**8-17** · 8-4 식량과 빈곤
08 경제와 일 · 교재 p.196

## 2025학년도 6월 모평 23번

2024년 6월 시행 · 한국교육과정평가원

While many city shoppers were clearly drawn to the notion of buying and eating foods associated with nature, the nature claimed by the ads was no longer the nature that created the foods. Indeed, the nature claimed by many ads was associated with food products only by the ads' attachment. This is clearly a case of what French sociologist Henri Lefebvre has called "the decline of the referentials," or the tendency of words under the influence of capitalism to become _____. Increasingly, food ads helped shoppers become accustomed to new definitions of words such as "fresh" and "natural," definitions that could well be considered opposite of their traditional meanings. The new definitions better served the needs of the emerging industrial food system, which could not supply foods that matched customary meanings and expectations. And they better met shoppers' desires, although with pretense.

**1.** 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① closer to their traditional meanings
② controlled by government rules
③ understood by fewer shoppers
④ limited to scientific use
⑤ separated from meaningful associations

**2.** 주제 윗글의 주제로 가장 적절한 것은?

① the health benefits of natural foods
② why city shoppers avoided industrial foods
③ how food ads emptied words like "natural" of their original meaning
④ the history of French sociology
⑤ how farmers advertised fresh produce

# 2024학년도 수능 24번

2023년 11월 시행 · 대학수학능력시험

The concept of overtourism rests on a particular ① assumption about people and places common in tourism studies and the social sciences in general. Both are seen as clearly defined and demarcated. People are framed as ② bounded social actors either playing the role of hosts or guests. Places, in a similar way, are treated as ③ stable containers with clear boundaries. Hence, places can be full of tourists and thus suffer from overtourism. But what does it mean for a place to be full of people? Indeed, there are examples of particular attractions that have ④ unlimited capacity and where there is actually no room for more visitors. This is not least the case with some man-made constructions such as the Eiffel Tower. However, with places such as cities, regions or even whole countries being promoted as destinations and described as victims of overtourism, things become more complex. What is excessive or out of proportion is highly ⑤ relative and might be more related to other aspects than physical capacity, such as natural degradation and economic leakages (not to mention politics and local power dynamics).

**1.** 어휘 윗글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

① ② ③ ④ ⑤

**2.** 요지 윗글의 요지로 가장 적절한 것은?

① 모든 관광지는 물리적 수용 능력의 한계에 이르렀다.
② 과잉 관광 개념은 장소를 경계가 분명한 용기로 보는 가정에 기대지만, 무엇이 과잉인지는 물리적 수용력보다 다른 요인에 달려 있다.
③ 관광객과 주민의 역할은 언제나 명확히 구분된다.
④ 도시 전체를 관광지로 홍보하면 과잉 관광이 사라진다.
⑤ 에펠탑은 과잉 관광의 대표적 피해 사례이다.

# 2025년 10월 고3 학평 23번

2025년 10월 시행 · 전국연합학력평가

Places today have become exhibitions of themselves. Through heavy investment in architecture, art, design, exhibition space, landscaping and various kinds of redevelopment towns, cities and countryside pronounce their possession of various cultural values—such as unchanging nature, the historic past, the dynamic future, multiculturalism, fun and pleasure, artistic creativity or simply stylishness. These cultural values have come to be seen as a place's identity, the possession of which is key to the important task of attracting visitors. And this identity is expected to be easily accessed by those visitors or, to use a currently favoured term in urban design, _____. Places whose identity seems inaccessible, confusing or contradictory do not present themselves as destinations. They do not, in other words, seem visitable. An identity that is not pointed to in the form of well-restored or beautifully designed buildings, artworks, shopping plazas, streets, walkways or gardens does not compose itself into a view nor offer itself as an 'experience'. To avoid such a fate, places should 'make the most of themselves'. In this way, they can find their niche in the new cultural economy of visitability.

**1.** 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① to be legible
② to stay hidden
③ to keep changing
④ to be contradictory
⑤ to avoid visitors

**2.** 제목 윗글의 제목으로 가장 적절한 것은?

① Why Old Towns Resist Tourism
② The Hidden Costs of Urban Gardens
③ Confusing Cities Attract More Visitors
④ Architecture Without Visitors
⑤ Places on Display: Identity in the Economy of Visitability

# 2026학년도 수능 24번

2025년 11월 시행 · 대학수학능력시험

The economic benefit of culturtainment makes it attractive to politicians and policy makers alike. ① A potential increase in inbound visitor numbers coupled with their demand for related goods and services (travel, accommodation, retail) is an incentive for those within governments and authorities to work with cultural groups in order to develop celebrations and commemorations into larger and more high-profile events. ② However, such commercialization risks culturtainment becoming homogeneous and losing its original 'message' that could lead to a dilution of audiences. ③ This could also lead to smaller non-commercial independent events being set up that would only serve to divide audiences further. This is something that planners and stakeholders will need to balance against potential financial gain. ④ Religious festivals, in fact, were the earliest form of organized tourism in human history. ⑤ Changing political, social and religious landscapes will lead to the emergence of new cultures, and with them new culturtainment experiences. Overall this is a healthy growth sector of the entertainment industry, but one that by its very nature is delicate in the face of exploitation.

**1.** 무관한 문장 윗글에서 전체 흐름과 관계 없는 문장은?

① ② ③ ④ ⑤

**2.** 요지 윗글의 요지로 가장 적절한 것은?

① 문화 행사는 상업화할수록 관객이 늘어난다.
② 소규모 독립 행사는 관객을 하나로 모은다.
③ 컬처테인먼트는 경제적 이익을 주지만 상업화로 본래의 의미를 잃을 수 있어 균형이 필요하다.
④ 정치인들은 문화 행사의 경제적 이익에 관심이 없다.
⑤ 새로운 문화는 컬처테인먼트를 위축시킨다.

# 2025년 10월 고3 학평 37번

2025년 10월 시행 · 전국연합학력평가

In everyday life, most people think that media effects are things that show up during a media exposure or immediately afterward. Of course some effects do show up immediately, but other effects may take a long time to manifest themselves. Let's say you see an ad for a product on a website and you click on a buy now button to buy that product. This is an example of a media message triggering an immediate effect—a buying behavior—on you. But let's say you did not click on the buy now button to buy the product; does this mean there was no media effect? Perhaps, but also perhaps not. If you continually expose yourself to ads in the media, you may gradually over time come to believe that you have more needs than you really have and that all of those needs can be easily satisfied by buying particular products. This is a long-term effect on what you believe; it cannot be attributed to any one media exposure but instead _____.

**1.** 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① disappears as soon as the ad ends
② appears only when you click a button
③ can be measured after a single exposure
④ gradually builds up in a steady drip-drip-drip manner over time
⑤ affects only your buying behavior

**2.** 제목 윗글의 제목으로 가장 적절한 것은?

① Drip by Drip: The Hidden Long-Term Effects of Media
② Why Online Ads Never Work
③ The Buy Now Button and Instant Happiness
④ How to Avoid Media Exposure
⑤ Short-Term Effects Matter Most

# 2027학년도 수능 40번

2026년 11월 시행 · 대학수학능력시험

Today, the widely held view of advertising (particularly in relation to established brands) is that its role is not to directly increase sales and that, even when it does have this effect, the sales generated are generally ① insufficient to recover the cost of the campaign. What then is the purpose of advertising, if not to directly increase sales? Amongst today's advertising practitioners, it is argued that its value lies in improving the consumer's ② attitude towards brands, thus leading to long-term sales. In this way, the real effect of advertising is not at the point of sale but at the point of ③ consumption. Consumer brand opinions are only formed after consumers have tried the brand; however, these opinions are clearly influenced by the ④ expectations created by advertising. In this way, advertising—the repetition of arguments, creatively presented—does not influence product perception at the time it is seen, but it does ⑤ decrease the likelihood of a consumer making an exploratory purchase of the brand and has a strong influence on how he or she feels about the product compared to the competition.

**1.** 어휘 윗글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

① ② ③ ④ ⑤

**2.** 주제 윗글의 주제로 가장 적절한 것은?

① why advertising directly doubles sales
② advertising's real role in shaping attitudes toward brands
③ the high cost of failed ad campaigns
④ how consumers form opinions before trying brands
⑤ the decline of established brands

# 정답 및 해설

8-17 **1.**⑤ **2.**③ · 8-18 **1.**④ **2.**② · 8-19 **1.**① **2.**⑤ · 8-20 **1.**④ **2.**③ · 8-21 **1.**④ **2.**① · 8-22 **1.**⑤ **2.**②

---

**8-17 · 2025학년도 6월 모평 23번**

**1.** ⑤ 광고 속 '자연'은 실제 식품을 만든 자연과 무관했고, 이는 자본주의 아래 말이 의미 있는 연관에서 떨어져 나가는 현상의 예다.

**2.** ③ 식품 광고가 '신선한', '자연' 같은 단어를 전통적 의미와 반대되게 재정의하여 산업 식품 체계에 봉사했다는 내용이다.

---

**8-18 · 2024학년도 수능 24번**

**1.** ④ 에펠탑처럼 수용 능력이 '제한된' 명소는 실제로 더 이상 방문객을 받을 공간이 없다. ④ unlimited → limited.

**2.** ② 사람과 장소를 명확히 경계 지어진 것으로 보는 가정을 비판하며, 과잉의 기준은 상대적이고 환경 훼손·경제적 누출·정치 등과 관련된다는 것이 요지다.

---

**8-19 · 2025년 10월 고3 학평 23번**

**1.** ① 장소의 정체성은 방문객이 쉽게 접근할 수 있어야, 즉 '읽기 쉬워야' 한다. 다음 문장에서 정체성이 혼란스러운 곳은 목적지가 되지 못한다고 한다.

**2.** ⑤ 오늘날 장소는 문화적 가치를 정체성으로 전시하며, 방문객이 읽을 수 있는 정체성을 만들어 '방문 가능성' 경제에서 자리 잡으려 한다는 글이다.

---

**8-20 · 2026학년도 수능 24번**

**1.** ④ 글은 컬처테인먼트의 상업화가 주는 이익과 위험을 다룬다. ④는 종교 축제가 최초의 관광이었다는 역사적 사실을 말해 흐름과 무관하다.

**2.** ③ 정부와 문화 단체가 행사를 키우려는 경제적 유인이 있지만, 상업화는 동질화와 메시지 상실의 위험이 있어 균형이 필요하다는 것이 요지다.

---

**8-21 · 2025년 10월 고3 학평 37번**

**1.** ④ 장기 효과는 특정한 한 번의 노출 때문이 아니라 시간에 걸쳐 조금씩 쌓인다. 나머지 선택지는 즉각적·단기적 효과에 해당한다.

**2.** ① 미디어 효과는 즉시 나타나기도 하지만, 반복 노출을 통해 신념에 서서히 쌓이는 장기 효과도 있다는 글이다.

---

**8-22 · 2027학년도 수능 40번**

**1.** ⑤ 광고는 소비자가 그 브랜드를 시험 삼아 구매할 가능성을 '높이고', 경쟁 제품과 비교한 느낌에 강한 영향을 준다. ⑤ decrease → increase.

**2.** ② 광고는 판매를 직접 늘리기보다 브랜드에 대한 태도와 기대를 형성해 시험 구매와 사용 후 평가에 영향을 준다는 내용이다. ④는 글과 반대다.