

Day 06. Counterargument

Lesson Outline

Point) 통합형의 대표 유형: 의견-반박형(opinion-challenging type)

지문에서 나온 의견에 대해 강의자가 반박

Point) 의견-반박 유형: “주장한다” < “반박한다” (직접적인 표현)

⇒ 강의자가 지문의 주장에 반박한다는 것을 명확하게 보여주자!

Learning Strategies

<Template>

The reading and the lecture both talk about N(RC와 LC 공통 TOPIC).

The reading says that SV(RC 전체 주장). However, the lecturer argues that SV(LC 전체 주장).

Firstly(Frist of all), the reading states that SV. On the contrary, the lecturer disagrees with this statement. He claims that SV. This is because SV. He goes further and says that SV. For this reason, the lecturer comes to the conclusion that SV. (body summary)

Secondly (Next), in the reading, the author argues that SV. In contrast, the lecturer makes an opposing point to this claim. The lecturer's point is that SV. The reason for this is that SV. As an example, the lecturer explains that SV. He goes on to say that SV. Thus, the lecturer concludes that SV. (body summary)

Thirdly (Finally), the reading goes on to say that SV. However the lecturer contradicts this opinion arguing that SV. The reason for this is that SV. For example, SV. Therefore, according to the lecture, SV.(body summary)

The () and () lecture () talk about (). The reading says that SV. (), the lecturer argues that SV.

➤ RC에서 주로 다루는 topic은 몇 가지? ()

1. ()

2. ()

3. ()

4. ()

5. ()

➤ 약 LC 서론을 못 들었다면?

The () () () () () are () convincing.

(), the reading () that SV. On () contrary, the lecturer () with () statement. () claims that SV. () () because SV. () (), SV. He goes () () () that SV. () () (), the lecturer () () () () that SV.

Secondly, () the reading, the author () that SV. () (), the lecturer makes an () () () this claim. The () point is that SV. The () () () is that SV. () an example, the lecturer () that SV. He goes () () say that SV. (), the lecturer () that SV.

Thirdly, the reading () () () say that SV. However, the lecturer () () opinion () arguing that SV. The reason for this is that SV. () (), SV. Therefore, () () () (), SV.

Practice

Reading Passage

Companies should give top priority to forming strategies. By setting strategies, companies can regularly assess their performance in the market and find a new strategy suitable for rapidly changing economic or political circumstances. There are three company strategies that bring benefits.

One strategy for increasing a company's sales is to develop a new product by using the company's image. For example, if a renowned car company develops a new product, such as a motorcycle, by using its good image, the company can improve new sales. The reason for this increase in sales is that consumers who intend to buy a motorcycle will probably choose this particular motorcycle because of the company's image. Consumers will naturally think that the motorcycles will be just as good as the cars the company produces, so they will buy its

motorcycles without any doubt.

The second strategy for raising a company's sales is to make a new version of an existing product. For example, if a soft drink company that is famous for its cola drink creates a version with an added fruit flavor, the company can easily increase sales because consumers who love the original cola drink will be inclined to buy this variation of the original product. This strategy will surely help a company increase its sales.

The final strategy is to make a partnership with another company. For example, if a company making chocolate forms a partnership with an ice cream company, the chocolate company can easily produce chocolate ice cream products. In this case, the company can increase its sales in a short period of time because the company can add new sales of the chocolate ice cream to its existing sales of chocolate products.

Lecture



<Body 3>

1. 지문의 주장/내용: 제휴를 하는 것은 좋은 전략이다.

form a partnership 제휴하다

2. 지문의 예시: 초콜릿 기업(a chocolate company)은 판매를 올리기 위해 아이스크림 기업(an ice cream company)과 제휴할 수 있다.

establish a partnership with ~와 제휴하다 | **increase sales** 판매를 올리다

3. 강의자의 주장: 이 전략은 매우 위험하다.

4. 강의자의 이유 (1): 제휴(the partnership)가 깨질 때, 그 초콜릿 기업은 예기치 못한 문제들을 가질 수 있다.

break (약속 등)을 깨다 | **unexpected** 예기치 못한

5. 강의자의 이유 (2): 그 아이스크림 기업은 초콜릿 기업의 초콜릿 제조 비법(the chocolate company's know-how of making chocolate)을 훔칠 수 있고 그들 고유의 초콜릿 아이스크림 제품(their own chocolate ice cream products)을 팔 수 있다.

steal ~을 훔치다

Sample Answer

The reading and the lecture both talk about company strategies. The reading says that there are three strategies that bring benefits to companies. However, the lecturer argues that the strategies do not bring benefits at all.

Firstly, the reading states that making a new product by using the company's positive image is a good strategy. On the contrary, the lecturer disagrees with this statement. She claims that a company can lose many customers who trust the products of the company with a positive image. As an example, she points to a car company. The company plans to produce motorcycles by using the company's positive image. However, if the quality of the motorcycles proves to be not as good as the cars it makes, the company can end up damaging its image instead. And eventually, the company's sales will drop significantly.

Secondly, in the reading, the author argues that making a new version of an existing product is a good strategy. In contrast, the lecturer makes an opposing point to this claim. The lecturer's point is that making a new version may cause the company using this strategy to lose its loyal customers. She supports her point by giving an example of a soft drink company mentioned in the reading. Consumers who have trusted the soft drink company may think that the company developed the new fruit flavored version because the original cola drink does not sell as much as before. This means that the company cannot sell the original product as well as the new version.

Thirdly, the reading goes on to say that forming a partnership is a good strategy. For example, a chocolate company can establish a partnership with an ice cream company to increase sales. However, the lecturer contradicts this opinion, arguing that this strategy is very dangerous. According to the lecture, when the partnership is broken, the chocolate company can have unexpected problems. This is because the ice cream company can steal the chocolate company's know-how of making chocolate and sell their own chocolate ice cream products.

➤ **분사구문**

1. 동시 동작

‘...하면서 동시에(at the same time) ...하다’

e.g. I really love to run listening to music.

(= I really love to run as I listen to music.)

참고1 하는 동안에(= during)

e.g. Tourists took many pictures while visiting London last year.

참고2 주어 + 동사, and 주어 + 동사.

주어 + 동사, and 주어 + 동사~ing.

e.g. **The lecturer contradicts** this opinion, **and the lecturer** argues that hydroelectric dams are cost-effective.

e.g. The lecturer contradicts this opinion, arguing that hydroelectric dams are cost-effective.

2. 연속 동작

e.g. Kevin pulled out a cigarette, lighting it.

(= Kevin pulled out a cigarette, and Kevin lit the cigarette.)

3. 계속적 용법

e.g. On a bitter January day, the Han River froze, which allowed people to walk on the river.

(= On a bitter January day, the Han River froze, allowing people to walk on the river.)

Check-Up Drills

Sample

3. 얼룩말 홍합(zebra mussels)은 종종 물속의 파이프들(underwater pipes) 을 덮는다, (이것은) 빌딩들에 커다란(great) 해를 가한다.

cover 덮다 | cause damage 해를 가하다

Zebra mussels often cover underwater pipes, which causes great damage to buildings.

(= Zebra mussels often cover underwater pipes, causing great damage to buildings.)

5. 나는 외국(foreign countries)에서 여행(travel)하면서 다양한 문화들을 경험할 수 있다.

I can experience various cultures traveling in foreign countries.

6. 나는 외국에서 여행하는 동안 다양한 문화들을 경험할 수 있었다(be able to).

I was able to experience various cultures while traveling in foreign countries.