

위치	오류유형	수정 전	수정 후
문제편 16p 번호 : 26	문제-본문	26 The mass media bestow prestige and enhance the authority of individuals and groups by _____. Recognition by the press or radio or magazines or newsreels testifies that one has arrived, that one is important enough to have been singled out from the large, anonymous masses, that one's behavior and opinions are significant enough to require public notice. The operation of this statuconfirmation function may be witnessed most vividly in the advertising pattern of testimonials to a product by "prominent people." Within wide circles of the population, such testimonials not only enhance the prestige of the product but also reflect prestige on the person who provides the testimonials. They give public notice that the large and powerful world of commerce regards him as possessing sufficiently high status for his opinion to count with many people. In a word, his testimonial is a testimonial to his own status.	26 The mass media bestow prestige and enhance the authority of individuals and groups by _____. Recognition by the press or radio or magazines or newsreels testifies that one has arrived, that one is important enough to have been singled out from the large, anonymous masses, that one's behavior and opinions are significant enough to require public notice. The operation of this status:confirmation function may be witnessed most vividly in the advertising pattern of testimonials to a product by "prominent people." Within wide circles of the population, such testimonials not only enhance the prestige of the product but also reflect prestige on the person who provides the testimonials. They give public notice that the large and powerful world of commerce regards him as possessing sufficiently high status for his opinion to count with many people. In a word, his testimonial is a testimonial to his own status.
		수정 사유	발문 오류

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