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1. In gender stereotyping, certain widely held images of male and female behavior are applied to individuals. In other words, an individual male or female is presumed to be like what society expects a male or female to be. Long before social scientists began studying these stereotypes, societies had recognized them. Some famous female characters in history (Joan of Arc, George Sand) have rebelled against them. Gender stereotypes have changed slightly through history, but they have not disappeared. They persist largely because they are so deeply ingrained in every culture's fabric.

One in-depth cross-cultural investigation in the early 1980s examined the patterns of gender stereotypes in 25 different countries. In the study, approximately 5,000 men and women were asked to evaluate a list of adjectives typically used to describe men or women.

The researchers found differences among the responses from various countries. In general, across cultures there was a tendency to stereotype men more negatively. Specifically, the majority of countries (19 out of 25) rated 17 of the male adjectives as negative. In comparison, only 5 of the female adjectives were judged negative by participants in 19 countries.

Typical masculine adjectives related to one's ability to use tools, solve problems, or do work. For example, males might be described as "assertive," "controlling," or "logical." Feminine adjectives related to the ability to communicate, to show feelings, or to develop or maintain relationships. An overall analysis of the data from the study revealed a clear tendency to describe females as "passive," "supportive," and "altruistic." Parents have been observed to reward gender-appropriate play and punish gender-inappropriate play in their children.

The negative results of gender stereotyping have been the focus of much educational research. Many researchers have claimed that stereotyping has led to fewer girls studying degrees related to math and science in university. Stereotypes have also been suggested as a contributing factor to boys being labeled as "bad students" in school more often than girls, thus leading to more boys than girls dropping out of high school. In both instances, stereotypes have been linked to critical choices boys and girls make in school which directly affect their futures.

2. In the past, Korea has a reputation of being just another dirty, smelly Asian country. Therefore, one might wonder what we could learn about recycling from Koreans. Most would be very surprised once they took a close look at what Korea is doing to improve its environment.

For starters, many Korean homes and businesses recycle and compost as a general rule. More than 40% of waste such as paper, plastic, and metal is recycled. Also, 55% of food waste is composted as fertilizer and feed. Businesses are required by law to recycle and compost. Businesses caught not recycling are hit with a hefty fine. Koreans have plastic bags of different colors to be used for sorting garbage, composting, and recycling. To make it easy for people to recycle, those that pay for garbage service don't have to pay for recycling. After filling the bags, Koreans take them to the nearest collection site. There is usually one on every street.

Helping the green movement in Korea is the Korean Waste Movement Network(KWMN). This movement was created to solve social problems regarding waste. This movement's long-term goal is to create a zero-waste society. To reach their goal, they are raising public awareness and researching alternatives. They also set up recycling systems and influence public policy. One of KWMN's biggest successes has been reducing wastes from fast-food chains. Thirty percent of urban waste comes from fast-food restaurants. KWMN took on the task of reducing this number. Lotteria, one of the biggest fast-food franchises in Asia, was on board as well. Lotteria agreed with the use of non-disposable items. Its location in Jongro, downtown Seoul, is the model store.

Other zero-waste ideas being worked on by the movement include reducing the use of plastic bags. Baskets and durable, reusable shopping bags are promoted. The Korean government has proposed that stores charge customers for bags and give deposit refunds for those who return the bags. Efforts are also being made to displace Styrofoam containers. Highway rest areas and over 26 department stores in Korea are now using environmentally friendly containers. The "Bring Your Own Cup" movement in public buildings has vending machines switching from disposable cups to the customer's own reusable cup.

These ideas and many other solutions come together at the Low Carbon Green Growth Expo. This Expo is one of the biggest in Korea. This is a yearly event organized by the Korea Green Foundation. It offers a platform for professionals and industries to meet under one roof. It is meetings like these and the effort of the people that promise a green future for Korea.

3. Impression Management

In social situations, people often try to control other people's image of them. This phenomenon is called impression management. Impression management is simply how someone reveals themselves to others by either conscious or unconscious actions. The theory is based on the fact that human beings are goal-driven. They try to gain specific responses from others. A positive result could help them attain their own goals. Today, impression management is not restricted to people. Large companies spend millions of dollars on corporate advertising to enhance their public image. They want to shape a positive public image in order to increase profits.

The Development of Bureaucracy

A bureaucracy is a hierarchy of government officials. The term first arose in Europe in the 18th century. It is closely related to the German sociologist Max Weber. Weber believed that bureaucracy allows a modern capitalist society to survive. He thought a promotional system is best. In this system, officials are rewarded for their merits. This is different from the appointment system which can only cause conflict. Today, bureaucracies are facing much criticism. Routine and process are the highest priority in a bureaucracy. Even the most basic task requires many forms and approvals. This "red-tape" has frustrated many citizens.

Social Loafing

Social loafing is often applied to group situations. In a group, members tend to work less or "loaf." If the same member worked alone, more goals might be achieved. Sociologists believe the crux of the problem is lack of motivation. Some studies have shown that group members think their contributions go unnoticed. Therefore, they tend to do less than they are capable of. They just trust the goal will be achieved anyways. Experts believe that there are some solutions to social loafing. One is collaboration. Equally important tasks for each member will increase motivation, thus increasing productivity.