

주간

KISS EBS W6

KISS Logic

Logic 문제

1. 다음 글에서 전체 흐름과 관계 없는 문장은?(2018.9.35)

One of the hallmarks of evaluating the quality of a black tea is by assessing how tightly the leaves are rolled. Generally, higher-graded teas are teas with leaves that are tightly and uniformly rolled. ① Lower-graded teas, on the other hand, are teas with leaves that are loosely and inconsistently rolled. ② With that said, the tightness of the roll has more to do with the steepability of a leaf than it does with the taste of a tea. ③ The rolling of leaves is done by machine or, sometimes, by hand to break the cell walls of the leaves and release essential oils. ④ Therefore, one should not evaluate the tea's drinkability or taste merely because its leaves are not tightly rolled. ⑤ It is common to find that people prefer the taste of looser rolled black teas over more expensive or more highly graded black teas that have been tightly rolled.

* hallmark: 특징, 특질 ** steepability : (차를) 우려낼 수 있음

2. 다음 글에서 전체 흐름과 관계 없는 문장은? (2019.6.35)

While being an introvert comes with its challenges, it definitely has its advantages as well. For example, an introvert is far less likely to make a mistake in a social situation, such as inadvertently insulting another person whose opinion is not agreeable. ① An introvert would enjoy reflecting on their thoughts, and thus would be far less likely to suffer from boredom without outside stimulation. ② The only risk that you will face as an introvert is that people who do not know you may think that you are aloof or that you think you are better than them. ③ If you learn how to open up just a little bit with your opinions and thoughts, you will be able to thrive in both worlds. ④ An introvert may prefer online to in-person communication, as you do when feeling temporarily uncertain with your relationships. ⑤ You can then stay true to your personality without appearing to be antisocial.

* inadvertently: 무심코 ** aloof: 냉담한

3. 다음 글에서 전체 흐름과 관계 없는 문장은? (2016.9.35)

Scientific experiments should be designed to show that your hypothesis is wrong and should be conducted completely objectively with no possible subjective influence on the outcome. ① Unfortunately few, if any, scientists are truly objective as they have often decided long before the experiment is begun what they would like the result to be. ② This means that very often bias is (unintentionally) introduced into the experiment, the experimental procedure or the interpretation of results. ③ It is all too easy to justify to yourself why an experiment which does not fit with your expectations should be ignored, and why one which provides the results you 'hoped for' is the right one. ④ It is important to draw a meaningful result from the experiment on peer group activities. ⑤ This can be partly avoided by conducting experiments 'blinded' and by asking others to check your data or repeat experiments.

4. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2018.9.36)

It has been said that eye movements are windows into the mind, because where people look reveals what environmental information they are attending to. However, there is more to attention than just moving the eyes to look at objects.

- (A) You may have had this experience if you have been reading a book and then suddenly become aware that although you were moving your eyes across the page and "reading" the words, you had no idea what you had just read.
- (B) Even though you were looking at the words, you apparently were not paying attention. There is a mental aspect of attention that involves processing that can occur independently of eye movements.
- (C) We can pay attention to things that are not directly in our line of vision, as evidenced by the basketball player who dribbles down court while paying attention to a teammate off to the side, just before she throws a perfect pass without looking. We can also look directly at something without paying attention to it.

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

5. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2017.9.36)

Psychologists Dember and Earl suggested that the motivation for exploration had its roots in a curiosity drive.

- (A) This is very important for understanding why people will often return to explore things that they explored before or do things they have done before. In our daily lives, for example, we might decide to listen to a piece of music that we have listened to many times.
 - (B) By returning to that music with a new or fresh perspective, perhaps as a result of listening to other music, we find something new and interesting. One reason that people can play a card game such as bridge over and over is that no matter how many times you have played the game, it will be different in some way.
 - (C) They suggested that curiosity is stimulated by novelty and argued that novelty is in the eye of the beholder. We could have seen something many times before, but as the result of having new skills or competence, we discover new or different aspects of that object.
- ① (A) - (C) - (B) ② (B) - (A) - (C)
 ③ (B) - (C) - (A) ④ (C) - (A) - (B)
 ⑤ (C) - (B) - (A)

6. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2018.6.36)

It takes time to develop and launch products. Consequently, many companies know 6—12 months ahead of time that they will be launching a new product.

- (A) This marketing technique is called demand creation. It involves creating a buzz about a new potentially revolutionary nutrient or training technique through publishing articles and/or books that stimulate the reader's interest. Once this is done, a new product is launched.
 - (B) Over a series of issues, you begin to see more articles discussing this new nutrient and potential to enhance training and/or performance. Then, after 4—6 months, a new product is coincidentally launched that contains the ingredient that has been discussed in previous issues. Books and supplement reviews have also been used as vehicles to promote the sale of fitness and nutrition products.
 - (C) In order to create interest in the product, companies will often launch pre-market advertising campaigns. In the nutrition industry, articles are often written discussing a new nutrient under investigation.
- ① (A) - (C) - (B) ② (B) - (A) - (C)
 ③ (B) - (C) - (A) ④ (C) - (A) - (B)
 ⑤ (C) - (B) - (A)

Logic 해설

1. 다음 글에서 전체 흐름과 관계 없는 문장은?(2018.9.35)

One of the hallmarks of **evaluating** the quality of a black tea is by **assessing** how tightly the leaves are rolled. Generally, **higher-graded teas(A)** are teas with leaves that are **tightly** and **uniformly(A)** rolled. ① **Lower-graded teas(B)**, on the other hand, are teas with leaves that are **loosely** and **inconsistently(B)** rolled. ② **With that said**, the **tightness(A+B)** of the roll **has more to do with** the steepability of a leaf than it does with the taste of a tea. ③ The rolling of leaves is done by machine or, sometimes, by hand to break the cell walls of the leaves and release essential oils. ④ **Therefore**, one should not evaluate the tea's **drinkability** or taste **merely** because its leaves are **not tightly rolled(B)**. ⑤ It is common to find that people prefer the taste of **looser(B)** rolled black teas over more expensive or more highly graded black teas that have been **tightly(A)** rolled.

* hallmark: 특징, 특질 ** steepability : (차를) 우려낼 수 있음

1. Logic: 1번 문장까지 해서 이 지문의 '주제'가 AB로 바로 나온다. 이 지문은 '타이트하게 말려있냐, 느슨하게 말려있냐' 이 얘기만 해야 한다. 3번은 그럴싸,해보이지만 '마는 수단' 얘기고. 3번을 빼고 2번과 4번이 therefor로 논리적으로 연결된다는 것도 문제 포인트! **답은 3번** ☺

ENG	Vocab	KOR
1. evaluate, assess		1. 평가하다
2. high-graded		2. 높은 점수를 받은
3. uniformly		3. 균일하게
4. loosely		4. 느슨하게
5. inconsistently		5. 일관성 없이
6. with that said		6. 그렇긴 하지만
7. have to do with		7. ~와 관련이 없다
8. drinkability		8. 마실 수 있음
9. merely		9. 단순히
10.		10.
11.		11.
12.		12.
13.		13.
14.		14.
15.		15.

One of the hallmarks of evaluating the quality of a black tea is by assessing how tightly the leaves are rolled. Generally, higher-graded teas are teas with leaves that are tightly and uniformly rolled. ① Lower-graded teas, on the other hand, are teas with leaves that are loosely and inconsistently rolled. ② With that said, the tightness of the roll has more to do with the steepability of a leaf than it does with the taste of a tea. ③ The rolling of leaves is done by machine or, sometimes, by hand to break the cell walls of the leaves and release essential oils. ④ Therefore, one should not evaluate the tea's drinkability or taste merely because its leaves are not tightly rolled. ⑤ It is common to find that people prefer the taste of looser rolled black teas over more expensive or more highly graded black teas that have been tightly rolled.

* hallmark: 특징, 특질 ** steepability : (차를) 우려낼 수 있음

특징 중 하나는 / 홍차의 품질을 평가하는 / 평가하는 방식이 다 / 얼마나 잎이 타이트하게 말려있는지. / 보통, 더 높은 등급의 차는 잎이 있는 차이다 / 타이트하고 균일하게 말린. / ① 더 낮은 등급의 차는, / 반면, / 잎이 있는 차이다 / 느슨하고 일정하지 않게 말린. / ② 그렇긴 하지만, 말림의 타이트함 정도는 더 관련이 있다 / 잎의 우려냄 정도와 / 차의 맛과 관련이 있다기보다는. / ③ 잎을 마는 일은 된다 / 기계나 때로는 손으로 / 잎의 세포벽을 깨기 위해서 / 그리고 필수적인 오일을 방출하기 위해서. / ④ 그러므로, 차의 음용성이나 맛을 평가하는 안 된다 / 단순히 잎이 타이트하게 말리지 않은 것으로. / ⑤ 흔히 알 수 있다 / 사람들은 더 느슨하게 말린 홍차의 맛을 더 좋아한다는 것을 / 더 비싸거나 더 높은 등급의 홍차보다 / 타이트하게 말린.

Shean.T's

2. 다음 글에서 전체 흐름과 관계 없는 문장은? (2019.6.35)

While being an **introvert** comes with its challenges(A), it **definitely** has its advantages(B) as well. **For example**, an introvert is far less likely to make a mistake(B) in a social situation, such as inadvertently **insulting** another person whose opinion is not **agreeable**. ① An introvert would enjoy **reflecting on** their thoughts, and thus would be far less likely to suffer from boredom(B) without **outside stimulation**. ② **The only risk(P,A)** that you will **face** as an introvert is that people who do not know you may think that you are aloof or that you think you are better than them. ③ If you learn how to open up(S) just a little bit with your opinions and thoughts, you will be able to thrive in both worlds(B). ④ An introvert may prefer online to in-person communication, as you do when feeling **temporarily uncertain** with your relationships. ⑤ You can then stay true to your personality(B) without appearing to be **antisocial**.

* inadvertently: 무심코 ** aloof: 냉담한

1. **Logic:** 은근히 까다로웠던 문제고, 그래서 오답율도 꽤 높았던 문제이다. 1번 문장 전까지 '주제'가 무엇인지 '정확히' 파악해야 한다. 헌데 1번 바로 앞문장은 '예시'이므로, 사실상 첫번째 문장이 이 지문의 핵심이고 방향성이다. '내향적인 사람은 문제도 있지만, 장점도 있다.' 이 글은, 내향적인 사람의 장단점만 얘기해야 한다. 다른 문장은 다 이 주제에서 벗어나지 않고 있는데, 4번의 경우 역시, '그럴싸'해 보이지만, 내향적 사람의 '장단점'이 아니라 '취향'을 드러내고 있다. 온라인 커뮤니케이션을 좋아한다는 거 자체는, 장점도 단점도 아니거든. 약간 '국어적인' 개념 구분이 들어갔기에 난이도가 올라갔다. **답은 4번!**

ENG

Vocab

KOR

1. introvert
2. definitely
3. advantage
4. insult
5. agreeable
6. reflect on
7. boredom
8. outside stimulation
9. face (v)
10. open up
11. thrive
12. temporarily
13. uncertain
14. stay true to N
15. antisocial

1. 내향적인 사람(<->extrovert)
2. 명확히
3. 이점
4. 모욕하다
5. 동의하는
6. ~을 반성하다
7. 지루함
8. 외부 자극
9. 직면하다
10. (마음 속 얘기를) 꺼내다
11. 번성하다
12. 일시적으로
13. 불확실한
14. ~에 진실하다
15. 반사회적인

While being an introvert comes with its challenges, it definitely has its advantages as well. For example, an introvert is far less likely to make a mistake in a social situation, such as inadvertently insulting another person whose opinion is not agreeable. ① An introvert would enjoy reflecting on their thoughts, and thus would be far less likely to suffer from boredom without outside stimulation. ② The only risk that you will face as an introvert is that people who do not know you may think that you are aloof or that you think you are better than them. ③ If you learn how to open up just a little bit with your opinions and thoughts, you will be able to thrive in both worlds. ④ An introvert may prefer online to in-person communication, as you do when feeling temporarily uncertain with your relationships. ⑤ You can then stay true to your personality without appearing to be antisocial.

* inadvertently: 무심코 ** aloof: 냉담한

내향적인 사람이 되는 것은 여러 문제가 달려오긴 하지만, / 이는 분명 이점 또한 있다. / 예를 들어, 내향적인 사람은 실수를 할 확률이 훨씬 적다 / 사회적 상황에서, / 무심코 다른 사람에게 모욕을 주는 것과 같은 / 의견이 맞지 않는. / 내향적인 사람은 자신의 생각에 대해 고찰하는 걸 즐길 것이다 / 따라서 괴로워 할 가능성이 훨씬 적다 / 외부 자극이 없는 지루함으로. / 유일한 위험은 / 내향적인 사람으로서 직면할 /너를 모르는 사람들은 아마 생각할 수 있다는 것이다 / 니가 냉담하거나 혹은 / 니가 다른 이들보다 뛰어나다고 생각한다고. / 만약 조금만 마음을 여는 법을 배운다면 / 의견과 생각에 대해, / 양 쪽 세계에서 모두 잘 살아갈 수 있을 것이다. / 내향적인 사람은 온라인을 대면 소통 보다 선호할 수 있다, / 관계에 대해 잠시 불확실한 느낌이 들 때처럼. / 그 뒤 자신의 개성에 진실할 수 있다 / 반사회적으로 보이지 않고.

3. 다음 글에서 전체 흐름과 관계 없는 문장은? (2016.9.35)

Scientific experiments should be designed to show that your **hypothesis** is wrong and **should** be conducted completely **objectively(B)** with no possible **subjective(A)** influence on the **outcome**. ① **Unfortunately** few, if any, scientists are truly objective(P) as they have often decided long before the experiment is begun what they would like the result to be. ② **This** means that very often **bias(P,A)** is (**unintentionally**) introduced into the experiment, the experimental procedure or the **interpretation** of results. ③ It is all **too** easy to justify to yourself why an experiment which does not fit with your expectations should be ignored(P), and why one which provides the results you 'hoped for' is the right one. ④ It is important to **draw a meaningful result** from the experiment on peer group activities. ⑤ **This can be partly avoided by conducting experiments 'blinded' and by asking others to check your data or repeat experiments(S).**

Shean.T's

1. **Logic:** 흐름 문제에 PS를 섞은, 아주 좋은 문제. 답이 쉽긴 하지만.. 처음부터 'should'가 나오고 objective를 긍정하는 문장이므로 이를 B로 잡고 간다. 현대, 1번에 문제 발생. B인 과학자가 별로 없다! 즉 이 지문은 과학자의 B가 없는(객관적이지 않은) 얘기만 해야 한다. 5번에서는 그에 대한 S까지 나오고 있고, 현대 4번은.. 너무 상관 없는 걸 넣어놔서 별로 코멘트 하지도 않겠다. **답은 4번!**

ENG

Vocab

KOR

1. hypothesis
2. objectively
3. outcome
4. bias
5. Unintentionally
6. interpretation
7. fit with
8. draw a meaningful result
9. blinded
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

1. 가설
2. 객관적으로
3. 결과
4. 선입견
5. 의도치 않게
6. 해석
7. ~에 들어맞다
8. 의미 있는 결과를 도출하다
9. 눈을 가린
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Scientific experiments should be designed to show that your hypothesis is wrong and should be conducted completely objectively with no possible subjective influence on the outcome. ① Unfortunately few, if any, scientists are truly objective as they have often decided long before the experiment is begun what they would like the result to be. ② This means that very often bias is (unintentionally) introduced into the experiment, the experimental procedure or the interpretation of results. ③ It is all too easy to justify to yourself why an experiment which does not fit with your expectations should be ignored, and why one which provides the results you 'hoped for' is the right one. ④ It is important to draw a meaningful result from the experiment on peer group activities. ⑤ This can be partly avoided by conducting experiments 'blinded' and by asking others to check your data or repeat experiments.

과학적 실험은 설계 되어야 한다 / 보여주도록 / 너의 가설이 잘못되었고 / 완전히 객관적으로 시행된다는 것을 / 잠재적인 어떠한 주관적 영향도 없이 / 결과에. / 불행히도 약간은 있을 지라도, 정말로 객관적인 과학자는 거의 없다 / 종종 결정했기 때문에 / 실험이 시작하기 훨씬 전에 / 결과가 어땠으면 좋을지. / 이는 의미한다 / 아주 종종 선입견이 (의도치 않게) 실험에 도입된다는 것을, / 실험 과정이나 결과 해석에도. / 정당화하기 너무 쉽다 / 너 자신에게 / 너의 기대치와 맞지 않는 실험이 왜 무시되어야 하는지 / 그리고 왜 니가 '바라던' 결과를 제공하는 실험이 / 맞는 것이어야 하는지. / 중요하다 의미있는 결과를 도출하는 것이 / 실험에서 / 동료와 하는 집단 활동에서. / 이는 부분적으로 피해질 수 있다 / 실험을 '눈을 가리고' 시행함으로써 / 다른 이들에게 너의 정보를 체크 해달라고 하거나 실험을 반복해달라고 부탁함으로써.

4. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2018.9.36)

It has been said that eye movements are windows into the mind, because where people look reveals what environmental information they are attending to. However, there is more(B) to attention than just moving the eyes to look at objects(A).

- (A) You may have had this experience if you have been reading a book and then suddenly become aware that although you were moving your eyes across the page and “reading” the words(A), you had no idea what you had just read.
- (B) Even though you were looking at the words, you apparently were not paying attention(B). There is a mental aspect of attention(B) that involves processing that can occur independently of eye movements(A).
- (C) We can pay attention to things(B) that are not directly in our line of vision, as evidenced by the basketball player who dribbles down court while paying attention to a teammate off to the side, just before she throws a perfect pass without looking. We can also look directly at something without paying attention to it.
- ① (A) - (C) - (B) ② (B) - (A) - (C)
 ③ (B) - (C) - (A) ④ (C) - (A) - (B)
 ⑤ (C) - (B) - (A)

Shean.T's

1. Logic: AB와 순서 문제의 알쏭다운 결합을 보여주는 문제. 주어진 글 however 뒤 'there is more'하는 순간 바로 아 이 지문 not only A but also B 논리네, 가 떠올라야 한다. 그리고 '눈을 움직이는 것'이 A라는 걸 파악해야 한다. 자 'B가 있다'라고 했으니 B가 나와야 한다. 현대 (B)에선 갑자기 '그 단어들'을 보고 있다..고 하면서 아직 단어나 글이 나올 context가 아닌데 나왔으므로 (C)로 가자. (C)를 보니 B가 등장한다. 바로 '집중하는 것'이 B인 것이다. C의 마지막 문장을 보니 'B하지 않고 A하는 경우'를 말하고 있다. 아직도 (B)에 있는 'the words'를 받을 만한 것은 안 나왔으므로, (A)를 보니 this experience가 (C)의 마지막을 받는다. 그러고 나서야 (A)의 마지막에 '단어'들이 나올 수 있는 context, 즉 '읽기'가 나온다. 그대로 답은 4번!

ENG	Vocab	KOR
1. reveal		1. 드러내다
2. attend to N		2. ~에 집중하다
3. an object		3. 물체
4. apparently		4. 분명히
5. independently of		5. ~와 독립적으로
6. pay attention to N		6. ~에 집중하다
7. line of vision		7. 시선
8. evidence(v)		8. (증거로) 뒷받침하다
9. investing		9.
10.		10.
11.		11.
12.		12.
13.		13.
14.		14.
15.		15.

It has been said that eye movements are windows into the mind, because where people look reveals what environmental information they are attending to. However, there is more to attention than just moving the eyes to look at objects.

- (A) You may have had this experience if you have been reading a book and then suddenly become aware that although you were moving your eyes across the page and “reading” the words, you had no idea what you had just read.
- (B) Even though you were looking at the words, you apparently were not paying attention. There is a mental aspect of attention that involves processing that can occur independently of eye movements.
- (C) We can pay attention to things that are not directly in our line of vision, as evidenced by the basketball player who dribbles down court while paying attention to a teammate off to the side, just before she throws a perfect pass without looking. We can also look directly at something without paying attention to it.

알려져 왔다 / 안구 운동은 마음으로의 창이라고, / 사람들이 보는 곳이 드러내기 때문에 / 어떠한 주변 환경 정보에 이들이 주목하고 있는지. / 하지만, 집중에는 더 많은 것이 있다 / 안구 를 움직이는 것보다 / 물체를 보기 위해. / (C) / 우리는 물체들 에 집중할 수 있다 / 우리의 시선에 정확히 있지 않은, / 농구 선 수에 의해 뒷받침 되듯 / 코트를 따라 드리블해 가는 / 측면에 떨어져 있는 팀원에게 집중하면서, / 완벽한 패스를 주기 전에 / 보지도 않고. / 우리는 무언가 를 또한 똑바로 볼 수 있다 / 그것 에 집중하지 않고. / (A) 이러한 경험을 했을 것이다 / 책을 읽 고 있었다면 / 그리고 갑자기 알게 되었다면 / 페이지를 따라 눈 을 돌리고는 있지만 / 그리고 글자를 “읽고”는 있지만, / 방금 읽 은 게 무슨 소리인지는 모르는. / (B) 그 글자들을 보고는 있었 지만, / 너는 분명히 집중을 하고 있지 않았던 것이다. / 집중 에는 정성적 측면이 있다 / 처리 과정과 연관되는 / 발생할 수 있는 / 안구의 움직임과는 별개로.

5. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2017.9.36)

Psychologists Dember and Earl suggested that the motivation for exploration had its roots in a curiosity drive.

- (A) **This** is very important for understanding why people will often return to explore things that they explored before or do things they have done before. In our daily lives, for example, we might decide to listen to a piece of music that we have listened to many times.
- (B) By returning to **that music** with a new or fresh perspective, perhaps as a result of listening to other music, we find something new and interesting. One reason that people can play a card game such as bridge **over and over** is that **no matter how many times** you have played the game, it will be different in some way.
- (C) **They** suggested that curiosity is **stimulated** by **novelty** and argued that novelty is in the eye of the **beholder**. We could have seen something many times before, but as the result of having new skills or competence, we discover new or different aspects of that object.

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

Shean.T's

1. Logic: 지문의 논리가 딱히 있는 지문은 아니고, 사실상 어떤 대상은 볼 때마다 새롭다.. 라는 주제 하에 '지시어'로 끝내버리는 문제. 근데 그것도 너무나 쉽게 냈다. 주어진 글을 속 읽고 (B)를 봤으나 아직 '그 음악'이라고 할 것이 없었다. 바로 (C)로 가면 they가 심리학자들을 받고, 아직도 (B)의 그 음악을 받을 게 안 나왔으므로 (A)로 간다. (A)의 마지막에서야 'a piece of music'이 나오고 이를 (B)의 that music이 받을 수 있다! **답은 4번!**

ENG	Vocab	KOR
1. exploration		1. 탐구
2. have one's roots in		2. ~에 기반(근거)이 있다.
3. curiosity drive		3. 호기심 충동
4. over and over		4. 계속해서
5. no matter how many times		5. 얼마나 많이 ~할지라도
6. stimulate		6. 자극하다
7. novelty		7. 참신한
8. beholder		8. 보는 사람
9. competence		9. 능력
10.		10.
11.		11.
12.		12.
13.		13.
14.		14.
15.		15.

Psychologists Dember and Earl suggested that the motivation for exploration had its roots in a curiosity drive.

- (A) This is very important for understanding why people will often return to explore things that they explored before or do things they have done before. In our daily lives, for example, we might decide to listen to a piece of music that we have listened to many times.
- (B) By returning to that music with a new or fresh perspective, perhaps as a result of listening to other music, we find something new and interesting. One reason that people can play a card game such as bridge over and over is that no matter how many times you have played the game, it will be different in some way.
- (C) They suggested that curiosity is stimulated by novelty and argued that novelty is in the eye of the beholder. We could have seen something many times before, but as the result of having new skills or competence, we discover new or different aspects of that object.

심리학자 D와 E는 제안했다 / 탐구 동기는 그 뿌리가 호기심 충동에 있다고. / (C) 이들은 제안했다 / 호기심이 참신함에 의해 자극을 받는다고 / 그리고 주장했다 / 참신함은 보는 사람의 눈에 따라 다르다고. / 우리는 무언가를 전에 여러 번 보았을 수 있지만, / 새로운 기술이나 능력을 가지게 됨으로써, / 우리는 새로운 혹은 다양한 측면을 발견한다 / 그 대상 의. / (A) 이는 매우 중요하다 / 이해하는 데 있어 / 왜 사람들이 종종 돌아와 대상을 탐구하는 지 / 전에 탐구했던 것을 / 혹은 일을 하는 지 / 전에 했던. / 예를 들어, 우리 일상 삶 에서, / 우리는 결정할지 모른다 / 음악 한 곡을 듣기로 / 우리가 많이 들었던. / (B) 그 음악으로 돌아옴으로써 / 새롭고 혹은 신선한 관점으로, / 아마 다른 음악을 들은 결과로써, / 우리는 무언가 새롭고 신기한 것을 발견한다. / 사람들이 카드 게임을 플레이 하는 한 가지 이유는 / 브리지와 같은 / 계속해서 / 니가 얼마나 많이 이 게임을 플레이 했든, / 어떤 식 으로든 다를 것이기 때문이다.

6. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것을 고르시오. (2018.6.36)

It takes time to develop and launch products(P). **Consequently,** many companies know 6—12 months **ahead of time(S)** that they will be launching a new product.

- (A) **This marketing technique** is called **demand creation**. It involves creating a **buzz** about a new **potentially revolutionary nutrient** or training technique through publishing articles and/or books that **stimulate** the reader's interest. Once this is done, a new product is launched.
- (B) Over a series of issues, you begin to see **more** articles discussing **this new nutrient** and potential to **enhance** training and/or performance. Then, after 4—6 months, a new product is **coincidentally** launched that contains the **ingredient** that has been discussed in previous issues. Books and **supplement** reviews have also been used as **vehicles** to promote the sale of fitness and nutrition products.
- (C) In order to create interest in **the product**, companies will often launch **pre-market advertising campaigns(S)**. In the nutrition industry, **articles** are often written discussing a **new nutrient under investigation**.

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

Shean.T's

1. **Logic:** PS 논리 속에서 지시어로 마무리 짓는 문제이다. 주어진 글부터 가벼운 PS가 나온다. (B)를 보니 두번째 줄에 'this new nutrient'가 보인다. 아직 영양소 같은 거 안 나왔으니 당연히 될 수 없다. 신나게 (C)로 간다. 가보니 'the product'도 주어진 문장과 연결되고, 진짜 S, 즉 '출시 전 홍보'가 나오면서 지시어/논리가 다 이어진다. 그리고 (A)나 (B)나가 조금 킬포다. (B)에서도 (C)의 a new nutrient를 받을 수 있고, (A)에서의 'this marketing technique'도 (C)의 내용으로 받을 수 있을 것 같거든. 하필 (A)에도 a nutrient가 있고. 이제 좀 더 '내용 연결성' 측면을 보자. (C)의 마지막에 '기사'가 나오고, (B)를 보니 '비교' 시그널이 하나 보인다 뭐? 'more.' 더 많은 기사,가 나오려면 앞에 기사가 이미 나왔어야지. 신나게 (B)로 간다. **답은 5번!**

ENG	Vocab	KOR
1. ahead of time		1. 앞서, 미리
2. demand creation		2. 수요 창출
3. buzz		3. 흥행 단어, 소문
4. potentially revolutionary		4. 잠재적으로 혁명적인
5. nutrient		5. 영양소
6. stimulate		6. 자극하다
7. enhance		7. 강화하다
8. coincidentally		8. 우연히
9. ingredient		9. 요소
10. supplement		10. 부록, 보충(판)
11. vehicles		11. 수단
12. under investigation		12. 검토 중인, 조사 중인
13.		13.
14.		14.
15.		15.

It takes time to develop and launch products. Consequently, many companies know 6—12 months ahead of time that they will be launching a new product.

- (A) This marketing technique is called demand creation. It involves creating a buzz about a new potentially revolutionary nutrient or training technique through publishing articles and/or books that stimulate the reader's interest. Once this is done, a new product is launched.
- (B) Over a series of issues, you begin to see more articles discussing this new nutrient and potential to enhance training and/or performance. Then, after 4—6 months, a new product is coincidentally launched that contains the ingredient that has been discussed in previous issues. Books and supplement reviews have also been used as vehicles to promote the sale of fitness and nutrition products.
- (C) In order to create interest in the product, companies will often launch pre-market advertising campaigns. In the nutrition industry, articles are often written discussing a new nutrient under investigation.

제품을 개발하고 출시하는 데는 시간이 걸린다. / 결과적으로, 많은 회사는 6~12개월 미리 안다 / 그들이 새로운 제품을 출시할 것을. / (C) 그 제품에 대한 흥미를 만들어내기 위해, / 회사들은 종종 출시 전 광고 캠페인을 한다. / 영양 보충제 산업에서는, / 기사가 종종 썬진다 / 검사 중인 새로운 영양소에 대해 논의하는. / (B) 여러 판을 발행하면서, / 당신은 이 새로운 영양소에 대해 논의하는 더 많은 기사를 보기 시작한다 / 그리고 훈련이나 퍼포먼스를 강화할 수 있는 가능성도. / 그리고나서 4~6개월 후, 한 새로운 제품이 우연히 출시된다 / 성분을 포함하고 있는 / 이전 판들에서 논의되어 왔던. / 책과 부록 리뷰가 또한 수단으로 사용된다 / 건강, 영양 제품 판매를 촉진하기 위해. / (A) 이 마케팅 기술은 수요 창출이라고 불린다. / 이는 화제의 단어 만들기와 관련이 있다 / 새로운, 잠재적으로 혁명적인 영양소에 대한 / 혹은 훈련 기법에 대한 / 기사나 책을 출판함으로써 / 독자의 흥미를 자극하는. / 일단 이 일이 완료되면, / 새로운 제품이 출시된다.