

2013년 5월 29일 키워드 스피킹 방송 / 주제: 남양유업 사태와 한국의 갑을

summary

Namyang, one of Korea's leading **dairy product** companies, is **under heavy fire** after a recorded telephone call between its salesman and a local distributor **was released on the Internet**. The recorded conversation shows the Namyang salesman insulting and **pressuring the distributor to purchase more goods** despite being already **overburdened with remaining stock**. The exposed, **strong-arm sales** have **caused public outrage** over the way the company treats small business owners and has shown the **high-pressure tactics** to be a **wide-spread problem** within the company. **Other victimized store owners** have now come forward saying they were also forced to **pay kickbacks** to salesmen during holidays or when senior employees retired.

More than 150 associations of pro-small business activists and independent store owners have called on Namyang to provide full compensation for the **material and emotional damage** over the years, with some 6 million stores pledging to **boycott their products**. Following the public relations disaster, Namyang's CEO and representatives have made formal apologies. The company added that the salesman in question has been fired and that it would be revising its sales policies. Namyang's product sales along with its stock price has **plunged** due to the public backlash. Many experts say the Namyang scandal is **not an isolated incident** but more of a long-standing symptom of Korea's gap-eul relationship.

Keywords

1. 갑을관계 stronger-weaker relationship; who's more powerful and who's less powerful in a business relationship; who holds more power in a contract; who holds more cards; who's a big fish and who's a small fish
2. 욕설을 하다 berating; swear at (the distributor); use harsh language; use vulgar language; verbal abuse; verbally abuse somebody; blackmail;
3. (강매와 같은) 불공정 거래 관행 unfair business practices; strong arm tactics; high pressure sales; predatory tactics
4. 떠넘기기, 밀어내기 push onto distributors more stocks than they can handle; force the distributors to buy more than they can handle
5. 정부는 규제를 더 강화해야 한다 the government should put in place more regulations; create more regulations; pass more regulations
6. 연대하고 저항해야 한다 small business owners should rally around the cause and stand up
7. 불공정한 거래에 대해 반대의 목소리를 내야 한다 small business owners should speak up against corrupt businesses

More Keywords

1. 유제품 dairy product
2. 맹비난을 받다 under heavy fire
3. 인터넷에 유출되다 be released on the Internet
4. 강매 strong arm sales
5. 공분을 불러일으키다 cause public outrage
6. 만연한 문제 widespread problem
7. 뇌물(리베이트)를 주다 pay kickbacks
8. 물질적, 정신적 상해 material and emotional damage
9. 불매운동을 벌이다 boycott their products
10. 폭락하다 plunge
11. 어쩌다 한 번 발생한 일이 아니다 not an isolated incident