violence causes aggression or not
- ③ Those inclined to act violently are inborn
- ④ Which causes predisposition, TV viewing or violence?
- ⑤ Personality doesn't suggest violence

33. (A), (B)에 들어갈 알맞은 표현으로 짝지어진 것을 고르시오.

Paradoxically, one of the biggest reasons for being optimistic about our future is that there are systemic flaws in the reported world view. Certain types of news (for example, dramatic disasters and terrorist actions) are significantly overreported; others (such as scientific progress and meaningful statistical surveys of the state of the world) are significantly underreported. Although this [ **A** ] leads to major problems — such as distortion of rational public policy and a continuing, irrational fear of the end of the world — it is also reason to be optimistic. Once you realize you're being misguided into believing that things are [ **B** ] than they are, you can, with a little courage, step out into the sunshine. 수특 27강 03번

- ① optimism - better
- ② optimism - worse
- ③ overestimation - much better
- ④ imbalance - worse
- ⑤ imbalance - better

34. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

When we take the perspective of others, we try to grasp what something means to them and how they perceive things. This requires suspending judgment at least temporarily. We can't appreciate someone else's perspective when [

] of whether it is right or wrong, sensible or crazy. Instead, we have to let go of our own perspective and perceptions long enough to enter the world of another person. Doing this allows us to understand issues from another person's point of view, so that we can communicate more effectively with her or him. At a later point in interaction we may choose to express our own perspective or to disagree with another's views. This is appropriate and important in honest communication, but voicing our own views is not a substitute for the equally important skill of recognizing another's perspective. 수특 28강 04번

- ① you understand other's evaluations
- ② we are agreeing their estimates
- ③ we grasp issues from another person's perspective
- ④ we are imposing our own evaluations
- ⑤ you communicate more effectively with others

35. 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?

**They come from instinctive actions created through survival.**

We may argue that man was not the first to create laws. The universe is built on natural laws, and animals had them long before men did. We call natural laws "mechanisms," the enactment of cause and effect. ①They constitute our mechanistic environment. ②Animals often seem to have laws. ③For example, animals move in groups and post guards, fly in formations, care for the young, and organize kingdoms (as ants or bees do). ④These are different from man's laws. ⑤Only humans are able to create factual laws, coming from reason and feeling for others. 수특 29강 01번



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36. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

In his book *The 5000 Year Leap*, Skousen explains that throughout history, governments have typically been monarchies or aristocracies, with the occasional attempt at pure democracy. While each of these forms of government has their strengths, there are enormous dangers attached to each as well. For example, a monarchy with its strong center of power is useful for important central needs, such as war. On the other hand, an aristocracy, with its wealthy nobles, will be concerned with protecting the wealth and the development of the nation's natural resources. Both of these areas of focus are important for a healthy nation. However, if not restrained, each can (and will) develop into an oppressive system. As for democracy, the masses may have their say, but the views of the minority have no voice, resulting in democracy spoiled by [

특 29강 03번

- ① the majority rule
- ② the rule of reason over passion
- ③ the power of spread dictators
- ④ at the expense of minorities
- ⑤ at the mercy of ruling parties

37. (A)에 들어갈 말을 본문에서 찾으시오.

The distribution of health and ill health has been analyzed from a historical and social science perspective. It has been argued that medicine is not as effective as is often claimed. The medical writer, Thomas McKeown, showed that most of the fatal diseases of the 19th century had disappeared before the arrival of antibiotics or immunization programmes. He concluded that social advances in general living conditions, such as improved sanitation and better nutrition made available by rising real wages, have been responsible for most of the reduction in mortality achieved during the last century. Although his claim has been disputed, there is little disagreement that the contribution of medicine to reduced mortality has been minor, when compared with the impact of [

A ]. 수특 30강 04번

38. 적절한 것을 고르시오.

A very old and typically European method for producing landmarks is a guild symbol. A large key on a store front used to say 'a locksmith works here.' Guild symbols instantly trigger the brain script of a place, its meaning and the activities **[expected/ are expected]** to happen there. The symbol signals what is going on behind the front. The principle has survived to this day, in the form of the building's header. The header of an advertising agency in Venice Beach, California in fact became something to be admired and even worshiped in itself. Featuring binoculars large enough to walk into **[which/ what]** cover most of the store frontage, this spectacular building by star architect Frank Gehry says: what is going on behind the main front has to do with insight, far-sightedness and forward thinking. 수특 29강 01번

39. 적절한 것을 고르시오.

Lighting helps structure our perceptions of an environment, and these perceptions may influence the type of messages we send. If we enter a dimly lit or candlelit room, we may talk more softly, sit closer together, and presume that more personal communication will **[take/ be taken]** place. When the dim lights are brightened, however, the environment tends to invite **[more/ less]** intimate interaction. When dimly lit nightclubs flash on bright lights, it is often a signal that closing time is near and allows patrons some time to make the transition from one mood to **[the other/ another]**. Psychologists Carr and Dabbs found that the communication of intimate questions in dim lighting with nonintimates caused a significant hesitancy in responding, a significant decrease in eye contact, and **[a decrease/ decrease]** in the average length of a gaze. All of these nonverbal behaviors appear to be efforts to create more psychological distance and decrease the perceived inappropriateness of the intimacy created by the lighting and the questions 수특 28강 03번

## 40. LOCOS training

☞ One-shot media are unique in that — unlike other consumer goods and unlike continuing media — there is no expectation of repeat sales. A film or book promotion can be moderately successful, up to a point, even if the promoted film or book disappoints the purchasers. (It is not likely to be a wild success, of course.) Unlike the television executive whose advertising income depends on the ratings, the film-maker or publisher may feel that the promotion has done its job if the public has put its money down. Even though some additional sales will be lost because of bad reputations, people will tend to [r ] the wisdom of purchases they have already made. The book may remain on the shelf unread, but the buyer plans to get around to it some day. Few movie-goers walk out on even the most disappointing film, once they have paid to see it.

수특 26강 04번

☞ Grant writers are expert at asking for money. They approach carefully selected corporations, foundations, the government, and wealthy individuals to request money for nonprofit organizations. The catch is that the giver gets nothing in return except the knowledge that he or she has used money to do something good (and get a few tax breaks) ; therefore, soliciting grant money works best when the grant writer asks someone to support programs that [f ] with the interests of that individual. For instance, a grant writer for a university might ask a former graduate (who also happens to be a multimillionaire) to help fund a new science facility. This simple strategy changes the dynamics of the process from begging for money to [match/ matching] money with opportunities to make a difference. 수특 25강 02번

☞ Accepting that emotions and feelings are a normal and natural part of existence is central to their effective management. This will allow you to deal with them more effectively, rather than constantly responding in a shocked, negative or reactive way. Experiments with animals show that when given a red light to warn them in advance that a shock is coming, they will show less stress compared to those who are given no warning. The signal allows the animals to predict the shock, and with their anxiety thus removed, their bodies can relax. Those subjected to unpredictable shocks remain stressful all the time. Practicing acceptance provides you with a type of generalized warning system which will enable you to [m ] the impact of painful emotions. 수특 28강 01번