

[포디쌤의 수능 영어 칼럼 ②] 2022 수능으로 연습하기 (1)

20. 다음 글에서 필자가 주장하는 바로 가장 적절한 것은?

One of the most common mistakes made by organizations when they first consider experimenting with social media is that they focus too much on social media tools and platforms and not enough on their business objectives. The reality of success in the social web for businesses is that creating a social media program begins not with insight into the latest social media tools and channels but with a thorough understanding of the organization's own goals and objectives. A social media program is not merely the fulfillment of a vague need to manage a "presence" on popular social networks because "everyone else is doing it." "Being in social media" serves no purpose in and of itself. In order to serve any purpose at all, a social media presence must either solve a problem for the organization and its customers or result in an improvement of some sort (preferably a measurable one). In all things, purpose drives success. The world of social media is no different.

- ① 기업 이미지에 부합하는 소셜 미디어를 직접 개발하여 운영해야 한다.
- ② 기업은 사회적 가치와 요구를 반영하여 사업 목표를 수립해야 한다.
- ③ 기업은 소셜 미디어를 활용할 때 사업 목표를 토대로 해야 한다.
- ④ 소셜 미디어로 제품을 홍보할 때는 구체적인 정보를 제공해야 한다.
- ⑤ 소비자의 의견을 수렴하기 위해 소셜 미디어를 적극 활용해야 한다

21. 다음 글의 요지로 가장 적절한 것은?

Environmental hazards include biological, physical, and chemical ones, along with the human behaviors that promote or allow exposure. Some environmental contaminants are difficult to avoid (the breathing of polluted air, the drinking of chemically contaminated public drinking water, noise in open public spaces); in these circumstances, exposure is largely involuntary. Reduction or elimination of these factors may require societal action, such as public awareness and public health measures. In many countries, the fact that some environmental hazards are difficult to avoid at the individual level is felt to be more morally egregious than those hazards that can be avoided. Having no choice but to drink water contaminated with very high levels of arsenic, or being forced to passively breathe in tobacco smoke in restaurants, outrages people more than the personal choice of whether an individual smokes tobacco. These factors are important when one considers how change (risk reduction) happens.

* contaminate: 오염시키다 ** egregious: 매우 나쁜

- ① 개인이 피하기 어려운 유해 환경 요인에 대해서는 사회적 대응이 필요하다.
- ② 환경오염으로 인한 피해자들에게 적절한 보상을 하는 것이 바람직하다.
- ③ 다수의 건강을 해치는 행위에 대해 도덕적 비난 이상의 조치가 요구된다.
- ④ 환경오염 문제를 해결하기 위해서는 사후 대응보다 예방이 중요하다.
- ⑤ 대기오염 문제는 인접 국가들과의 긴밀한 협력을 통해 해결할 수 있다.