

READY [1] 연 感 [1] 화가들의 제한된 색깔 사용

- the use of limited colors by painters



- (1) Painters have in principle an infinite range of colours at their disposal, especially in modern times with the chromatic explosion of synthetic chemistry.
- (2) And yet painters don't use all the colours at once, and indeed many have used a remarkably restrictive selection.
- (B) Mondrian limited himself mostly to the three primaries red, yellow and blue to fill his black—ruled grid, and Kasimir Malevich worked with similar self—imposed restrictions.
- (4) For Yves Klein, one colour was enough; Franz Kline's art was typically black on white.
- (5) There was nothing new in this: the Greeks and Romans tended to use just red, yellow, black and white.
- (G) Why?
- (7) It's impossible to generalize, but both in antiquity and modernity it seems likely that the limited palette aided clarity and comprehensibility, and helped to focus attention on the components that mattered: shape and form.



여화 성화 유급 感 田田 배를 이용한 순록 사냥

- the reindeer hunting using the ship



- (1) Europe's first Homo sapiens lived primarily on large game, particularly reindeer.
- (2) Even under ideal circumstances, hunting these fast animals with spear or bow and arrow is an uncertain task.
- (B) The reindeer, however, had a weakness that mankind would mercilessly exploit: it swam poorly.
- (4) While afloat, it is uniquely vulnerable, moving slowly with its antlers held high as it struggles to keep its nose above water.
- (B) At some point, a Stone Age genius realized the enormous hunting advantage he would gain by being able to glide over the water's surface, and built the first boat.
- (G) Once the easily overtaken and killed prey had been hauled aboard, getting its body back to the tribal camp would have been far easier by boat than on land.
- (7) It would not have taken long for mankind to apply this advantage to other goods.



- information collection required for purchase



- (1) When you purchase a pair of jeans, you might evaluate the quality and prices of jeans at several different stores.
- (2) At some point, though, You will decide that additional comparison is simply not worth the trouble.
- (B) You will make a choice based on the limited information you already have.
- (4) The process is similar when individuals search for a restaurant, a new car, or a roommate.
- (5) They will seek to acquire some information, but at some point, they will decide the expected benefit derived from gathering still more information is simply not worth the cost.
- (G) When differences among the alternatives are important to decision makers, they will spend more time and effort gathering information.
- (7) People are much more likely to read a consumer ratings magazine before purchasing a new automobile than they are before purchasing a new can opener.



60 유용 四田 물 多 田田 02 검은색 유니폼이 주는 느낌

- the feeling of black uniform



- (1) Surveys conducted in a wide range of cultures reveal that black is seen as the color of evil and death in virtually all corners of the world.
- (2) This negative association leads to several interesting results in the domain of professional sports.
- (B) When we asked a group of respondents to rate the appearance of professional football uniforms, they judged those that were at least half black to be the most "bad," "mean," and "aggressive" looking.
- (4) These perceptions influence, in turn, how specific actions performed by black-uniformed teams are viewed.
- (5) We showed groups of trained referees one of two videotapes of the same aggressive play in a football game, one with the team wearing white and one with it wearing black.
- (G) The referees who saw the black-uniformed version rated the play as much more aggressive than those who saw the white-uniformed version.
- (7) As a result of this bias, it is not surprising to learn that teams that wear black uniforms have been penalized significantly more than average.



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- the need for global environmental protection



- (1) We all agree our troubled and wounded world needs a lot of compassionate healing, right now, not when it's convenient.
- (2) There is a compelling sense of urgency.
- (B) We live in a messy, complicated, frustrating, demanding world, and it is impossible to do the right thing all of the time, however we define it.
- (4) Compassion is the glue that holds ecosystems, webs of nature together.
- (5) We are an integral part of many beautiful, awe—inspiring, and far—reaching webs of nature, and we all suffer when these complex interrelationships are compromised.
- (G) We should work for the planet because we belong to it despite our imagining and acting as if we stand apart and above nature as natural aliens.
- (7) Our species was born of a world rich with animals, so we cannot flourish in one where biodiversity is threatened.



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- Cultural Changes of Science and Technology



- (1) One need not be a scholar of cultural change to notice that cultures have been changing more rapidly with each passing decade.
- (2) Cultural change occurs at such an accelerated pace today that it is difficult to keep up with the latest developments.
- (B) The recent revolutions in transportation and electronic communications have made the world seem smaller.
- (4) Today it is possible to travel to the other side of
 the earth in a commercial airliner in about the same time
 it took our great-grandparents to travel fifty miles in a horse
 and carriage.
- (5) Via satellite we can view instant transmissions of live newscasts from anywhere in the world.
- (d) Indeed the global exchange of commodities and information is bringing the world's population closer to the notion of living in a global village.
- (7) Because of this rapid and dramatic increase in our capacity to interact with people in other parts of the world, the likelihood of cultures diffusing has increased dramatically in recent decades.