

2015년 11월 18일 키워드 스피킹 방송 / 주제: 한국과 미국의 블랙프라이데이

<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

The term Black Friday **originated** in the U.S., but it has become very familiar to many Koreans. Black Friday signifies the holiday **shopping spree** that occurs on the day following Thanksgiving.

To **boost the slowing domestic sales**, the Korean government initiated Korea's first Black Friday last October. For two weeks, various Korean retailers including department stores, marts, and online shopping malls provided up to 70% discount. After the event, the Bank of Korea issued a report to **assess** the event. The first Korean Black Friday **is projected to** boost the fourth quarter domestic consumption by 0.2%, contributing to the **sagging domestic sales**.

But the event was also under criticism. Primarily, the event **was planned hastily and ill-prepared** to maximize its effects. Also, the advertised maximum 70% discount was rather exaggerated and most of the items were sold at normal discount rates. Furthermore, **skeptics point out** those consumers simply spent money **in advance** during the event. So the **accumulative spending** for the year would ultimately remain the same.

There are many Koreans who are eagerly anticipating the American Black Friday. **Tech-savvy** consumers love to buy directly from American retailers such as Amazon or eBay online. Even after the added cost of international shipping, the prices of electronics and clothes are still cheaper. Thanks to the Internet, the world has become smaller and consumers have become smarter. Although Black Friday originated in America, **it is here to stay** in Korea.

해석

1. originated in the U.S. 미국에서 시작되었다
2. shopping spree 쇼핑잔치, 과도한 쇼핑
3. boost the slowing domestic sales 침체된 내수를 부양하다
4. assess 평가하다
5. is projected to ~라고 예상된다
6. sagging domestic sales clacpehls 내수
7. ill-prepared 준비가 잘 안 된
8. skeptics point out ~ 회의적인 사람들은 ~라는 점을 지적한다
9. in advance 미리
10. accumulative spending 누적 지출액, 지출액 총합
11. tech-savvy customers IT 기술을 잘 아는 소비자들
12. it is here to stay in Korea 이제 한국에도 자리를 잡게 되었다, 이제 한국사람에게도 익숙한 존재가 되었다

Keywords / Key Sentences

1. 미국의 블랙프라이데이를 본딴 블랙프라이데이 코리아 행사가 있었다. Black Friday Korea was a replication of Black Friday in America. Black Friday Korea was an imitation of the American Black Friday. The Black Friday Korea that took place mimicked the American black Friday.
2. 꼼꼼히 준비하지 않은 졸속 행사라는 비판이 있었다. There was criticism that the event was rushed and ill-prepared. The organizers were criticized for the hastily prepared event. People disapproved the event for being makeshift and crude.
3. 블랙프라이데이 코리아가 제대로 된 행사로 자리잡으려면, 좀 더 꼼꼼한 준비가 필요하고 실질적인 할인 혜택도 주어져야 한다. If Black Friday Korea is to be established, there must be better preparation and significant discounts. Meticulous preparations and substantial discounts will contribute to the establishment of Black Friday Korea. For Black Friday Korea to gain a foothold, detailed preparations and sizeable discounts must occur.
4. 미국의 블랙프라이데이를 이용해서 전자제품이나 옷을 싸게 구매하려는 한국 소비자들이 많다. The American Black Friday is used by numerous Korean consumers to buy clothes and electronic goods. Many Korean consumers take advantage of the American Black Friday to purchase clothes and electronic goods. Several Korean consumers exploit the American Black Friday to purchase clothes and electronic goods.
5. 온라인을 통해 직접 구매하는데, 구매를 대행하는 업체들도 많다. Korean consumers purchase directly online, however there are intermediaries that purchase on behalf of the consumer. Although Korean customers buy directly online, brokers also make purchases on behalf of the customer. While Korean buyers purchase directly online, middlemen also make purchases for the buyer.
6. 반품, 환불, AS 등이 수월하지 않을 수 있으니 신중하게 구매해야 한다. Returns, refunds, and warranties may be difficult, so one must purchase with caution. Returns, refunds and warranties may be complicated, so be mindful of your purchase. One must proceed with care as returns, refunds and after-sales service may be hard to come by. out want to