

C. 내신유형

[문맥 / 내용파악]

READING 1

■ 다음 글을 읽고 물음에 답하시오.

Advertising is everywhere. We are all ① familiar with television and radio commercials, billboards and product ② consumptions. But some companies have ③ discovered a (A)[fresher / refresher] marketing option: undercover marketing. In undercover marketing, consumers ④ learn about the strengths of a product (B)[with / without] knowing they are ⑤ observing an advertisement. The goal is to create “buzz,” or “word of mouth” — to get large numbers of people (C)[acting / talking] about a product.

17. (A), (B), (C)의 괄호 안에서 문맥에 어울리는 것끼리 나열한 것은? 37)

- | (A) | (B) | (C) |
|-------------|---------|---------|
| ① fresher | with | acting |
| ② refresher | with | acting |
| ③ fresher | without | acting |
| ④ refresher | without | talking |
| ⑤ fresher | without | talking |

18. 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은? 38)

19. 위 글에서 언급되고 있지 않는 것은? 39)

- ① 광고의 대중성
- ② 주요 광고 매체
- ③ 언더커버 마케팅의 종류
- ④ 언더커버 마케팅의 목적
- ⑤ 언더커버 마케팅의 대상

■ 다음 글을 읽고 물음에 답하시오.

Why is undercover marketing such ① an attractive option for ② advertisers? First of all, buzz is (A)[fast / free], so if the ad campaign is successful in ③ generating positive buzz, the (B)[actual / potential] rewards far _____ the initiative's (C)[high / low] cost. Also,

consumers tend to trust ④ demonstrative advertising more than ⑤ traditional marketing techniques such as commercials.

20. (A), (B), (C)의 괄호 안에서 문맥에 어울리는 것끼리 나열한 것은? 40)

- | (A) | (B) | (C) |
|--------|-----------|------|
| ① fast | actual | high |
| ② free | actual | high |
| ③ fast | potential | low |
| ④ free | potential | low |
| ⑤ free | potential | high |

21. 위 글 빈 칸에 들어갈 말로 가장 적절한 것은? 41)

- | | |
|------------|------------|
| ① outlast | ② outweigh |
| ③ outweigh | ④ outline |
| ⑤ override | |

22. 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은? 42)

■ 다음 글을 읽고 물음에 답하시오.

One example of undercover marketing was carried out by an electronics company. Actors ① were paid to walk around busy cities with the company's latest camera-equipped cell phone, asking pedestrians to take their picture. Everyone who did so received (A)[automatic / unwilling] exposure to the product's features, and the actor _____ the ② expectation by talking about how great the phone was. The company hoped that the people who used the camera phone would tell their friends about it, and that their friends would tell other people. This is how buzz is ③ created. Undercover marketing takes place over the Internet as well. ④ To promote its newest milk product, a beverage company recruited six teenage bloggers to ⑤ mix positive (B)[inferences / references] to the drink into their everyday blog topics. The idea was that blog readers would more readily believe these (C)[endorsements / endowments] because they appeared to be the bloggers' personal opinions.

23. (A), (B), (C)의 괄호 안에서 문맥에 어울리는 것끼리 나열한 것은? 43)

(A)	(B)	(C)
① automatic	inferences	endorsements
② unwilling	inferences	endorsements
③ automatic	references	endorsements
④ unwilling	references	endowments
⑤ automatic	references	endowments

24. 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은? 44)

25. 위 글 빈 칸에 들어갈 말로 가장 적절한 것은? 45)

- | | |
|----------------|-----------------|
| ① complemented | ② demonstrated |
| ③ compared | ④ overestimated |
| ⑤ reinforced | |

26. 위 글의 언더커버 마케팅에 관한 내용과 일치하지 않는 것은? 46)

- ① 연기자들은 카메라가 장착된 전자회사의 최신 휴대전화기를 들고서 보행자들에게 자신의 사진을 찍어달라고 부탁하도록 보수를 받았다.
- ② 사진을 찍어준 사람들이 제품의 특징을 자연스럽게 접하게 된다.
- ③ 회사는 사용한 사람들이 사용을 통해 그것에 대해 이야기하는 방식을 희망했다.
- ④ 십대 블로거를 채용해서 제품에 대한 긍정적인 언급들을 블로그 속에 섞어 넣도록 했다.
- ⑤ 블로거의 제품에 대한 지지가 개인적 의견처럼 보이기 때문에 독자들이 더 기꺼이 믿게 된다.

■ 다음 글을 읽고 물음에 답하시오.

Though many companies see undercover marketing as a powerful way of creating ① demand for their products, other groups claim the practice is _____. They say the camera phone campaign, for instance, (A)[manifested / manipulated] the kindness of strangers into an advertising tool. The blogs promoting the beverage company's milk product also deceived people by ② leading them to believe they were hearing honest opinions from ③ biased individuals. Opponents of undercover marketing believe that consumers have the right

to understand the (B)[origins / originalities] of any product information they receive.

The unethical aspect of tricking people in this way is a ④ serious problem of undercover marketing. Such issues will require ⑤ further discussion as more and more companies try to find (C)[alternate / alternative] marketing methods.

27. (A), (B), (C)의 괄호 안에서 문맥에 어울리는 것끼리 나열한 것은? 47)

(A)	(B)	(C)
① manifested	origins	alternate
② manipulated	origins	alternate
③ manifested	originalities	alternative
④ manipulated	originalities	alternative
⑤ manipulated	origins	alternative

28. 위 글 빈 칸에 들어갈 말로 가장 적절한 것은? 48)

- | | |
|-------------------|----------------|
| ① anti-commercial | ② immoral |
| ③ inharmonious | ④ discouraging |
| ⑤ recommendable | |

29. 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은? 49)

30. 위 글의 주제로 가장 적절한 것은? 50)

- ① strategies of undercover marketing
- ② alert to marketing using deception
- ③ ethical problems of undercover marketing
- ④ a variety of hidden marketing methods
- ⑤ a way of avoiding ill-will marketers

[어법 /글의 순서]

UNIT 4 BUSINESS

READING 1

■ 다음 글을 읽고 물음에 답하시오.

Advertising is everywhere. We are all ㉠ **familiar with** television and radio commercials, billboards and product demonstrations. But some companies have discovered ㉡ **a fresher** marketing option: undercover marketing. (㉠) In undercover marketing, consumers learn about the strengths of a product without knowing they are (A)[observing / observed] an advertisement. (㉡) The goal is to create “buzz,” or “word of mouth”—to get large numbers of people ㉢ **talking** about a product. (㉢) Some practices and strategies of the marketing are regarded as illegal and ㉣ **existing** in a legal grey zone. (㉣) Why is undercover marketing (B)[as / such] attractive an option for advertisers? First of all, buzz is free, (C)[if / so if] the ad campaign is successful in generating positive buzz, the potential rewards ㉤ **far** outweigh the initiative's low cost. (㉤) Also, consumers tend to trust word-of-mouth advertising more than traditional marketing techniques such as commercials.

31. 위 글에서 전체 흐름과 관계없는 문장은?
51)

32. ㉠~㉤ 가운데 어법에 맞지 않는 것은? 52)

① ㉠ ② ㉡ ③ ㉢ ④ ㉣ ⑤ ㉤

33. (A), (B), (C)의 괄호 안에서 어법에 맞는 것끼리 나열한 것은? 53)

(A)	(B)	(C)
① observing	as	if
② observed	as	if
③ observing	such	so if
④ observed	such	so if
⑤ observing	as	so if

■ 다음 글을 읽고 물음에 답하시오.

One example of undercover marketing ㉠ **was** carried out by an electronics company.

(A) Everyone who ㉡ [did it / did so] received automatic exposure to the product's features, and the actor reinforced the experience ㉢ **by** talking about ㉣ **how** the phone was great.

(B) Actors were paid ㉤ [walking / to walk] around busy cities with the company's latest camera-equipped cell phone, ㉥ **asking** pedestrians ㉦ **to** take their picture.

(C) This is how buzz is created.

(D) The company hoped that the people who used the camera phone would tell their friends about it, ㉧ [and / and that] their friends would tell other people.

34. 주어진 글에 이어지는 글의 순서가 바른 것은? 54)

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

35. 글의 밑줄 친 부분 중, 어법상 틀린 것은?
55)

36. ㉠, ㉡, ㉢의 괄호 안에서 어법에 맞는 것끼리 나열한 것은? 56)

㉠	㉡	㉢
① did it	walking	and
② did so	walking	and
③ did it	to walk	and that
④ did so	to walk	and that
⑤ did it	to walk	and

■ 다음 글을 읽고 물음에 답하십시오.

Undercover marketing takes place over the Internet ㉠as well. To promote its newest milk product, a beverage company recruited six teenage bloggers to mix positive ㉡references for the drink into their everyday blog topics. (1) The idea was that blog readers would more readily (A)[believe / believe in] these endorsements because they appeared to be the bloggers' personal opinions. (2) This marketing is ㉢an all too common occurrence in modern life. (3) Though many companies see undercover marketing as a powerful way (B)[to create / of creating] demand for their products, other groups claim the practice is immoral. (4) They say the camera phone campaign, for instance, manipulated the kindness of strangers into an ㉣advertising tool. (5) The blogs ㉤promoting the beverage company's milk product also deceived people by leading them to (C)[believe / believing] they were hearing honest opinions from unbiased individuals.

37. 위 글에서 전체 흐름과 관계없는 문장은?
57)

38. ㉠~㉤ 가운데 어법에 맞지 않는 것은? 58)

- ① ㉠ ② ㉡ ③ ㉢ ④ ㉣ ⑤ ㉤

39. (A), (B), (C)의 괄호 안에서 어법에 맞는 것끼리 나열한 것은? 59)

- | (A) | (B) | (C) |
|--------------|-------------|-----------|
| ① believe | to create | believe |
| ② believe in | to create | believe |
| ③ believe | of creating | believe |
| ④ believe in | of creating | believing |
| ⑤ believe | of creating | believing |

■ 다음 글을 읽고 물음에 답하십시오.

Though many companies see undercover marketing as a powerful way of creating demand for their products, ①the other groups claim the practice is immoral.

- (A) The blogs ㉠[promoting / to promote] the beverage company's milk product also deceived people ②by leading them to believe they were hearing honest opinions from unbiased individuals.
- (B) The unethical aspect ③of tricking people in this way is a serious problem of undercover marketing.
- (C) They say the camera phone campaign, for instance, manipulated the kindness of strangers into an ㉡[advertising / advertised] tool.
- (D) Such issues will require ④further discussion ㉢[as / with] more and more companies try to find alternative marketing methods.
- (E) Opponents of undercover marketing believe that consumers have the right ⑤to understand the origins of any product information they receive.

40. 주어진 글에 이어지는 글의 순서가 바른 것은? 60)

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

41. 글의 밑줄 친 부분 중, 어법상 틀린 것은?
61)

42. ㉠, ㉡, ㉢의 괄호 안에서 어법에 맞는 것끼리 나열한 것은? 62)

- | ㉠ | ㉡ | ㉢ |
|--------------|-------------|------|
| ① promoting | advertising | as |
| ② to promote | advertising | as |
| ③ promoting | advertised | with |
| ④ to promote | advertised | with |
| ⑤ promoting | advertising | with |

[서술형 문제]

READING 1

■ 다음 글을 읽고 물음에 답하시오.

Why is undercover marketing such an attractive option for advertisers? First of all, buzz is free, so if the ad campaign is successful in generating positive buzz, the potential rewards far outweigh the initiative's low cost. Also, consumers tend to trust word-of-mouth advertising more than traditional marketing techniques such as commercials.

One example of undercover marketing was carried out by an electronics company. Actors were paid to walk around busy cities with the company's latest camera-equipped cell phone, asking pedestrians to take their picture. (B)Everyone who did so received automatic exposure to the product's features, and the actor reinforced the experience by talking about how great the phone was. (B)The company hoped that the people who used the camera phone would tell their friends about it, and that their friends would tell other people. This is how buzz is created.

43. 밑줄 친 문장과 같은 의미가 되도록 다음 문장의 빈 칸에 적절한 표현을 적으시오. 63)

W_____ did so was _____ to the product's features and reinforced the experience by the _____ about how great the phone was

44. (B)와 같은 의미가 되도록 빈 칸에 알맞은 단어를 적고 괄호 안의 단어를 적절히 변형하여 적으시오. 64)

The company hoped that the people _____ the camera phone would tell other people about it (success).

■ 다음 글을 읽고 물음에 답하시오.

(A)Though many companies see undercover marketing as a powerful way of creating demand for their products, other groups claim the practice is immoral. They say the camera phone campaign, for instance, manipulated the kindness of strangers into an advertising tool. The blogs promoting the beverage company's milk product also deceived people by leading them to believe they were hearing honest opinions from (B)(bias) individuals. Opponents of undercover marketing believe that consumers have the right to understand the origins of any product information they receive.

The unethical aspect of tricking people in this way is a serious problem of undercover marketing. (C)Such issues will require further discussion as more and more companies try to find alternative marketing methods.

45. 밑줄 친 (A)를 '구'로 전환하고자 한다. 빈 칸에 주어진 철자로 시작하는 적절한 단어를 적으시오. 65)

D_____ many companies' r_____ of undercover marketing as a powerful way of creating demand for their products,

46. (B)의 괄호 안의 단어를 문맥에 맞게 고쳐 적으시오. 66)

47. 밑줄 친 (C)문장과 같은 의미가 되도록 다음 문장의 빈 칸에 적절한 표현을 적으시오. 67)

The more companies try to find alternative marketing methods, _____ by such issues.