

2018년 12월 13일 키워드 스피킹 방송 / 주제: 실시간 검색어

<광고>

	<p>『비즈니스 편』</p> <p>총 347 개의 고급 표현</p> <p>전략, 재무, 마케팅, 법무 등 비즈니스의 전 영역을 망라</p>		<p>『시사이슈 편』</p> <p>『키워드 스피킹』 팟캐스트 에서 다른 표현들을 소개</p> <p>총 43개의 주제에 관한 유용한 문장들</p>
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Summary

The most-searched keywords section of Korea's portal sites is where you can get information about **what's trending now in Korea**. Keywords on the most recent and important news are there, but most of the time, it's either celebrity gossip or an amazing performance by Korean athletes playing abroad.

It's a fun and convenient way to **keep up with the day's news**. But there are also concerns that portal sites' most-searched keywords functionality is **more influential than it should be**. While the section **practically has a bigger impact on forming public opinion than any other media outlets**, there isn't a transparent process on how the lists are made and uploaded.

One issue is that **it is vulnerable to manipulation**. There have been cases where **a certain keyword was artificially pumped up in the list by a group of people who want to steer public attention to the topic or product**. Also, there has always been **suspicion about bots committing click fraud**. If you need to sell something to the public, **companies might be tempted to manipulate the list to make their product known**.

Another issue is the creation of news articles depending on the list. Almost all newspapers, even including the major ones, write news reports about the trending keywords **to drive traffic to their news pages**. In the process, **many of the articles are copy-and-pasted**. **The result is the public being flooded with low-quality, copycat news reports**.

One of the major portals recently announced that **it will overhaul its mobile page** and the most-searched keywords section will disappear from the main page. They said that **the revision will cost them a lot of traffic**, but they're going to do it for the good of the public. But skeptics say that changing the mobile main page alone is not enough, and the issues will never be resolved until **the portal sites totally give up working as a de facto news provider**.

In this new era of media consumption, it is hard to distinguish what is real and what is not.

해석

1. what's trending now in Korea 현재 사람들의 관심사가 무엇인지
2. keep up with the day's news 그날 뉴스를 따라 잡다
3. more influential than it should be 지나친 영향력을 행사한다
4. practically has a bigger impact on forming public opinion than any other media outlets 실제로 어떤 다른 언론 매체보다 여론 형성에 더 큰 영향을 미친다
5. it is vulnerable to manipulation 조작에 취약하다
6. a certain keyword was artificially pumped up in the list by a group of people who want to steer public

attention to the topic or product 대중의 관심이 특정 주제나 상품에 쏠리게 만들고 싶은 사람들에 의해 특정 검색어가 인위적으로 리스트 상위로 올라갔다

7. suspicion about bots committing click fraud 봇이 부정클릭을 유발한다는 의심
8. companies might be tempted to manipulate the list to make their product known 기업들은 자사의 상품을 알리기 위해 리스트를 조작하는 유혹을 느낄 수 있다
9. to drive traffic to their news pages 자사 뉴스 페이지로 트래픽을 유도하다
10. many of the articles are copy-and-pasted 많은 기사들이 '복사하고 붙이기'를 통해 만들어진다
11. The result is the public being flooded with low-quality, copycat news reports. 그 결과 대중은 질이 떨어지는 복제 뉴스의 홍수에 시달린다
12. it will overhaul its mobile page 모바일 페이지를 개편할 것이다
13. the revision will cost them a lot of traffic 변경으로 많은 트래픽을 잃게 되다
14. the portal sites totally give up working as a de facto news provider 포털이 사실상의 뉴스 제공자의 역할을 완전히 포기하다

Keywords / Key Sentences

1. 실시간 검색어를 보는 것만으로 세인의 관심사나 중요 뉴스를 실시간으로 쉽게 알 수 있어 편리하다. Only by checking out the portal's most-searched keyword section, we can easily access the top trending topics and the most important news reports of the day, in real time. It's fun and convenient. / Seeing the most searched-for topics on a portal site is a great and entertaining way to see breaking news and what is going on as it happens. / If you glance at what is trending now, you can enjoy and see what most of the online population is interested in at that moment.
2. 연예인에 대한 가십이나 사소한 뉴스가 실시간 검색어를 차지하고 있다. 중요하지 않은 내용에 대중의 이목을 집중시키는 역할만 한다. The list is mostly dominated by celebrity gossip and trivial issues. The section draws unnecessary public attention to less important topics. / The top trending section of Korean portal sites have a lot of fluff and soft news. This causes people online to focus on events, gossip and products that really don't matter or add substance to your daily life. / The trending searches on portal sites are usually very insignificant compared to larger and more pending news topics. These top trending stories act as a distraction.
3. 실시간 검색어를 조작해서 자신에게 유리하게 여론을 조작하려는 사람들이 있다. There are those who are tempted to manipulate the list and artificially form public opinion in their favor. / Public opinion can be influenced by postings that may use click farms to boost their visibility on the web. / There are people and companies who may use bots to commit click fraud in order to get more hits and sway people's opinions.
4. 언론사들이 단순히 사이트 방문자를 늘리기 위해 실검 순위에 의존해 무의미한 뉴스를 쏟아내고 있다. 그 결과 수준 낮은 모방 기사들만 넘쳐 난다. Almost all newspapers in Korea write news articles depending on the most-searched keywords simply to make the users of portals click on their news reports and visit their sites. As a result, we see a horde of low-quality, copycat news reports. / The Korean media has switched its focus from hard hitting investigative journalism. They are now just concentrating on what is trending, writing poor quality reports and hoping to get more clicks to drive traffic to their site. / The

media landscape has changed to incorporate the most-searched key words to create click bait. Once users visit these sites, they are met with articles that have little to no substance to them.