

2010년 12월 16일 키워드 스피킹 방송 / 주제: 통큰치킨

Paul's Summary (transcribed)

Actually, I was very surprised when I heard about this topic, because I thought the topic of fried chicken was very shallow and not very interesting. But as I learned all the news, it became a very deep and extremely interesting topic. So I guess, if I want to explain it very briefly, Lotte Mart introduced very **discounted fried chicken bucket** price. It was so discounted that it **undercut the market value** - the bucket of chicken by almost 60 percent. I think they were selling for almost five thousand won. Now the response to this was very negative. Not only did all the **fried chicken franchises** but also a lot of consumers. There was a lot of **public outcry** against Lotte Mart saying that your **discounted chicken** will run **mom and pop stores** out of business. And eventually under pressure from so many places - not just from the public, not just from all these franchises but also from the government - Lotte Mart has decided to **discontinue** the fried chicken.

Key Words

1. 대형마트 mega supermarket
2. 싼 가격에 팔다 be at a discounted price, undercut the margin(market value)
3. 영세상점 mom-and-pop store
4. 의견이 분분하다 have mixed opinions
5. 항의하다, 반발하다 protest against, raise a(n) (public) outcry against
6. 공정거래위원회 Fair Trade Commission
7. 개입 intervention
8. 롯데마트에게는 저렴한 가격에 치킨을 판매할 권리가 있다 Lotte Mart has the right to sell chicken at a discounted price
9. 롯데마트는 영세상점을 위협하는 수준의 저렴한 가격에 치킨을 판매할 권리가 없다 I do not believe Lotte Mart has the right to sell chicken at such a discounted price because it hurts mom-and-pop stores.
10. 소비자로서 내게는 저렴한 가격에 치킨을 구매할 권리가 있다 As a consumer, I believe I have the freedom to choose to buy fried chicken at a discounted price.
11. 황폐화하다 ravage
12. 가격담합, 가격조정 price fixing
13. 현상 phenomenon(사회적 문제가 되는 이슈), issue
14. 함의 ramification, implication

More Key Words

1. 체감온도 windchill factor
2. 시장에서 쫓겨나다 be run out of business
3. 판매를 중단하다 discontinue
4. ~를 대변하다 speak up for ~
5. 유통업계 retail industry
6. 체인점 franchise, chain