

(2강)

01 다음 빈칸에 들어갈 말로 가장 적절한 것을 고르시오.

Lilian Bauer was extremely talented and driven, but she took giving so far that it was _____ her reputation and her productivity. “She never said no to anything,” explained one consulting colleague. “She was so generous and giving with her time that she fell into the trap of being more of a pushover. It really delayed her promotion to partner.” In a performance review, Bauer was told that she needed to be more selfish: she lacked the assertive edge that was expected of a consulting partner. She spent too much time developing those around her, and she was so committed to helping clients that she bent over backward to meet their requests. It was known that Bauer “wasn’t as forceful in pushing clients as people felt she needed to be, in those key moments where clients needed to hear a harsh message, or clients had been pushing an agenda in the wrong direction.” For Bauer, being a giver became a career-limiting move.

- ① adjusting
- ② guarding
- ③ promoting
- ④ compromising
- ⑤ recognizing

(3강)

02 다음 빈칸 (A),(B)에 들어갈 말로 가장 적절한 것은?

The timing of positive versus negative behavior seems to influence attraction. Several studies have identified what has been called the loss-gain effect. This effect reflects what happens to attraction when a person’s behavior moves from positive to negative or from negative to positive. ____ (A) ____, if someone seems very nice to you early in the interaction, but then begins to act like a fool, would you be more attracted to that person than if the person was a fool from the start? Studies suggest that you would not. ____ (B) ____, people are more attracted to individuals who are consistently negative than to people who initially behave positively and then switch to negative behavior. People who start out being nice get our hopes up, so the letdown we experience when we discover that they are not nice makes it worse than if they had acted badly from the start.

- | (A) | (B) |
|---------------|-------------|
| ① As a result | In fact |
| ② As a result | In addition |
| ③ Moreover | By contrast |
| ④ For example | In addition |
| ⑤ For example | In fact |



(4강)

03 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?

Until the turn of the twentieth century there was a general belief among scientists that many other life-harboring worlds existed.

(A) Hopes of finding life elsewhere in the solar system began to fade as better telescopes, and then interplanetary space probes, revealed hostile conditions on our sister planets.

(B) Even as late as 1906, the astronomer Percival Lowell was convinced that Mars not only hosted life, but intelligent Martians, who had built a network of canals. During the twentieth century, the mood began to swing against the idea that life is common.

(C) This mood of skepticism extended to all extraterrestrial life, so that by the 1970s the Nobel Prize-winning biologist Jacques Monod felt able to proclaim in his book *Chance and Necessity*, 'Man at last knows that he is alone in the unfeeling immensity of the universe.'

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

(5강)

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

As a modern person you should know that a motion picture is just individual photographs passing by faster than your brain can process. When you look at a flower, you should know that you don't see ①the same thing a butterfly sees and that if you switched your eyes for insect eyes the floral world would become a psychedelic explosion of madness. Your unnavigable nighttime living room is a completely visible playground to a cat, and if you've ever shined a laser pointer near a cat, then surely you've realized something is going on in its tiny cat head that isn't happening in yours. You know the world is not what it seems, and all it takes is one great optical ②illusion to prove it. Naive realism is, well, naive. The stars are always in the sky, but the light of the sun filtered through the atmosphere makes them ③easy to see in the day. If you throw a rock into a pond, and that *splloosh* turns the heads of a frog and a fox, what they see is not what you see. Each creature's version of reality is ④unique to its nervous system. The frog, the fox, and the person all experience the same real thing but react to differing internal representations. Your perception isn't the only perception out there, and if the inputs can be ⑤fooled, then the image is not to be trusted.



(6강)

05 다음 빈칸에 들어갈 말로 가장 적절한 것을 고르시오.

One of the most conspicuous examples of the power of language in the business world comes from the bottled water marketplace. While somewhat less popular these days, the industry can teach us a powerful lesson, as companies created tremendous prestige for an ordinary product. If you have ever shopped for bottled water, you know that some brands command more than three times the price of their generic counterparts. Have you ever wondered why people choose to invest in these drinks when less expensive alternatives are readily available? Thinking that taste might be the reason, I compared a brand of luxury bottled water and generic bottled water in a blind taste test. To my surprise, I actually preferred generic brands over the luxury brand.

With taste being more or less equal, what is it that elevates the luxury brand? Customer perception. Customers invest in pricey bottled water because they perceive it as more valuable. Just as important, they take pride in _____. To create its desired image, the luxury brand and similar brands incorporate clever use of language in their marketing. Pick up any brand of luxury bottled water, examine its label and, through language, you'll experience "from the French Alps," "purity," and "rejuvenation." These masterful words evoke positive images with which customers aspire to associate. In short, strategic language contributes to the luxury brand's perceived worth, and to the reasons why it rises far above the perceived value of generic bottled water brands.

- ① buying most expensive products
- ② recognizing the value of brand
- ③ accepting the quality of product
- ④ being associated with it
- ⑤ perceiving their value of water



13회
답안

EBS 인터넷 수능 영어독해 (2)

1. 4
2. 5
3. 2
4. 3
5. 4

