

영어 10주 강의 자료

10주 강의 Newspapers (신문)

<10주 강의 학습목표>

1. 표준판 신문과 타블로이드판 신문 서술
2. 밀라인요금(milline rate) 의 목적 설명
3. 신문광고의 여러 가지 장점 및 단점 열거
4. 안내광고와 전시광고의 차이점 설명
5. 신문의 삽지(supplement) 이해

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10주 강의 Newspapers

Objectives: After completing this assignment, the student will be able to

1. describe standard and tabloid newspapers;
2. state the purpose of the milline rate;
3. name several advantages of newspaper advertising;
4. explain the difference between classified and display newspaper advertising; and
5. tell what a newspaper supplement is.

* **be able to**: ~할 수 있다 (can과 같으나 조동사 will뒤에는 can 사용불가)

milline rate: 밀라인 요금(실제 요금 x 1,000,000 / 실제 발행부수)

1 agate line(1/10 inch)당 요금을 말함

supplement: 신문의 보충판, 부록(삽지)

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Background (배경, 기초정보)

The newspaper of today **evolved** over many years from the invention of the Gutenberg press (printing from movable type) in the 1400s. In 1591, a news pamphlet **appeared** with news, **not of** 1591, **but of** the previous years. (**From** early printed advertisements, newsletters, and pamphlets) the printed newspaper **was born**. *The Weekly News of London* was the first printed English newspaper. It appeared in 1622.

* **evolve**: 점차 발전해가다(develop gradually)

appear: 나타난다, 등장하다(come into sight; become visible; emerge)

not of ~ but of: ~이 아니라 ~인 **be born from**: ~로부터 생기다

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Background (계속, 44쪽 좌 하)

In 1871, Hoe invented the **web** press, which prints both sides of a continuous roll of paper and delivers folded sheets. By the 1900s newspapers were the largest class of media. There are today over 1,750 newspapers in the United States. About 1,400 are evening papers and 350 are morning papers, **according to** the Bureau of Newspaper Advertising. **In addition to** the weekly papers, there are 640 Sunday newspapers.

* **web**: 큰 두루마리 용지(a large roll of paper), 거미줄

according to: ~에 의하면 **BNA**: 신문광고 국(위원회)

In addition to: ~이외에도

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Background (계속, 44쪽 우 상)

Populations of cities have been moving to **suburbia**. Because of this, **inner city** circulation has been decreasing and suburban newspapers are growing. From 1960 to 1975, the total circulation of **dailies** increased 45.2 percent, and the circulation of Sunday papers increased 240 percent.

- * **suburbia**: 도시 밖, 교외(suburbs)
sub: ~보다 적은; ~아래, **urban**: 도시 ←→ **rural**: 시골
inner city: 도시 내부, 시내
dailies: 일간신문(daily newspapers)

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Advantages (신문의 장점)

A newspaper, according to psychological researchers, **reflects** the existence of community. It **implies** that the community **is made up of** a group of people distinct from other groups. It reflects the status and trend of the community. Newspapers help people **identify** themselves **with** the community by promoting **social togetherness** within the community.

- * **reflect**: 반영하다 **is made up of**: ~로 구성되다 (be composed of)
identify with: ~와 밀체화하다 **imply**: 암시하다, 의미하다
social togetherness: 사회적 유대감

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Advantages (계속, 44쪽 우 하)

The daily reports of local events and of citizens help the individual maintain **a sense of belonging**. Newspapers **are responding to** the desire for local news by issuing zone or suburban editions. A newspaper covers **a wide range of** subjects **in its pages**. Everyone can select articles that interest them. People of all ages, both sexes, every educational and income level, and varied cultural backgrounds find something of interest in the newspaper.

- * **a sense of belonging**: 소속감 **be respond to**: ~에 반응하다
- a wide range of**: 광범위한 **in its pages**: 신문의 각 면에서

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Advantages (계속, 45쪽 좌 중)

Newspaper advertising **is familiar to** people and close to their way of life. It presents an accurate and **factual** record of products and services **available** in the marketplace. Newspaper ads give the information needed to **make** practical and realistic purchasing **decisions**. **Regardless of** the product, advertising in a newspaper will reach people who are nearby and are potential consumers.

- * **is familiar to** 사람: ~에게 익숙한 (**be familiar with** 사물)
- factual**: 사실적인 (concerning facts; pertaining to facts)
- available**: 활용 가능한 (suitable; usable; ready for use; accessible)
- regardless of**: ~와는 상관 없이 (without regard to)//0515

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Advantages (계속, 45쪽 좌 하, 우상)

People learn **a great deal** from newspaper ads. Newspaper ads make shopping easier and quicker for the consumer. Grocery store ads tell when, where, how many, and how much each sale item is. Grocery ads often give cents-off coupons for certain products. Newspaper ads tell consumers the hours businesses are open, special sales **in progress**, and new products or services available.

- * **a great deal**: 상당히 많은 것
- in progress**: 시행하고 있는, 진행중의

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Advantages (계속, 45쪽 우 중)

Newspaper advertising is flexible. An advertiser may **insert** an advertisement wherever there is a place for it. The advertiser can also specify that the ad be placed on a certain page. Sizes and proportions of advertisements are also flexible. Newspapers do not require much **lead time** for ads. Advertisers can **get** their ads **into** a newspaper quickly – **sometimes** even the same day or overnight. Short lead time makes quick changes possible.

- * **insert**: 삽입하다 **lead time**: 준비기간
- get into**: 집어 넣다, 게재하다
- sometimes** : 때로는, 어떤 경우에는(in some cases)

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Advantages (계속, 45쪽 우 하)

Loose inserts are popular and can be put into a newspaper by local or national advertisers. Ads can be illustrated, have detailed descriptions, and be in full-page color. Newspapers bring fast response, and **results** often continue for **as long as** a week or two. Frequency of contact with the buying public is another advantage of the newspaper medium. Some advertisers in daily newspapers find that they get satisfactory results from once-a-week ads.

- * **loose**: 묶지 않은(untied; unbind; unconfined; unrestricted)
- results**: 결과, 효과(effects) **as long as**: ~만큼 긴

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Disadvantages (신문의 단점)

The **life span** of a newspaper is short. It is usually kept only one or two days in a **household**. Newspapers are read quickly and then usually **discarded**. Sometimes, because of paper quality or printing processes, ads do not **reproduce** clearly, making them difficult to read.

- * **life span**: 수명 **household**: 가정, 가구
- discard**: 버리다 (**cast aside; dismiss; throw out~ from one's hand**)
- reproduce**: 재생하다, 전재하다(게재하다)

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Categories of Advertising (광고의 유형)

There are two major types of newspaper advertising: (1) **classified advertising** and (2) **display advertising**. A **sizable** portion of any newspaper's income comes from the **want ads**. Help wanted, apartments for rent, houses for sale, used cars for sale, personals, and pets are examples of the numerous **headings** you'll find in the classified advertising section of the newspaper.

- * **classified advertising**: 분류광고, 안내광고
- display advertising**: 전시광고 **sizable**: 꽤 큰, 상당한
- want ads**: 구직, 구인광고 **headings**: 표제, 머리글

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Classified Advertising and Display Advertising

안내광고(Classified Advertising)

여름 휴가및 이벤트 프로그램을 위한 보드게임 체험 강좌

- 대 상 : 학교CA담당, 종교단체 수련회 담당, 가족이벤트 담당
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- 참가문의 : 070-7018-8093

www.kbacademy.kr

선착순 100명

주최: 한국보드게임 아카데미

전시광고 (Display Advertising)



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Categories of Advertising (계속, 46쪽 좌 하)

Display advertising is everything that is not classified advertising. Display advertising is **subdivided into** two areas – retail and general. *Retail advertising* is advertising done by *local* businesses, persons, corporations, and organizations. Banks, **department stores**, grocery stores, beauty shops, insurance agencies, **appliance stores**, and so on are all part of local advertising. Over 75 percent of all newspaper advertising is local advertising.

- * **subdivided into**: 세분화되다 **department stores**: 백화점
appliance stores: (제품, 용품, 기구)점포

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Categories of Advertising (계속, 46쪽 좌 하)

General advertising is often **referred to as** *national advertising*. National advertising (general) introduces new products, **improvements** in old products, and new models or styles. National advertisers hope to **get** readers **to** ask for a certain brand or service where it is **offered**.

- * **refer**: 언급하다, 일컫다 **improvement**: 개선, 발전
offer: 제공하다(provide) **get** 목 **to** : 시키다(cause), ~하도록 설득하다

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Dailies (일간신문)

Evening newspapers **outnumber** morning papers about four to one. As **mentioned previously**, some dailies in large cities publish **zone editions**. These papers may be for different sections of the city or surrounding areas, or they may be for nearby but separate **municipalities**. If a retailer buys advertising only in the editions that go to people near enough to be potential customers, the cost will be less.

- * **outnumber**: 훨씬 많다(exceed in number) **mention**: 언급하다
previously: 앞에서, 일전에 **zone edition**: 지역 판
municipalities: 도시, 다른 구역(a city; town; or other district)

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Weeklies (주간신문)

The papers **classified** as weeklies include both those published weekly and those published more than once a week, but not daily. The **Standard Rate and Data Service(SRDS)** list some 3,000 weekly newspapers. These papers are urban, farm and ranch, **ethnic**, religious, or foreign oriented. Weeklies are used by national advertisers to **supplement** their promotions of certain products.

- * **classify**: 분류하다 **SRDS**: 표준 요금 및 자료서비스를 제공하는회사
ethnic: (인종, 언어, 문화가 같은)민족의
supplement: 보충하다, 메우다

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Shoppers (장보기 안내 주간신문)

Another type of **publication** is the “**shopper**.” This is a small weekly publication that is sometimes called a shopping guide. Shoppers are usually distributed **free**. They vary in the amount of **editorial content** and in physical format. Many contain only advertising, while others list items for sale or items people want to buy.

- * **publication**: 출판물
- * **shopper**: 장보기 안내신문
- * **free**: 무료
- * **editorial content**: 편집내용

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Supplements (삽입 전단지)

A mixed medium within the newspaper field is the supplement delivered as part of the Sunday edition. Many are magazine supplements and are **typified** by a magazine-style appearance and heavy use of color. These supplements reach a larger audience than most magazines usually do. Supplements in newspapers can be of a local nature, such as a J.C. Penney store supplement to advertise sale merchandise. They can also be in color, carry local stories, contain coupons, or be the comic section of the weekend edition.

- * **typified**: 전형적인 표본으로서의 기능을 하다 (serve as the typical specimen of)

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Classification by Size (크기에 따른 분류)

In terms of format or page size, newspapers are divided into *standard* and *tabloid* size. The number of columns in newspapers of standard size now varies from six to nine. Column width also varies. Page depths (from top to bottom) range from 18 to 23 inches. Tabloid newspapers are approximately half the standard size. Most "tabs" are five columns wide, and the page is about 10 by 14 inches.

* In terms of: ~라는 용어로, ~로 환산하며
tabloid: 표준 판의 절반 크기