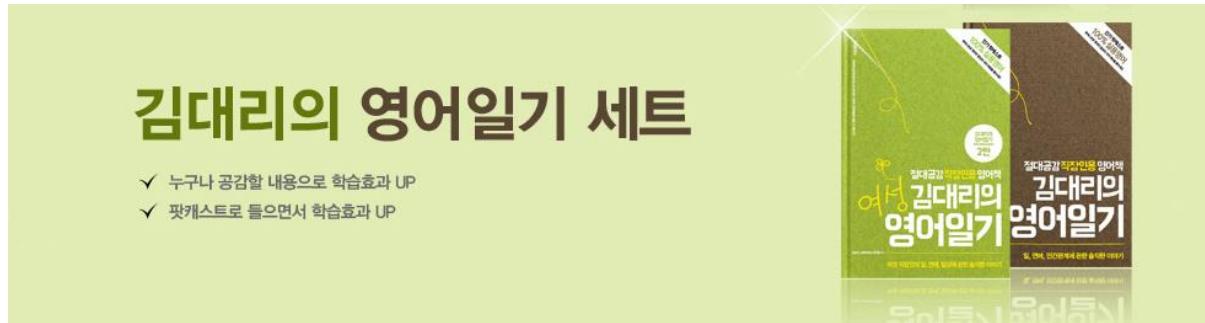


2016년 3월 29일 키워드 스피킹 방송 / 주제: 독서율 감소와 전자책

<광고>



Grace's Summary

In Korea, it is illegal to sell books **at a discounted price of more than ten percent from the listed price**. This pricing policy is part of the government's efforts to protect the publishers and book stores, in response to the industry's decline. About ten years ago, Korea had more than 2,000 bookstores nationwide, but now the number **has shrunk to** about 1,500. It seems that the industries related to books have already **hit their peak** and **are on the descent**.

A recent announcement by the government **further backs up this notion**. Korea's book reading rate stood at 65.3% in 2015, meaning about 35% of Korea's adults failed to read a single book last year. The **waning popularity** of books, especially paper books, is not confined only to Korea. As more information becomes available on the Internet, less people **turn to books to obtain the information** they need. It is not only the book industry that is impacted, but the newspaper and magazine industries are also suffering in this digital era. Recently, the British newspaper, Independent, announced it would stop publishing print editions and **switch to web-based editions only**.

However, some people **question if these changes are really a step in the wrong direction**. People still want information and entertainment, just not in the form of paper books. People may read fewer paper books, but it doesn't mean they will stop reading altogether. Check out the passengers in the subway. Most of them are reading materials on their smartphones. Why can't the publishing industry **devise a method** for readers to utilize their smartphones? **With the availability of new technologies through the Internet and smartphone**, should the consumers be blamed for not reading books by the traditional method? The crisis of the publishing industry may **open doors to new opportunities** and expansion.

해석

1. at a discounted price of more than ten percent from the listed price 정가의 10% 이상 할인된 가격으로
2. has shrunk to ~로 줄어들다
3. hit their peak 피크를 치다, 최고점에 도달하다
4. are on the descent 내리막이다
5. further backs up this notion 이와 같은 점을 뒷받침한다
6. waning popularity 인기가 수그러들고 있는 것
7. turn to books to obtain the information 정보를 얻기 위해 책에 의존하다
8. switch to web-based editions only 온라인판만 발행하는 방식으로 전환하다
9. question if these changes are really a step in the wrong direction 이런 변화가 정말로 잘못되어 가고 있는 것인지 의문을 제기하다
10. devise a method 방법을 고안하다
11. With the availability of new technologies through the Internet and smartphone 인터넷과 스마트폰을 통해 새로운 기술을 활용하게 되었는데도
12. open doors to new opportunities 새로운 기회를 만들다

Keywords / Key Sentences

1. 성인 독서율이 역대 최저치인 65.3%를 기록했다. Only 65.3% of adults read at least one book per year, which is the lowest of all time. Korea's book reading rate dropped to a low of 65.3%.
2. 100명 중 35명이 1년 동안 책 한 권도 읽지 않았다. Thirty five out of 100 adults didn't read a book last year. Thirty five percent of adults didn't even read a single book last year. Thirty five out of 100 adults failed to read a book in the previous year.
3. 경기 침체로 소비 심리가 위축되면서 책 사는 데 돈을 안 쓴다. When consumers have to tighten their belt, the first cost they cut down on is the cost for buying books. The economic downturn is dissuading customers from buying books. When budgeting, it is easy to cut the costs of buying books. When money is short, it is easy to remove the costs of books from your budget. When you are saving money, the cost of books is the first to go.
4. 책 말고도 정보를 얻을 수 있는 경로가 다양해졌다. Various sources to obtain information have become available other than books. Books are not the only sources available to obtain information. The sources available to attain information are not restricted to books.
5. 전자책은 종이책에 비해 저렴하고 어디서나 읽을 수 있다. Ebooks are cheaper than paper books and easier to read wherever you are. Ebooks are a cheaper and more accessible method for reading. Ebooks are more efficient in their cost and accessibility.
6. 전자책은 종이책보다 집중이 안 되고, 스크린에서 나오는 빛 때문에 눈의 피로감이 심하다. It is harder to concentrate when reading Ebooks than paperbooks, and the light from the screen hurts the eyes. The downside to reading Ebooks is that it is harder to focus when reading and the light from the screen is harmful to the eyes. Ebooks' drawbacks include people's inability to concentrate and the harmful effects of the screen light.
7. 책 판매량이 감소하는 것은 사실이지만 종이책은 쉽게 사라지지 않을 것이다. The sales of paper books may dwindle, but paper books won't disappear. Although there is a decline in paper book sales, paper books won't vanish easily. The waning of paper book sales will not lead to the end/death of paper books.