

문 13. 글의 전체 흐름에 부합하지 않는 문장은?

Companies must manage their brands carefully. First, the brand's positioning must be continuously communicated to consumers. ① Major brand marketers often spend huge amounts on advertising to create brand awareness and to build preference and loyalty. For example, the telecommunications Verizon spends more than \$1.7 billion annually to promote its brand. McDonald's spends more than \$742 million. ② Such advertising campaigns can help to create name recognition, brand knowledge, and maybe even some brand preference. However, the fact is that brands are not maintained by advertising but by the brand experience. Today, customers come to know a brand through a wide range of contacts and touch points. ③ These include advertising, but also personal experience with the brand, word of mouth, company Web pages, and many others. The company must put as much care into managing these touch points as it does into producing its ads. "A brand is a living entity," says a former Disney executive, "and it is enriched or undermined cumulatively over time." ④ The brand's positioning will take hold fully unless everyone in the company lives the brands. Therefore, the company needs to train its people to be customer centered. Even better, the company should carry on internal brand building to help employees understand and be enthusiastic about the brand promise.

문 14. 다음 주어진 문장이 들어갈 위치로 가장 적절한 것은?

Rather, waves fill regions of space, and their evolutions in time are not described by simple trajectories.

Broadly speaking, a wave is a disturbance that propagates through space. (A) Most waves move through a supporting medium, with the disturbance being a physical displacement of the medium. (B) The time dependence of the displacement at any single point in space is often an oscillation about some equilibrium position. For example, a sound wave travels through the medium of air, and the disturbance is a small collective displacement of air molecules—individual molecules oscillate back and forth as the wave passes. (C) Unlike particles, which have well-defined positions and trajectories, waves are not localized in space. (D) Nevertheless, some waves are more localized than others, and so it is useful to distinguish two broad classes.

- ① A ② B
③ C ④ D

※ 밑줄 친 부분에 들어갈 말로 가장 적절한 것을 고르시오.

[문 15 ~ 문 17]

문 15.

Several years ago, a research scientist wanted to prove that acupuncture didn't really stop pain. He believed that acupuncture worked mostly on the mind, reducing pain only if people believed it would. For his experiments, therefore, he used animals. _____, animals treated with acupuncture registered little or no response to pain. Researchers later discovered that acupuncture causes the brain to release chemicals called endorphins that block pain in animals as well as humans.

- ① Surprisingly ② Blatantly
③ Correspondingly ④ Fortunately

문 16.

The United States is a country founded by people persecuted for their religious beliefs, and religious freedom is guaranteed by the Constitution. Until the mid-nineteenth century, most immigrants were Protestants of various kinds, but beginning with the Irish and continuing with Southern Europeans, especially Italians, large numbers of Catholics arrived, as well as Greek-Orthodox believers and Jews. Many of the Protestants had come to _____ a liberal interpretation of the Bible, compatible with Darwinism theories of the evolution of mankind from less advanced species. However, many Protestant sects, such as the Pentecostals and Jehovah's Witnesses, refused to acknowledge the findings of modern science and wanted a return to what they thought were essentials of Christian belief, the *Fundamentals*. Among these are the acceptance of the teachings of the Bible concerning the Creation, as well as the virgin birth of Jesus and his bodily resurrection. The largest numbers of Fundamentalists are residents of Southern and Western states, the so-called *Bible Belt*. In some of these states, the teaching of evolutionary biology in schools is prohibited.

- ① refute ② rebuke
③ eradicate ④ embrace

문 17.

Almost a century ago, the United States decided to make high school nearly universal. Around the same time, much of Europe decided that universal high school was a waste. Not everybody, European intellectuals argued, should go to high school. It's clear who made the right decision. The educated American masses helped create the American century, as some economists have written. The new ranks of high school graduates made factories more efficient and new industries possible. Today, we are having an update version of the same debate. Television, newspapers and blogs are filled with the case against college for the masses: It _____ students with debt; it does not guarantee a good job; it isn't necessary for many jobs. Not everybody, the skeptics say, should go to college.

- ① spares
② saddles
③ sputters
④ squanders

※ 글의 내용과 가장 일치하는 것을 고르시오. [문 18 ~ 문 19]

문 18.

Pigeons have been taught to recognize human facial expressions, upsetting long-held beliefs that only humans have evolved the sophisticated nervous systems to perform such a feat. In recent experiments at the University of Iowa, eight trained pigeons were shown photographs of people displaying emotions of happiness, anger, surprise, and disgust. The birds learned to distinguish between these expressions. Not only that, but they were able to correctly identify the same expressions on photographs of unfamiliar faces. Their achievement does not suggest, of course, that the pigeons had any idea what the human expressions meant. Their achievement cast doubt on the idea that only humans have developed special nervous systems capable of recognizing subtle expressions.

- ① Pigeons cannot be trained to identify human expressions.
- ② Pigeons can show the same emotions that humans can.
- ③ Pigeons can identify only the expressions of people they are familiar with.
- ④ Pigeons have more sophisticated nervous systems than people once thought.

문 19.

Another important tool and marketing trend is the introduction of interactive home TV shopping. This is already a \$2 billion-plus industry reaching over 60 million consumers and growing at about 20% per year. Although home TV shopping has been around for nearly two decades, it is only recent that it has been successfully used by big-name stores such as Macy's and even luxury merchants such as Saks Fifth Avenue to market a wide range of products appealing to the upscale urban and suburban consumers. Home shoppers are now younger, better educated, more affluent, and more style conscious than in the past, and a growing list of retailers are giving serious thought to the idea of producing "infomercials," launching shopping channels, or investing in interactive shopping ventures. This does not mean, however, that store shopping will disappear.

- ① The home shopping industry started almost 30 years ago.
- ② The consumers who use home shopping are now trendier than in the past.
- ③ Home TV shopping has grown into nearly a \$2 billion business.
- ④ Saks Fifth Avenue was the first to start the home shopping industry.

문 20. 다음 글의 내용과 일치하지 않는 것은?

The picture of good mothering which emerges from observational studies is of the mother who provides a stimulating and sensitive environment. Sensitivity takes many forms but involves an awareness of children's behavior, a reasonably accurate interpretation of their behavior, as well as prompt and appropriate responses. Sensitive mothering is done explicitly, through activities such as reading to children or engaging them in conversations, and incidentally as part of the everyday business of shopping, food preparation and housework. Mothers' sensitivity is seen to be of value for a number of reasons. It provides feedback and encourages children to use adults as a resource. It also teaches children about social interactions and conversations, and reinforces children's sense of themselves as people who may legitimately demand and reasonably be the center of attention. While 'parenthood' is the term often used, in practice sensitivity is perceived as a key element of mothering rather than fathering. This is because sensitivity is thought to require the intimate knowledge of a child which comes only through being closely involved in his or her day-to-day activities. Lack of sensitivity is considered to have different consequences depending on whether it is part of mothering and fathering. Insensitivity in mothers would be viewed as pathological and as having a negative impact on children's development. In fathers, however, the same behavior is often seen as beneficial, providing children with a context in which they can learn about unpredictability and how to express themselves explicitly.

- ① Insensitivity in fathers may have a positive impact on children's development.
- ② Sensitive mothering is carried out clearly through activities such as shopping and food preparation.
- ③ Mothers' sensitivity teaches children about social interactions and conversations.
- ④ Sensitivity is virtually considered as a crucial component of mothering, not that of fathering.