

1. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Studies in psychology have reported cases in which competitive incentives resulted in lower task effort, and their focus was on the psychological underpinnings of the reduction in motivation. For example, competition presents an inevitable conflict between the motivation to achieve one's personal goal and the desire to maintain good relationships with others. When the maintenance of interpersonal relationships is important, with their counterparts in particular or with others generally, competitors experience an internal conflict that can ----- . Exline and Lobel found that the perception of oneself as a target for upward social comparison often makes people uncomfortable. When they believe that others are making envious comparisons with them, people feel uneasiness, distress, or sorrow. Feelings of guilt, an emotion generally associated with high motivation for goal-achievement, lead to weaker motivation and performance in the pursuit of competitive goals. Consequences of this emotional state include lower task motivation in a competition and preferences for more cooperative and altruistic outcomes, such as diminishing the significance of the outcome or sharing the winner's reward.

* taint: 더럽히다 ** altruistic: 이타주의의

- ① harm their desire to achieve their goal and taint the good feeling of winning
- ② increase their productivity and enhance their competitive advantage
- ③ help them focus more on personal achievements over relationships
- ④ strengthen their determination to outperform others at any cost
- ⑤ make them abandon competitions in favor of purely cooperative endeavors

2. 다음 글의 제목으로 가장 적절한 것은?

Essentially, we block out the painful feedback from these feelings by releasing endogenous opiates into our brain and body. Not surprising, our reaction to pain is significantly reduced when eating tasty foods, such as chocolate. This explains why we can indulge in a decadent dessert even after we have become fully satiated by a large meal. We have basically become insensitive to the pain of continued eating.

Our brains evolved when food was scarce; thus, we are compelled by our genetic heritage to eat whatever and whenever possible. Animals have a tendency to eat a great deal of food when tasteful food is readily available. In addition, we also subconsciously prevent others from taking our food source. We defend our access to tasty food when it is within easy reach and is at risk of being consumed by other humans. Studies have shown that humans will eat more when more food is available even when the food is stale or otherwise unappealing. Furthermore, even if you point out to others that the food is stale or that they have eaten more than their fair share, they will continue to eat. Our biological drive to consume tasty food to completion outweighs any opposing cognitive or motivational factors. Even after we have gained a lot of weight, our bodies want to gain more.

Research indicates that obese humans have elevated levels of endogenous endocannabinoids — marijuana-like chemicals — in the blood and brain. Remember the munchies? When we become overweight, our bodies induce a constant state of the munchies by bathing our brain in endocannabinoids.

* stale: 신선하지 않은, 상한

[지문출처: Your Brain on Food: How Chemicals Control Your Thoughts and Feelings (Gary L. Wenk)]

- ① The Evolution of Human Food Preferences
- ② Why We Can't Stop Eating: Our Biological Programming
- ③ How to Control Unhealthy Eating Habits
- ④ Food Scarcity and Its Impact on Modern Society
- ⑤ The Cultural Factors That Influence Our Eating Behaviors

3. 다음 글의 제목으로 가장 적절한 것은?

Refugee crises, from that emerging out of the Syrian war to the exodus (and some would say genocide) of Rohingya in Thailand, the Brexit vote in the UK and the proposed wall along the US-Mexican border serve as a contemporary reminder, at times dramatic, of the increased connectedness of people and places as well as of the tension between boundedness and openness, which has been a mainstay of anthropological theorizing for generations. These and many other topical issues testify to the growing importance of anthropological knowledge and an urgent need to deal sensibly with cultural differences.

The world is shrinking in many ways. For better or worse, satellite television, mobile phone networks and the internet have created conditions for instantaneous and friction-free communication. Spatial distance is no longer a decisive hindrance for close contact and new, deterritorialized social networks or even 'virtual communities' have developed. At the same time, individuals have a larger palette of information to choose from than they previously did. The economy is also increasingly globally integrated. In the last decades, transnational companies have grown exponentially in numbers, size and economic importance. The capitalist mode of production and monetary economies in general have become nearly universal in the twenty-first century. In politics as well, global issues increasingly dominate the agenda. Issues of war and peace, the environment and poverty are all of such a scope, and involve so many transnational linkages that they cannot be handled satisfactorily by single states alone. Pandemics and international terrorism are also transnational problems which can only be understood and addressed through international coordination, not to mention the arguably greatest challenge of all, that is climate change and environmental degradation.

This ever tighter interweaving of formerly relatively separate sociocultural environments can lead to a growing recognition of the fact that we are all in the same boat: that humanity, divided as it is by class, culture, geography and opportunities, is fundamentally one. Third, culture changes at a more rapid pace than ever before, and this can be noticed nearly everywhere. In the West, the typical ways of life are certainly being

transformed. The stable nuclear family is no longer the only morally acceptable model for procreation.

* deterritorialized: 탈영토화한 ** exponentially: 기하급수적으로 *** pandemic: 세계적 유행병

[지문출처: Why the World Needs Anthropologists (Taylor & Francis 출판사)]

- ① The Origins of International Terrorism
- ② The Emergence of Virtual Community Networks
- ③ The Shrinking World: Multiple Dimensions of Globalization
- ④ The Failure of Nation-States in the Modern World
- ⑤ How Technology Has Eliminated Communication Barriers

4. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Despite the fact that these are identical statements, University of Southern California psychology professor Norbert Schwarz — who has pioneered some of the early research on 'truthiness' — repeatedly found that the sheer visibility of a claim can actually increase (or decrease) its fluency, and thereby the extent to which it is experienced as familiar and judged to be true. Eryn Newman, a Senior Lecturer in Psychology at the Australian National University has also consistently found evidence of this. In one experiment, people were shown names of unfamiliar celebrities with the claim that either 'this famous person is dead' or 'this famous person is alive'. Adding a photo to the name, compared to just a name on its own, led people to be more likely to judge the claim as true, regardless of whether the celebrity was presumed dead or alive.

You could think of fluency as the brain's attempt at making a fast and intuitive truth-judgment as opposed to a more deliberate, analytical assessment. Of course, the fact that the brain processes familiar things more fluently isn't a bad thing in itself. In fact, in all likelihood it's probably a useful and adaptive heuristic, or rule of thumb, in many situations. It would be absolutely exhausting for your brain if you had to process every bit of information completely anew.

You know that $2 \times 2 = 4$ when you read it – this has been repeated to you many times, you can process it fast and fluently. The real problem is that something can be true or false for many reasons other than familiarity. If I were to ask you, for example, how many animals of each kind Moses took with him on the Ark, most people would say 'two', despite the fact that in the biblical story it wasn't Moses on the Ark, it was Noah. This doesn't matter to your brain though: it's just -----.

There's a crucial lesson to be learned here: if false claims are often repeated and made easier to digest than true ones – which can be long, messy, and complicated – why not make the truth more fluent? Although making facts more accessible and relatable and repeating them more frequently is helpful in countering misinformation, it is often, as we'll discover in the next chapter, not enough.

* heuristic: 발견적 문제 해결법 ** Ark: (성서에 나오는 노아의) 방주

[지문출처: Foolproof: Why Misinformation Infects Our Minds and How to Build Immunity (Sander van der Linden)]

- ① analyzing the actual historical evidence
- ② predicting familiar answers
- ③ challenging our conventional beliefs
- ④ recollecting the details exactly as written
- ⑤ applying critical thinking to religious texts

5. 다음 글의 요지로 가장 적절한 것은?

The accurate knowledge about media audiences that is needed is not confined only to who is watching/reading/listening to which media channel/platform. It is also necessary to know how consumers consume media, and why. For example, how do working mothers in the southeast of the UK research holidays? What newspapers do teachers read? How many baby boomers listen to the radio for two hours per day? Which media or platforms do consumers trust the most for factual information? Which media vehicle do farmers in Ohio use the most for their information and entertainment? The answers to such questions drive media strategy.

Targeting and segmentation are of prime

importance to media strategy. The increase in the number of media channels and vehicles, and the consequent fragmentation of media audiences, mean that target groups of consumers are both easier and more difficult to reach. They are easier to reach in the sense that audiences have fragmented into narrow interest groups that are served by thousands of special interest magazines and TV channels. If an advertiser wants to reach, say, trout fishermen, sports car enthusiasts or TV drama fans, there are specialist publications and TV shows that are ideal vehicles for targeting such narrowly defined audiences. But consumer groups are also more difficult to reach because agencies have great difficulty in categorising audiences into target groups that are sufficiently large to be workable for general advertisers. Being able to target trout fishermen is useful if you are selling fishing tackle, but not for general fast-moving consumer goods sales that require varied target groups. While trout fishermen probably have other consumer interests too, media vehicles that cater for one hobby are of limited use to most advertisers.

Each commercial medium or platform that is funded by advertising has a research-based reader/listener/viewer profile, which provides an idea of the typical person who consumes their medium. This information (held on a 'rate card') is important for selling advertising space or time to advertisers who need to know the age, sex, income and economic behaviour of the typical consumer.

* segmentation: 세분화 ** fragmentation: 분열

*** fishing tackle: 낚시 도구

[지문출처: Advertising and Promotion (Chris Hackley, Rungpaka Amy Hackley)]

- ① 미디어 콘텐츠의 품질은 소비자의 관심을 유지하는 데 중요하다.
- ② 미디어 채널의 증가로 특정 소비자 집단은 쉽게 접근할 수 있지만 일반 광고주에게는 어려움이 있다.
- ③ 효과적인 광고는 소비자의 취미와 직접적으로 연관된 제품에 초점을 맞추어야 한다.
- ④ 소비자의 취미 활동은 그들의 구매 행동을 예측하는 가장 중요한 요소이다.
- ⑤ 미디어 세분화는 모든 유형의 광고주에게 동일한 이점을 제공한다.

6. 다음 글의 주제로 가장 적절한 것은?

Studies in psychology have reported cases in which competitive incentives resulted in lower task effort, and their focus was on the psychological underpinnings of the reduction in motivation. For example, competition presents an inevitable conflict between the motivation to achieve one's personal goal and the desire to maintain good relationships with others. When the maintenance of interpersonal relationships is important, with their counterparts in particular or with others generally, competitors experience an internal conflict that can harm their desire to achieve their goal and taint the good feeling brought about by winning. Exline and Lobel found that the perception of oneself as a target for upward social comparison often makes people uncomfortable. When they believe that others are making envious comparisons with them, people feel uneasiness, distress, or sorrow. Feelings of guilt, an emotion generally associated with high motivation for goal-achievement, lead to weaker motivation and performance in the pursuit of competitive goals. Consequences of this emotional state include lower task motivation in a competition and preferences for more cooperative and altruistic outcomes, such as diminishing the significance of the outcome or sharing the winner's reward.

* taint: 더럽히다 ** altruistic: 이타주의의

- ① ways to design effective competitive incentive systems
- ② negative psychological effects of competition on motivation
- ③ strategies for overcoming competitive anxiety in workplaces
- ④ historical development of competitive psychology theories
- ⑤ benefits of replacing competitive structures with cooperative ones

7. 다음 글에서 전체 흐름과 관계 없는 문장은?

Essentially, we block out the painful feedback from these feelings by releasing endogenous opiates into our brain and body. Not surprising, our reaction to pain is significantly reduced when eating tasty foods, such as chocolate. This explains why we can indulge in a decadent dessert even after we have become fully satiated by a large meal. We have basically become insensitive to the pain of continued eating.

Our brains evolved when food was scarce; thus, we are compelled by our genetic heritage to eat whatever and whenever possible. Animals have a tendency to eat a great deal of food when tasteful food is readily available. ① In addition, we also subconsciously prevent others from taking our food source. ② We defend our access to tasty food when it is within easy reach and is at risk of being consumed by other humans. ③ Studies have shown that humans will eat more when more food is available even when the food is stale or otherwise unappealing. ④ Modern cooking methods have significantly improved the taste and nutritional value of processed foods. ⑤

Furthermore, even if you point out to others that the food is stale or that they have eaten more than their fair share, they will continue to eat.

Research indicates that obese humans have elevated levels of endogenous endocannabinoids – marijuana-like chemicals – in the blood and brain. Remember the munchies? When we become overweight, our bodies induce a constant state of the munchies by bathing our brain in endocannabinoids.

* stale: 신선하지 않은, 상한

[지문출처: Your Brain on Food: How Chemicals Control Your Thoughts and Feelings (Gary L. Wenk)]

- ①
- ②
- ③
- ④
- ⑤

8. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Refugee crises, from that emerging out of the Syrian war to the exodus (and some would say genocide) of Rohingya in Thailand, the Brexit vote in the UK and the proposed wall along the US-Mexican border serve as a contemporary reminder, at times dramatic, of the increased connectedness of people and places as well as of the tension between boundedness and openness, which has been a mainstay of anthropological theorizing for generations. These and many other topical issues testify to the growing importance of anthropological knowledge and an urgent need to deal sensibly with cultural differences.

The world is shrinking in many ways. For better or worse, satellite television, mobile phone networks and the internet have created conditions for instantaneous and friction-free communication. Spatial distance is no longer a decisive hindrance for close contact and new, deterritorialized social networks or even 'virtual communities' have developed. At the same time, individuals have a larger palette of information to choose from than they previously did. The economy is also increasingly globally integrated. In the last decades, transnational companies have grown exponentially in numbers, size and economic importance. The capitalist mode of production and monetary economies in general have become nearly universal in the twenty-first century. In politics as well, global issues increasingly dominate the agenda. Issues of war and peace, the environment and poverty are all of such a scope, and involve so many transnational linkages that

..... Pandemics and international terrorism are also transnational problems which can only be understood and addressed through international coordination, not to mention the arguably greatest challenge of all, that is climate change and environmental degradation.

This ever tighter interweaving of formerly relatively separate sociocultural environments can lead to a growing recognition of the fact that we are all in the same boat: that humanity, divided as it is by class, culture, geography and opportunities, is fundamentally one. Third, culture changes at a more rapid pace than ever before, and this can be noticed nearly everywhere. In the West, the typical ways of life are certainly being

transformed. The stable nuclear family is no longer the only morally acceptable model for procreation.

* deterritorialized: 탈영토화한 ** exponentially: 기하급수적으로 *** pandemic: 세계적 유행병

[지문출처: Why the World Needs Anthropologists (Taylor & Francis 출판사)]

- ① they require more sustained attention from global citizens
- ② they cannot be handled satisfactorily by single states alone
- ③ they need to be prioritized over domestic economic concerns
- ④ they should be managed through advanced technological solutions
- ⑤ they demonstrate the failure of traditional political approaches

9. 다음 글의 내용을 한 문장으로 요약하고자 한다. 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?

Despite the fact that these are identical statements, University of Southern California psychology professor Norbert Schwarz — who has pioneered some of the early research on 'truthiness' — repeatedly found that the sheer visibility of a claim can actually increase (or decrease) its fluency, and thereby the extent to which it is experienced as familiar and judged to be true. Eryn Newman, a Senior Lecturer in Psychology at the Australian National University has also consistently found evidence of this. In one experiment, people were shown names of unfamiliar celebrities with the claim that either 'this famous person is dead' or 'this famous person is alive'. Adding a photo to the name, compared to just a name on its own, led people to be more likely to judge the claim as true, regardless of whether the celebrity was presumed dead or alive.

You could think of fluency as the brain's attempt at making a fast and intuitive truth-judgment as opposed to a more deliberate, analytical assessment. Of course, the fact that the brain processes familiar things more fluently isn't a bad thing in itself. In fact, in all likelihood it's probably a useful and adaptive heuristic, or rule of thumb, in many situations. It would be

absolutely exhausting for your brain if you had to process every bit of information completely anew. You know that $2 \times 2 = 4$ when you read it – this has been repeated to you many times, you can process it fast and fluently. The real problem is that something can be true or false for many reasons other than familiarity. If I were to ask you, for example, how many animals of each kind Moses took with him on the Ark, most people would say 'two', despite the fact that in the biblical story it wasn't Moses on the Ark, it was Noah. This doesn't matter to your brain though: it's just predicting familiar answers.

There's a crucial lesson to be learned here: if false claims are often repeated and made easier to digest than true ones – which can be long, messy, and complicated – why not make the truth more fluent? Although making facts more accessible and relatable and repeating them more frequently is helpful in countering misinformation, it is often, as we'll discover in the next chapter, not enough.

* heuristic: 발견적 문제 해결법 ** Ark: (성서에 나오는 노아의) 방주

[지문출처: Foolproof: Why Misinformation Infects Our Minds and How to Build Immunity (Sander van der Linden)]

While mental (A)_____ allows us to process information efficiently without constant reanalysis, it can lead to (B)_____ when we automatically accept familiar-sounding concepts without critical evaluation.

- | (A) | (B) |
|----------------|------------------|
| ① fluency | errors |
| ② recollection | confusion |
| ③ heuristics | certainty |
| ④ adaptation | skepticism |
| ⑤ analysis | misunderstanding |

10. 다음 글의 제목으로 가장 적절한 것은?

The accurate knowledge about media audiences that is needed is not confined only to who is watching/reading/listening to which media channel/platform. It is also necessary to know how consumers consume media, and why. For example, how do working mothers in the

southeast of the UK research holidays? What newspapers do teachers read? How many baby boomers listen to the radio for two hours per day? Which media or platforms do consumers trust the most for factual information? Which media vehicle do farmers in Ohio use the most for their information and entertainment? The answers to such questions drive media strategy.

Targeting and segmentation are of prime importance to media strategy. The increase in the number of media channels and vehicles, and the consequent fragmentation of media audiences, mean that target groups of consumers are both easier and more difficult to reach. They are easier to reach in the sense that audiences have fragmented into narrow interest groups that are served by thousands of special interest magazines and TV channels. If an advertiser wants to reach, say, trout fishermen, sports car enthusiasts or TV drama fans, there are specialist publications and TV shows that are ideal vehicles for targeting such narrowly defined audiences. But consumer groups are also more difficult to reach because agencies have great difficulty in categorising audiences into target groups that are sufficiently large to be workable for general advertisers. Being able to target trout fishermen is useful if you are selling fishing tackle, but not for general fast-moving consumer goods sales that require varied target groups. While trout fishermen probably have other consumer interests too, media vehicles that cater for one hobby are of limited use to most advertisers.

Each commercial medium or platform that is funded by advertising has a research-based reader/listener/viewer profile, which provides an idea of the typical person who consumes their medium. This information (held on a 'rate card') is important for selling advertising space or time to advertisers who need to know the age, sex, income and economic behaviour of the typical consumer.

* segmentation: 세분화 ** fragmentation: 분열

*** fishing tackle: 낚시 도구

[지문출처: Advertising and Promotion (Chris Hackley, Rungpaka Amy Hackley)]

- ① The Growth of Highly Targeted Media Platforms
- ② The Double-Edged Sword of Media Fragmentation
- ③ Why Specialty Advertising Always Outperforms General Advertising

- ④ The Inevitable Decline of Traditional Advertising Methods
- ⑤ Media Strategy: Balancing Reach and Frequency in Modern Channels

11. 다음 글의 요지로 가장 적절한 것은?

Studies in psychology have reported cases in which competitive incentives resulted in lower task effort, and their focus was on the psychological underpinnings of the reduction in motivation. For example, competition presents an inevitable conflict between the motivation to achieve one's personal goal and the desire to maintain good relationships with others. When the maintenance of interpersonal relationships is important, with their counterparts in particular or with others generally, competitors experience an internal conflict that can harm their desire to achieve their goal and taint the good feeling brought about by winning. Exline and Lobel found that the perception of oneself as a target for upward social comparison often makes people uncomfortable. When they believe that others are making envious comparisons with them, people feel uneasiness, distress, or sorrow. Feelings of guilt, an emotion generally associated with high motivation for goal-achievement, lead to weaker motivation and performance in the pursuit of competitive goals. Consequences of this emotional state include lower task motivation in a competition and preferences for more cooperative and altruistic outcomes, such as diminishing the significance of the outcome or sharing the winner's reward.

* taint: 더럽히다 ** altruistic: 이타주의의

- ① 경쟁에서의 성공은 대인 관계를 강화하는 데 도움이 된다.
- ② 경쟁 상황은 타인의 성취에 대한 시기심을 유발할 수 있다.
- ③ 경쟁적 환경에서는 목표 달성에 대한 개인의 동기가 증가한다.
- ④ 경쟁적 인센티브는 대인 관계에 대한 우려로 인해 동기를 저하시킬 수 있다.
- ⑤ 협력적 결과는 성과를 높이는 데 경쟁적 결과보다 항상 효과적이다.

12. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

Essentially, we block out the painful feedback from these feelings by releasing endogenous opiates into our brain and body. Not surprising, our reaction to pain is significantly reduced when eating tasty foods, such as chocolate. This explains why we can indulge in a decadent dessert even after we have become fully satiated by a large meal. We have basically become insensitive to the pain of continued eating.

Our brains evolved when food was scarce; thus, we are compelled by our genetic heritage to eat whatever and whenever possible. Animals have a tendency to eat a great deal of food when tasteful food is readily available. In addition, we also subconsciously prevent others from taking our food source. We defend our access to tasty food when it is within easy reach and is at risk of being consumed by other humans. Studies have shown that humans will eat more when more food is available even when the food is stale or otherwise unappealing. Furthermore, even if you point out to others that the food is stale or that they have eaten more than their fair share, they will continue to eat. Our ----- outweighs any opposing cognitive or motivational factors. Even after we have gained a lot of weight, our bodies want to gain more.

Research indicates that obese humans have elevated levels of endogenous endocannabinoids – marijuana-like chemicals – in the blood and brain. Remember the munchies? When we become overweight, our bodies induce a constant state of the munchies by bathing our brain in endocannabinoids.

* stale: 신선하지 않은, 상한

[지문출처: Your Brain on Food: How Chemicals Control Your Thoughts and Feelings (Gary L. Wenk)]

- ① instinct to eat more under stress
- ② biological drive to consume tasty food to completion
- ③ tendency to share food with family members
- ④ desire to maintain a healthy physical appearance
- ⑤ ability to control our appetite through reasoning

**13. 다음 글의 내용을 한 문장으로 요약하고자 한다.
빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?**

Refugee crises, from that emerging out of the Syrian war to the exodus (and some would say genocide) of Rohingya in Thailand, the Brexit vote in the UK and the proposed wall along the US-Mexican border serve as a contemporary reminder, at times dramatic, of the increased connectedness of people and places as well as of the tension between boundedness and openness, which has been a mainstay of anthropological theorizing for generations. These and many other topical issues testify to the growing importance of anthropological knowledge and an urgent need to deal sensibly with cultural differences.

The world is shrinking in many ways. For better or worse, satellite television, mobile phone networks and the internet have created conditions for instantaneous and friction-free communication. Spatial distance is no longer a decisive hindrance for close contact and new, deterritorialized social networks or even 'virtual communities' have developed. At the same time, individuals have a larger palette of information to choose from than they previously did. The economy is also increasingly globally integrated. In the last decades, transnational companies have grown exponentially in numbers, size and economic importance. The capitalist mode of production and monetary economies in general have become nearly universal in the twenty-first century. In politics as well, global issues increasingly dominate the agenda. Issues of war and peace, the environment and poverty are all of such a scope, and involve so many transnational linkages that they cannot be handled satisfactorily by single states alone. Pandemics and international terrorism are also transnational problems which can only be understood and addressed through international coordination, not to mention the arguably greatest challenge of all, that is climate change and environmental degradation.

This ever tighter interweaving of formerly relatively separate sociocultural environments can lead to a growing recognition of the fact that we are all in the same boat: that humanity, divided as it is by class, culture, geography and opportunities, is fundamentally one. Third, culture changes at a more rapid pace than ever before, and this can be noticed nearly everywhere. In the

West, the typical ways of life are certainly being transformed. The stable nuclear family is no longer the only morally acceptable model for procreation.

* deterritorialized: 탈영토화한 ** exponentially: 기하급수적으로 *** pandemic: 세계적 유행병

[지문출처: Why the World Needs Anthropologists (Taylor & Francis 출판사)]

As the world becomes increasingly (A)_____ through various technological, economic, and political developments, global challenges require (B)_____ approaches rather than individual state actions.

(A) (B)

- | | |
|--------------|-------------|
| ① connected | coordinated |
| ② isolated | competitive |
| ③ prosperous | independent |
| ④ connected | traditional |
| ⑤ divided | coordinated |

14. 다음 글의 내용에서 추론할 수 있는 것으로 가장 적절한 것은?

Despite the fact that these are identical statements, University of Southern California psychology professor Norbert Schwarz — who has pioneered some of the early research on 'truthiness' — repeatedly found that the sheer visibility of a claim can actually increase (or decrease) its fluency, and thereby the extent to which it is experienced as familiar and judged to be true. Eryn Newman, a Senior Lecturer in Psychology at the Australian National University has also consistently found evidence of this. In one experiment, people were shown names of unfamiliar celebrities with the claim that either 'this famous person is dead' or 'this famous person is alive'. Adding a photo to the name, compared to just a name on its own, led people to be more likely to judge the claim as true, regardless of whether the celebrity was presumed dead or alive.

You could think of fluency as the brain's attempt at making a fast and intuitive truth-judgment as opposed to a more deliberate, analytical assessment. Of course, the fact that the

brain processes familiar things more fluently isn't a bad thing in itself. In fact, in all likelihood it's probably a useful and adaptive heuristic, or rule of thumb, in many situations. It would be absolutely exhausting for your brain if you had to process every bit of information completely anew. You know that $2 \times 2 = 4$ when you read it — this has been repeated to you many times, you can process it fast and fluently. The real problem is that something can be true or false for many reasons other than familiarity. If I were to ask you, for example, how many animals of each kind Moses took with him on the Ark, most people would say 'two', despite the fact that in the biblical story it wasn't Moses on the Ark, it was Noah. This doesn't matter to your brain though: it's just predicting familiar answers.

There's a crucial lesson to be learned here: if false claims are often repeated and made easier to digest than true ones — which can be long, messy, and complicated — why not make the truth more fluent? Although making facts more accessible and relatable and repeating them more frequently is helpful in countering misinformation, it is often, as we'll discover in the next chapter, not enough.

* heuristic: 발견적 문제 해결법 ** Ark: (성서에 나오는 노아의) 방주

[지문출처: Foolproof: Why Misinformation Infects Our Minds and How to Build Immunity (Sander van der Linden)]

- ① 친숙함에 기반한 사고가 반드시 정확한 판단으로 이어지는 것은 아니다.
- ② 문제 해결 시간과 답변의 정확도는 반비례 관계에 있다.
- ③ 성경 이야기는 사람들의 인지 능력을 측정하는 데 가장 적합한 도구이다.
- ④ 학습을 반복할수록 인지적 오류를 범할 가능성이 더 높아진다.
- ⑤ 친숙한 정보를 받아들이는 것이 인지 발달에 필수적이다.

15. 다음 빈칸에 들어갈 말로 가장 적절한 것은?

The accurate knowledge about media audiences that is needed is not confined only to who is watching/reading/listening to which media channel/platform. It is also necessary to know how consumers consume media, and why. For example, how do working mothers in the

southeast of the UK research holidays? What newspapers do teachers read? How many baby boomers listen to the radio for two hours per day? Which media or platforms do consumers trust the most for factual information? Which media vehicle do farmers in Ohio use the most for their information and entertainment? The answers to such questions drive media strategy.

Targeting and segmentation are of prime importance to media strategy. The increase in the number of media channels and vehicles, and the consequent fragmentation of media audiences, mean that target groups of consumers are both easier and more difficult to reach. They are easier to reach in the sense that audiences have fragmented into narrow interest groups that are served by thousands of special interest magazines and TV channels. If an advertiser wants to reach, say, trout fishermen, sports car enthusiasts or TV drama fans, there are specialist publications and TV shows that are ideal vehicles for targeting such narrowly defined audiences. But consumer groups are also more difficult to reach because agencies have great difficulty in categorising audiences into target groups that are ----- for most general advertisers.

Each commercial medium or platform that is funded by advertising has a research-based reader/listener/viewer profile, which provides an idea of the typical person who consumes their medium. This information (held on a 'rate card') is important for selling advertising space or time to advertisers who need to know the age, sex, income and economic behaviour of the typical consumer.

* segmentation: 세분화 ** fragmentation: 분열

*** fishing tackle: 낚시 도구

[지문출처: Advertising and Promotion (Chris Hackley, Rungpaka Amy Hackley)]

- ① sufficiently large
- ② increasingly expensive
- ③ culturally diverse
- ④ technologically advanced
- ⑤ emotionally appealing

정답 및 해설

1)

[정답] ①

[해설] 이 글에서 경쟁 상황에서 대인관계가 중요할 때 내적 갈등이 생기고, 이는 목표 달성 욕구를 해치고 승리의 좋은 감정을 더럽힌다고 직접 언급하였으므로 ①이 적절하다. ② 생산성을 높이고 경쟁 우위를 강화한다. ③ 그들이 관계보다 개인적인 성취에 더 집중할 수 있도록 돕는다. ④ 어떤 대가를 치르더라도 다른 사람들을 능가하려는 의지를 강화한다. ⑤ 순전히 협력적인 노력을 위해 경쟁을 포기하게 만든다.

2)

[정답] ②

[해설] 이 글의 전체가 왜 우리가 먹는 것을 멈출 수 없는지 생물학적 프로그래밍 관점에서 설명하고 있다. 우리의 뇌가 음식이 부족했던 시기에 진화했기 때문에 유전적 유산에 의해 가능한 모든 것을 먹도록 프로그램 되어 있다는 내용이다. 따라서 ② 우리가 먹는 것을 멈출 수 없는 이유: 우리의 생물학적 프로그래밍 이 제목으로 가장 적절하다. ① 인간 음식 선호도의 진화 ③ 건강에 해로운 식습관을 관리하는 방법 ④ 식량 부족과 그것이 현대 사회에 미치는 영향 ⑤ 식습관에 영향을 미치는 문화적 요인

3)

[정답] ③

[해설] 이 글은 현대 세계가 통신, 경제, 정치에서 어떻게 '축소'되고 있는지 설명한다. 글의 전체 주제는 세계화의 다양한 차원을 다루고 있다. ③번 이 글의 중심 내용을 가장 정확히 담고 있다. ① 국제 테러의 기원 ② 가상 커뮤니티 네트워크의 등장 ④ 현대 사회에서 국민국가의 실패 ⑤ 기술이 통신 장벽을 제거한 방법

4)

[정답] ②

[해설] 빈칸은 성경 이야기에서 많은 사람들이 노아가 아닌 모세가 방주에 동물들을 태웠다고 잘못 답하는 현상에 대한 뇌의 반응을 설명하는 부분이다. 지문의 핵심 주제인 '뇌가 친숙한 것을 더 쉽게 처리한다'는 내용과 일치하며, 틀린 대답을 하는 이유는 뇌가 실제 사실보다 '익숙한' 답변을 예측하기(predicting familiar answers) 때문이라는 설명이 문맥상 가장 적절하다. 따라서 정답은 ② 이다. ① 실제 역사적 증거 분석하는 것 ③ 우리의 전통적인 신념에 도전하는 것 ④ 작성된 대로 정확하게 세부 사항을 기억하는 것 ⑤ 정교

텍스트에 비판적 사고를 적용하는 것

5)

[정답] ②

[해설] 미디어 채널 증가로 인한 청중 세분화가 특정 취미 집단에는 접근이 쉬워졌지만, 다양한 소비자 집단이 필요한 일반 광고주에게는 어려움을 준다는 내용이 글의 요지이다. 따라서 글의 요지로 적절한 것은 ② 이다.

6)

[정답] ②

[해설] 이 글은 경쟁이 과제 수행 동기를 저하시키는 심리적 영향에 대해 설명한다. 사회적 비교, 대인관계 유지 욕구와의 갈등, 죄책감 등이 경쟁 상황에서 동기 저하를 일으키는 심리적 요인으로 제시되었으므로 ② '경쟁이 동기부여에 미치는 부정적인 심리적 영향' 이 적절하다. ① 효과적인 경쟁 인센티브 시스템을 설계하는 방법 ③ 직장 내 경쟁 불안을 극복하기 위한 전략 ④ 경쟁 심리학 이론의 역사적 발전 ⑤ 경쟁 구조를 협력 구조로 대체하는 이점

7)

[정답] ④

[해설] 이 글의 전체 흐름은 인간의 진화적 식습관과 생물학적 충동에 관한 것이다. ④번 문장 '현대 요리 방법이 가공 식품의 맛과 영양가를 크게 향상시켰다'는 음식의 품질 향상에 관한 내용으로, 인간의 본능적 식습관에 관한 글의 전체 흐름과 관련이 없다.

8)

[정답] ②

[해설] 글의 흐름에서 이러한 문제들이 국경을 초월하는 성격을 가지고 있음을 강조하고 있다. 빈칸의 바로 다음 문장에서 '팬데믹과 국제 테러리즘도 국제적 협력을 통해서만 이해되고 해결될 수 있는 초국가적 문제'라고 언급한 것과 연결되어, 이러한 문제들이 '단일 국가만으로는 만족스럽게 해결될 수 없다'는 ②번이 가장 적절하다. ① 그들은 전 세계 시민들의 지속적인 관심을 필요로 한다. ③ 국내 경제 문제보다 우선시되어야 한다. ④ 고급 기술 솔루션을 통해 관리해야 한다. ⑤ 전통적인 정치적 접근 방식의 실패를 보여준다.

9)

[정답] ①

[해설] 이 글은 '유창성(fluency)'이 정보를 효율적으로 처리할 수 있게 해주지만, 동시에 모세와 노아의 방주 예시처럼 실수(errors)를 초래할 수 있다는 것이다. 지문은 뇌가 익숙함에 기반하여 자동적으로 빠른 판단을 내리는 경향이 있으며, 이것이 때로는 오류로 이어질 수 있음을 보여준다.

따라서 빈칸에 들어갈 말은 (A) fluency, (B) error 가 적절하다.

10)

[정답] ②

[해설] 이 글의 핵심은 미디어 채널과 수단의 증가로 인한 미디어 청중의 분열(fragmentation)이 광고주들에게 양날의 검과 같다는 것이다. 한편으로는 특정 관심사를 가진 좁은 대상을 더 쉽게 공략할 수 있지만, 다른 한편으로는 일반 광고주들에게 충분히 큰 타겟 그룹을 형성하는 것이 더 어려워졌다. 이러한 미디어 분열의 양면성을 가장 잘 표현한 것은 ② '미디어 분열의 양날의 검' 이다. ① 고도로 타겟팅된 미디어 플랫폼의 성장 ③ 특수 광고가 항상 일반 광고보다 뛰어난 이유 ④ 전통적인 광고 방식의 불가피한 쇠퇴 ⑤ 미디어 전략: 현대 채널에서 도달 범위와 주파수 균형 맞추기

11)

[정답] ④

[해설] 이 글은 경쟁적 인센티브가 오히려 과제 수행 노력을 감소시키는 심리적 기제를 설명한다. 특히 타인과의 관계 유지가 중요할 때 경쟁자들은 내적 갈등을 경험하게 되고, 이것이 목표 달성 욕구를 해치게 된다고 설명한다. 따라서 요지로 가장 적절한 것은 '경쟁적 인센티브는 대인 관계에 대한 우려로 인해 동기를 저하시킬 수 있다'이다.

12)

[정답] ②

[해설] 빈칸 앞에서는 음식이 상했거나 이미 충분히 먹었다는 것을 지적해도 사람들이 계속 먹는다고 말하고, 빈칸 뒤에서는 이러한 행동이 인지적 요소나 동기 요소보다 강하다고 설명한다. 따라서 '맛있는 음식을 끝까지 소비하려는 생물학적 충동'이 가장 적절하다. ① 스트레스를 받으면 더 많이 먹고 싶은 본능 ③ 가족 구성원들과 음식을 나누는 경향 ④ 건강한 외모를 유지하고 싶은 욕구 ⑤ 추론을 통해 식욕을 조절하는 능력

13)

[정답] ①

[해설] 이 글은 기술, 경제, 정치적 발전을 통해 세계가 점점 "연결되고(connected)" 있으며, 글로벌 도전과제는 개별 국가의 행동보다는 "조율된(coordinated)" 접근 방식을 필요로 한다는 내용을 담고 있다.

14)

[정답] ①

[해설] 이 글의 마지막 부분 예시를 통해 친숙함에 기반한 직관적 판단이 실제 정확한 것과 다를 수 있음을 보여준다. 성경 이야기에서 노아가 아닌

모세가 방주에 탔다고 잘못 답하는 것처럼, 친숙함이 항상 정확한 판단으로 이어지지 않음을 설명한다. 따라서 추론할 수 있는 내용은 ① 이다.

15)

[정답] ①

[해설] 빈칸 전후 문맥을 살펴보면, 미디어 청중이 세분화되어 일반 광고주가 활용할 수 있는 크기로 분류하기 어렵다는 내용이다. 따라서 빈칸에는 '충분히 큰(sufficiently large)'이 들어가야 한다. 지문 후반부에서도 특정 취미 집단(트라우트 낚시꾼)은 관련 제품에는 유용하지만 다양한 타겟 그룹이 필요한 일반 소비재에는 부적합하다고 설명하며 이를 뒷받침한다.