

12. 도로 운전 시험에 관한 다음 안내 방송을 듣고, 일치하지 않는 것을 고르시오.

- ① 수험자는 안전 운전 능력을 테스트 받을 것이다.
- ② 시험관은 시험 전에 수험자가 할 일을 설명할 것이다.
- ③ 시험관은 운전 중에 불필요한 말을 하지 않을 것이다.
- ④ 시험관은 운전할 방향을 알려 줄 것이다.
- ⑤ 수험자는 결과를 1주일 이후에 통보받을 것이다.

13. 다음 그림의 상황에 가장 적절한 대화를 고르시오.



- ①
- ②
- ③
- ④
- ⑤

14. 대화를 듣고, 남자의 마지막 말에 대한 여자의 응답으로 가장 적절한 것을 고르시오.

Woman : _____

- ① Group meetings are always fun.
- ② Yes, I felt terrible to hear that.
- ③ The library would be good for me.
- ④ Any day after Tuesday will be fine.
- ⑤ He gave us the homework last Friday.

15. 대화를 듣고, 여자의 마지막 말에 대한 남자의 응답으로 가장 적절한 것을 고르시오.

Man : _____

- ① Cheating is not allowed.
- ② Yes, I've finished the exam.
- ③ Thanks, a coffee will be good.
- ④ Oh, I don't know how to get it.
- ⑤ Then, can I get you something?

16. 대화를 듣고, 남자의 마지막 말에 대한 여자의 응답으로 가장 적절한 것을 고르시오.

Woman : _____

- ① I've already seen it before.
- ② I'll be waiting for you anyway.
- ③ I need to run an errand for my mother.
- ④ Let me know when you will see the movie.
- ⑤ The actor and the actress are my favorites.

17. 다음 상황 설명을 듣고, Mr. Lee가 Mary에게 할 말로 가장 적절한 것을 고르시오. [3점]

Mr. Lee : Mary, _____

- ① excellent! You have a talent for speech.
- ② how come your writing has so many errors?
- ③ great, but this course has not been that helpful.
- ④ your writing has improved a lot. Keep on working.
- ⑤ congratulations! You won the first prize for your novel.

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18. 밑줄 친 This[this]가 가리키는 것으로 가장 적절한 것은? [1점]

This is a traditional game usually played by girls and young women in Korea. This seems popular especially at New Year's, when it gives the players a chance to show off their new clothes. To do this, a rolled-up straw mat under a long board is needed. Two players jump at either end of the board. As one player returns to the board, the other is propelled into the air. This is said to have been very popular in the old days because it provided the opportunity for the women to see over the walls of their houses. They were seldom allowed to go outside their homes.

- ① 널뛰기
- ② 옷놀이
- ③ 장기
- ④ 제기차기
- ⑤ 연날리기

19. 밑줄 친 he[He]가 가리키는 대상이 나머지 넷과 다른 것은?

Born in Moscow in 1866, Kandinsky studied law and at the age of 30 was offered a professorship at a university. But ① he had been inspired by the French Impressionists. ② He refused the university job and moved to Germany to study painting full time. Much of his early work depended on the folk art ③ he experienced in Germany and in Russia. "Pure color" would become the central focus of his best works. One art critic said that a new, spiritual age was about to begin with him. ④ He saw the artist as a pioneer moving into the future. The paintings ⑤ he produced at the time are full of joy and liberation.

20. 다음 글의 목적으로 가장 적절한 것은?

We have breaking news on the spreading swine flu virus. The World Health Organization (WHO) raised the alert level to stage five. This means that there has been human-to-human spreading of the virus in at least two countries in one region. The WHO announced that a pandemic is about to happen. The raise in the alert level came after it was confirmed in Europe that humans spread the disease to each other. Over in Spain a patient has a disease even though he has never been to Mexico. More cases were reported in Britain, Germany and Austria.

- ① WHO 활동을 홍보하려고
- ② 바이러스의 확산을 알리려고
- ③ 지나친 보도 경쟁을 줄이려고
- ④ 바이러스 예방법을 안내하려고
- ⑤ WHO 발표에 이의를 제기하려고

21. (A), (B), (C)의 각 네모 안에서 어법에 맞는 표현으로 가장 적절한 것은?

The urbanization of Britain improved the nation's economy in (A) that/what it moved workers from regions with low-productivity work to factories with high-productivity work. For individuals, however, moving to the city was like a lottery. A few people found themselves better off, but most people were poorer in every way. Living conditions (B) was/were terrible; disease was spreading quickly. An outbreak of cholera in 1849 killed nearly 13,000 people in London. The tragic conditions pointed out by many critics (C) to produce/produced measures to clean up the cities.

- | (A) | (B) | (C) |
|--------|------------|------------------|
| ① that | was | to produce |
| ② that | were | to produce |
| ③ that | were | produced |
| ④ what | was | produced |
| ⑤ what | were | to produce |

22. 다음 글의 밑줄 친 부분 중, 어법상 틀린 것은?

Sissi was not discouraged as a child by the boys who wouldn't let her ① play her favorite game. Eventually, she got her way on the streets of Salvador, Brazil, because the soccer ball that the boys wanted to play with was ② hers. Still, she often ran home with her ball after she grew ③ frustrating with the negative attitudes the boys displayed. Sissi had learned to play soccer by practicing with all kinds of objects ④ that she found around the house. These included rolled-up socks and the heads of her dolls. Her father finally decided that she needed a soccer ball to keep her from ⑤ destroying her dolls.

23. 다음 글에서 전체 흐름과 관계 없는 문장은?

When we think of leaders in marketing and branding sectors, Disney comes to our mind first. ① Disney has geniuses in promoting its brand, magnificent marketers, leaders in the theme park industry, and a universally recognized brand. ② Then what could possibly go wrong with its expansion into Hong Kong and the Asia-Pacific market? ③ It was cultural misunderstanding which led Disney to unpredicted headaches and problems when expanding into global markets and working with other cultures. ④ All businesses seeking to explore international markets must consider national interests rather than cultural differences. ⑤ The lesson to be learned here is to spend time and money in understanding your overseas markets and the culture where you will be doing business.

[24~27] 다음 글의 빈칸에 들어갈 말로 가장 적절한 것을 고르시오.

24. Back in 18th century Europe, Louis XV made it fashionable for men to powder their noses and rouge their lips. The Beatles in the 1960s broke women's hearts with their long hair and thin, boyish figures. Nowadays singers like Big Bang put on smoky eye makeup, while the main actors in "Boys Over Flowers" enjoy pastel sweaters and curly hair. Middle-aged men, like women, are obsessed with perfect skin and thin waistlines. Flawless skin and colorful clothes are the key to completing the pretty boy look. Men who want to be beautiful also show _____ in floral prints and pastel colors. Women are no longer the only customers.

- ① fear ② interest ③ neglect
- ④ mercy ⑤ indifference

25. Two powerful instincts which exist in all human beings can be used in teaching: desire to be with other people and enjoyment of play. Give 50 people four hours to climb a hill and walk down the valley to the nearest town. If they do this separately, many will arrive late, and nearly all will be tired. But if they go in groups, they will be much less tired and they will arrive sooner. They will stay together, and they will enjoy the experience. Similarly, if a teacher can get a class of 30 students to feel that they are all working together, and if he can give them some reason to enjoy it, the students will _____ than if they had been forced.

- ① do better work ② drop out more
- ③ study fewer hours ④ feel less comfortable
- ⑤ respect teachers less

26. The change from a struggling, active survival to today's more inactive lifestyle has played a major role in the rise of obesity. Two million years ago the expansion of the human brain required energy-rich food. To find foods that are much richer in calories and nutrients, our ancestors had to run and hunt over large areas of land, meaning they burned up a lot of the calories. With the shift to less active lifestyles, humans now have a diet that contains far more calories than they need to survive. Moreover, we can simply pick up the phone to get a meal delivered to our door. In short, _____ has contributed to obesity and long-term health problems.

- ① the limit to daily calories
- ② the decline in physical activity
- ③ the growth of the food industry
- ④ the poor quality of delivery service
- ⑤ the access to nutrient-balanced food

27. On April 12, 1965, baseball changed the world of stadium architecture by opening the Harris County Domed Stadium in Houston. It became better known to the world as the Houston Astrodome. It was the world's first enclosed and air-conditioned stadium for baseball. Before the domed stadium existed, baseball players in Houston had been playing outdoors in the mosquito-filled humidity and, sometimes, in extreme heat. If the domed stadium had not been built, major league baseball may not have survived in Houston, because passionate baseball players as well as professional players could not have _____.

- ① enjoyed more home runs
- ② played baseball games at night
- ③ seen much nicer baseball stadiums
- ④ endured the uncomfortable weather
- ⑤ welcomed the formation of a new league

28. 다음 글에 드러난 Heather의 심경 변화로 가장 적절한 것은?

Heather loved the freedom of flying above the land. One day she was hang-gliding when she noticed a red hawk rapidly approaching her. Then she heard its claws ripping the fabric of the glider's wing. It flew off. But the next thing she knew was that it was flying straight at her. She turned out of its way, but it dove at her again. She had to avoid its attacks four times before she was able to land safely. As she drove home, she found out that she had been lucky. The radio news reported that a hang-glider had been attacked and injured by not one, but two hawks.

- ① proud → angry ② surprised → confident
- ③ excited → guilty ④ frustrated → envious
- ⑤ scared → relieved

29. (A), (B), (C)의 각 네모 안에서 문맥에 맞는 낱말로 가장 적절한 것은?

Through evolution, animals have been able to adapt to the environment. Polar bears evolved white fur because it better (A) conceals/reveals them in the Arctic. All other bear species are brown or black. So we might think that, among the remote ancestors of today's polar bears, the whiter individuals probably had more hunting success because their (B) pray/prey found it harder to spot them against the snow and ice. Squirrels evolved the behavior of burying nuts during summer and fall seasons to (C) prohibit/provide food through the long cold winter.

- | | (A) | | (B) | | (C) |
|---|----------|-------|------|-------|----------|
| ① | conceals | | pray | | prohibit |
| ② | reveals | | pray | | provide |
| ③ | conceals | | prey | | prohibit |
| ④ | reveals | | prey | | prohibit |
| ⑤ | conceals | | prey | | provide |

30. 다음 그림에 대한 글의 내용 중, 밑줄 친 낱말의 쓰임이 적절하지 않은 것은? [3점]



The middle letters in the two words in the figure above are physically ① identical. Yet, most English speakers respond to them differently, see them differently, pronounce them differently, and remember them differently. They think one represents ② the letter H and the other represents the letter A. Indeed, it would be more appropriate to say that one is the letter H and the other is the letter A. The identity of an inky squiggle has ③ less to do with how it is objectively constructed, and has more to do with how we subjectively interpret it. Two ④ horizontal lines with a crossbar mean one thing when they are situated between T and E, and they mean ⑤ another thing when they are between C and T.

* squiggle: 비틀린 문자

31. 다음 글의 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?

South Korea has the 13th largest economy in the world, but the Anholt-GfK Roper Nation Brands Index has ranked its global image at only 33rd among nearly 200 countries surveyed every year. _____ (A) _____, the South Korean government has created a list of the top ten things that the nation must do to increase its global image. The first thing on the government's list is to increase international awareness of South Korean culture and the Korean language.

_____ (B) _____, the government has decided to actively promote the national sport of *taekwondo* within Korea and abroad and unify international Korean language schools under the name "King Sejong Institute."

- | (A) | | (B) |
|---------------|-------|--------------|
| ① In response | | For instance |
| ② In response | | Similarly |
| ③ In addition | | Similarly |
| ④ In addition | | For instance |
| ⑤ In contrast | | In fact |

[32~33] 다음 글의 주제로 가장 적절한 것을 고르시오.

32. If you want to interact with people in a country, staying on ranches and cattle farms offers a great opportunity for a cross-cultural exchange and a real experience of life in another country. With more hands-on activities you can practice a new language, learn to cook traditional dishes, or see a neighborhood through the eyes of someone who lives there. By the time you leave, you feel less like a guest and more like a member of the family. For travelers on a budget, farmstays can be a real bargain over hotels and other types of accommodation.

- ① types of farmstays
- ② rules for farmstays
- ③ advantages of farmstays
- ④ inconveniences of farmstays
- ⑤ ways of arranging farmstays

33. In 1808, when the slave trade was banned, many southerners in the U.S. thought that slavery would soon end. But the expectation proved false. During the next generation, new factors made slavery far more profitable than it had been before 1790. One of the main factors was the rise of a great cotton-growing industry in the South. At the same time, the Industrial Revolution, which made textile manufacturing a big business, greatly increased the demand for raw cotton. Moreover, the opening of new lands in the west after 1812 vastly extended the area available for cotton cultivation.

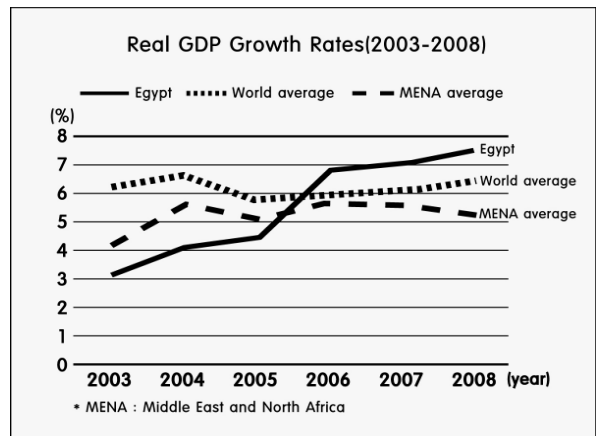
- ① 미국 내 면방직 산업의 경제적 효과
- ② 미국 내 노예 제도가 존속되었던 이유
- ③ 미국 내 노예 소유에 대한 상반된 의견
- ④ 미국 서부 개척에 따른 면화 생산량 증가
- ⑤ 미국의 노예 제도가 산업혁명에 미친 영향

34. 다음 글에서 필자가 주장하는 바로 가장 적절한 것은?

Here is a big secret of life on earth. The more nice things you say, the more nice things you will hear or see. What matters is not how much you say, but how much nice stuff you say. However, what if only negative thoughts are in your mind? In that case, saying nothing is so much better than saying something hurtful, angry, or bad. It gives you some time to cool down and to figure out why you're so angry. Saying nothing prevents you from saying something you can never take back. You can't get into trouble for something you never say.

- ① 말수가 적은 사람은 스스로 고쳐야 한다.
- ② 상처 받은 마음을 솔직하게 표현해야 한다.
- ③ 좋은 말을 할 수 없다면 침묵하는 것이 더 낫다.
- ④ 다른 사람들이 말하는 도중에 끼어들지 않아야 한다.
- ⑤ 수다스러운 사람에게는 그의 단점을 알려 주어야 한다.

35. 다음 도표의 내용과 일치하지 않는 문장은?



The above graph shows the real GDP growth rate of Egypt, the World average rate and the MENA average rate from 2003 to 2008. ① Though the real GDP growth rate of Egypt was the lowest in 2003, it ranked top among the three in 2008. ② Egypt recorded the highest leap in the real GDP growth rate between 2005 and 2006. ③ In 2003, the World average rate was almost twice as high as that of Egypt. ④ The World average rate stayed within the range of 5% and 7% from 2003 to 2008. ⑤ In 2008, the MENA average rate was less than half of the real GDP growth rate of Egypt.

36. Toco toucan에 관한 다음 글의 내용과 일치하는 것은?

The Toco toucan is at home in South America's tropical forests but can be seen everywhere. Its oversized, colorful bill has made it one of the world's most popular birds. The toucan's long bill is useful as a feeding tool. The bird uses it to reach fruit on branches that are too small to sit on, and also to peel the fruit. In addition to fruit, Toco toucans eat insects and, sometimes, eggs or lizards. Although the colorful bill looks nice and helps in eating, it is not a practical weapon. While its size may be frightening to enemies, it is of little use in combating them.

- ① 남미 지역 외에서는 찾아볼 수 없다.
- ② 작고 화려한 부리로 인해 인기가 있다.
- ③ 부리 때문에 나무 열매를 따먹는 것이 힘들다.
- ④ 나무 열매뿐만 아니라 곤충이나 도마뱀도 먹는다.
- ⑤ 부리는 적과 싸우는 아주 유용한 무기다.

37. Aristotle에 관한 다음 글의 내용과 일치하지 않는 것은?

Aristotle was a rich doctor's son who came to Plato's Academy when he was 17. He left it after Plato died. After traveling and doing independent research, he established a college which he called Lyceum. Aristotle organized his teaching very thoroughly, and his Lyceum resembled a modern research institute. He collected plants and animals from all parts of the world for his work in biology. And they were available to great numbers of research students. Much of Aristotle's teaching was done for the less advanced students. Most of the writing that uses his name as author was a collection of notes his students wrote during his lectures.

- ① 플라톤의 사망 이후 Academy를 떠났다.
- ② Lyceum이라는 대학을 설립했다.
- ③ 생물 연구를 위해 세계에서 동식물을 수집했다.
- ④ 주로 뛰어난 학생들을 대상으로 가르쳤다.
- ⑤ 그의 글 중 대부분은 제자들이 그의 강의를 기록한 것이다.

[38~39] 다음 글의 요지로 가장 적절한 것을 고르시오.

38. Jane's first neighbor always shut the door very loudly.

After he moved out, a pianist who played two hours a day moved in. She called the police for the noise. On the other hand, Howard said he has been lucky with his neighbors. One neighbor was a chef, who would bring him the leftovers late at night. Another neighbor was a saxophonist who played lovely music early in the morning. As you see above, different people have different attitudes towards what they have now. Someone sees the pianist as irritating, yet another sees the saxophonist as delightful. Millions of people would be glad to have a roof over their head. Yet there are millions who would complain their roof is the wrong color.

- ① 이웃의 의견을 존중해야 한다.
- ② 친척보다 가까운 이웃이 더 낫다.
- ③ 모든 일은 자신이 받아들이기 나름이다.
- ④ 나에게 좋은 일은 다른 사람에게도 좋다.
- ⑤ 악기 연주를 할 때는 이웃을 배려해야 한다.

39. Review your goals and act on them daily. If you spend ten minutes or ten hours focusing on your goals, you will move toward them. Don't wait for next year, next month or even tomorrow. Do something today. If you want to get ahead, you've got to start moving! A baby step is better than no step. And babies actually move pretty fast! Only consistent action will produce the results you want. Identify your aims. Focus on the ones which are most important to you, and act on them now.

- ① 서두르지 말고 일을 처리하자.
- ② 목표에 초점을 두고 지금 실행하자.
- ③ 행동하기 전에 먼저 목표를 설정하자.
- ④ 목표 달성을 위해 많은 시간을 투자하자.
- ⑤ 일을 하기 전에 먼저 일의 우선순위를 정하자.

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

Youngsters should also change their ways of thinking.

NEET stands for "Not currently engaged in Employment, Education or Training." (①) According to a report, NEETs are defined as 15- to 29-year-old youngsters who have been jobless for a long time but are not actively seeking employment. (②) NEETs don't even consider employment a possibility. (③) Therefore, they have become a more serious problem for not only households, but also society and the economy. (④) It is time for the government to pay attention to NEETs, because a society with a large number of jobless youth can never be healthy. (⑤) Instead of wasting valuable time with unreasonably high hopes, they should face reality, lower their expectations, and keep looking for work.

[41~42] 다음 글의 제목으로 가장 적절한 것을 고르시오.

41. Few places on earth can match Madagascar as an eco-tourism destination. About 70% of Madagascar's animals are found only in this island nation. But Madagascar hasn't always been great at displaying its biological richness. Its tourism industry remains still small, but that's beginning to change. The current government is in the middle of tripling the size of its national park system, and local-guide networks are springing up around the country. These efforts are coming at the right time, with "green" travel worldwide growing three times as fast as the entire travel industry.

- ① Rare Animals in Madagascar
- ② Human Resources in Madagascar
- ③ Madagascar's Outdated Park System
- ④ Environmental Problems in Madagascar
- ⑤ Madagascar's Move toward Eco-tourism

42. Because the harp has a wide range of sound, it sends vibrations through the body better than other musical instruments. Research shows the harp's vibration stimulates the body's organs, which helps the body's instinct for fighting disease. Sara J. Williams, physical therapist, found that people with a lot of neuromuscular disorders really benefited from the harp. Theories about the harp's effect are not new. Traditionally called the instrument of a Greek god, or of the angels, the harp has long been an instrument of cure in western culture.

* neuromuscular: 신경근육의

- ① The Harp as a Therapist
- ② The Beauty of the Harp Sound
- ③ The Harp, Instrument of a God
- ④ The Harp, Loved from the Ancient
- ⑤ The Harmony of the Harp and the Angels

43. 다음 글의 분위기로 가장 적절한 것은? [1점]

Now, in the fall, several trees had been cut down and the roads were muddy. I rode on a military truck. I looked at the countryside. The mulberry trees were bare and the fields were brown. There were wet dead leaves on the road. It had been raining in the mountains. We came in to the town past the factories and then the houses. I noticed that more houses had been destroyed by enemy missiles. On a narrow street we passed a Red Cross ambulance carrying wounded people. The driver wore a cap and his face was thin and very suntanned.

- ① peaceful and relaxing ② lively and dynamic
- ③ disappointing and boring ④ encouraging and festive
- ⑤ depressing and sorrowful

44. 주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?

Tabai discovered her love of the mountains early. After graduating from college, she spent more and more time climbing.

- (A) She climbed whenever she could. However, women were not always well accepted by male climbers. Sometimes men refused to climb on the same expedition with Tabai.
- (B) She had to work overtime at night to earn extra money to help finance her club. One year later, she made it to the top of Annapurna III, a difficult peak in the Himalayas.
- (C) Perhaps they felt that a woman might slow them down. So, in 1969, Tabai founded a women's climbing club. She had a hard time maintaining it.

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

45. 다음 글의 내용을 한 문장으로 요약하고자 한다. 빈칸 (A)와 (B)에 들어갈 말로 가장 적절한 것은? [3점]

Language translation was an early goal of computer science, but there is still a long way to go. The reason is simple: It doesn't always work. Translation errors occur due to the complex features of computers, languages and minds. Even with an excellent dictionary and complete grammar knowledge of both languages, machine translation is often inaccurate. The meaning of a sentence is not often fully contained in its words. There is something else, called context, that a speaker and a listener (or a writer and a reader) bring to language to get its exact meaning. Without the context, accurate computer translation is often not possible.



Despite the efforts made over the past years, perfect computer translation is still regarded as a _____ (A) _____ because computers can't fully _____ (B) _____ the context.

- | (A) | | (B) |
|--------------|-------|------------|
| ① dream | | ignore |
| ② reality | | produce |
| ③ miracle | | exclude |
| ④ challenge | | understand |
| ⑤ simplicity | | infer |

[46~48] 다음 글을 읽고 물음에 답하십시오.

(A) After working for 25 years as an officer in California, Nancy retired and wanted to work for the community. She decided to volunteer for the Red Cross because the organization had always appealed to her. She spent a month in Texas in August–September 2008 to respond to Hurricane Ike, which completely destroyed Galveston and other areas on the Gulf Coast.

(B) The woman, a 94-year-old grandmother, lived alone in Galveston and was moved out to the San Antonio shelter. With the added stress of the situation, she couldn't remember where she lived or her granddaughter's last name. She feared that (a) she would die in the shelter. Luckily, the granddaughter was calling all the shelters to look for (b) her, and Nancy was able to put the two together.

(C) (c) She was assigned to an office to reunite people who had lost track of each other during the evacuation and the confusion caused by the storm. While visiting a small shelter in San Antonio, she and the other volunteers noticed an elderly woman lying curled up on a camp bed and looking extremely depressed.

(D) She handed the phone to (d) her so that she could talk to her granddaughter. Nancy watched with tears in her eyes as a wonderful smile lit up the elderly woman's face. She was immediately changed. She went from being alone and weak in the middle of a disaster to hearing the voice of someone she loved, someone that knew (e) her and cared for her.

46. 위 글 (A)에 이어질 내용을 순서에 맞게 배열한 것으로 가장 적절한 것은?

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

47. 밑줄 친 (a)~(e) 중에서 가리키는 대상이 나머지 넷과 다른 것은?

- ① (a) ② (b) ③ (c) ④ (d) ⑤ (e)

48. 위 글의 내용과 일치하지 않는 것은?

- ① Galveston은 허리케인 피해를 입었다.
 ② 할머니는 손녀의 이름을 정확히 기억했다.
 ③ Nancy는 San Antonio에 있는 작은 대피소를 방문했다.
 ④ 자원 봉사자들이 보기에 할머니는 매우 우울해 보였다.
 ⑤ Nancy의 도움으로 할머니는 손녀와 통화를 했다.

[49~50] 다음 글을 읽고 물음에 답하십시오.

(A) Sitting in front of the television is one of the most popular pastimes in the world. According to a survey, the average individual spends over 4 hours per day watching television. It is no wonder, then, that television can be _____ of advertising despite the Internet's steady rise in popularity. Advertising on television allows you to show and tell your business, product, or service to a wider audience than local newspapers and radio stations do. Through a TV ad, you can also use not only graphics and words, but also motion, light and a number of other features that will make your message seem even more effective.

(B) No other advertising medium is likely to use up your budget as quickly as TV will. Producing an ad, which usually includes hiring script writers, actors, film editors, or an advertising agency, is just the beginning. You must also pay for air time. Because a TV ad can be _____ only with repetition, you'll almost certainly want to run your ad many times. Another factor you need to realize is how difficult it can be to make changes to your ads. With newspaper advertising, you have only to update the sale pricing or a special offer. Yet, with television advertising, it means updating your script and remaking the entire ad, which costs you additional money.

49. 위 글 (A), (B)의 공통된 주제로 가장 적절한 것은?

- ① ever increasing TV viewers
 ② high cost of making TV ads
 ③ TV as an advertising medium
 ④ various kinds of major mass media
 ⑤ a contrast between newspapers and TV

50. 위 글의 빈칸에 공통으로 들어갈 말로 가장 적절한 것은?

- ① a powerful tool
 ② a cheap medium
 ③ an inefficient way
 ④ an old-fashioned method
 ⑤ a quickly changing trend

※ 확인 사항

문제지와 답안지의 해당란을 정확히 기입(표기)했는지 확인하십시오.