

2015년 11월 3일 키워드 스피킹 방송 / 주제: 중국 IT 기업의 약진

<광고>



- ✓ 요령 있게 공부하고 영어 스트레스를 줄이자
- ✓ 국내파로서 영어를 상대하는 현실적인 방법
- ✓ 단어, 숙어, 문법, 읽기, 듣기, 말하기, 쓰기 등 전 영역에 걸친 설명

Troy's Summary

LG electronics **had a Q3 earnings release** and the company's mobile phone division recorded a quarterly loss of 77.6 billion won. This may possibly **be correlated to** the **significant progress made by Chinese IT companies** such as Huawei and Xiaomi. There is concern that they may start **eating away at the market share** of Korean competitors such as Samsung and LG **in the international arena**.

The once poor reputation of Chinese IT products has recently seen a vast resurgence by offering high quality goods **at economical prices**. Although the list of Chinese products popular in the Korean market is currently limited to smartphone batteries and accessories, a lot of Korean customers may not hesitate in choosing Chinese products. High quality and **affordable prices** may be **more crucial to customers than national pride**.

The Chinese companies are rapidly **narrowing the technological gap** with the Korean players. **Coupled with the ever expanding Chinese market**, they are able to **churn out** high quality products at lower price points. Korean tech companies are **in quite a bit of a predicament** as they are **sandwiched between Apple and the emerging Chinese IT players**. In order to overcome their competitors, Korean companies must reassess their strategy and **adapt to the evolving marketplace**.

해석

1. had a Q3 earnings release 3분기 실적 발표를 하다
2. be correlated to 상관 관계가 있다
3. significant progress made by Chinese IT companies 중국 IT 기업의 괄목할 발전
4. eating away at the market share 시장점유율을 잠식하다
5. in the international arena 세계 무대에서
6. The once poor reputation of Chinese IT products has recently seen a vast resurgence 한때 매우 나빴던 중국 IT 제품의 이미지가 최근 매우 좋아졌다
7. at economical prices 저렴한 가격에
8. affordable prices 저렴한 가격
9. more crucial to customers than national pride 애국심보다 소비자들에게 더 중요하다
10. narrowing the technological gap 기술적인 격차를 줄이다
11. Coupled with the ever expanding Chinese market 빠르게 성장하고 있는 중국 내수 시장 덕에
12. churn out 생산하다
13. in quite a bit of a predicament 상당한 곤경에 처한
14. sandwiched between Apple and the emerging Chinese IT players 애플사와 중국 IT 기업 사이에 끼어 있는 신세
15. adapt to the evolving marketplace 변화하는 시장 환경에 적응하다

Keywords / Key Sentences

1. 3분기 실적발표 결과 실적이 시장의 전망을 밑돌았다. The company failed to meet the market consensus in the Q3 earnings release. The company drastically failed to meet the market forecast in the third quarter earnings release. The company performed significantly below the market forecast in their Q3 earnings release.
2. 중국 상품의 이미지가 좋지 않았으나 많이 개선되었다. The once poor reputation of Chinese products has seen a vast resurgence. Although Chinese products were considered substandard/subpar, their reputation has been greatly enhanced. The previously inferior standing of Chinese products has been greatly improved.
3. 한국과 중국의 기술 격차가 빠르게 좁혀지고 있다. The technological gap between Korea and China has been rapidly narrowing. The technological gap between Korea and China is quickly becoming less apparent. The technological disparity between China and Korea is quickly decreasing.
4. 가격 경쟁력으로는 중국 제품을 따라갈 수 없다. It is difficult to match the competitive pricing of Chinese products. It is challenging to compete with Chinese prices. Competing with Chinese prices would be an uphill battle.
5. 많은 소비자들이, LG와 삼성이 국내 소비자들에게 스마트폰을 더 비싸게 팔고 있다고 생각한다. Many people believe that LG and Samsung are charging higher smartphone prices to domestic customers. Many consumers believe that LG and Samsung are assigning higher prices to the domestic market.
6. 품질 좋고 가격 저렴한 제품이 나오면 소비자는 마음을 돌리고 중국산을 선택할 것이다. Quality products and affordable prices will change the heart of consumers into buying Chinese products. Consumers will be moved/convinced/compelled to purchase Chinese products if they provide high quality goods and economical prices.