

ハイレベル読解問題演習 71

(早稲田大・教育 2010)

次の英文を読み、設問 1～9 に答えよ。

Five months into Barack Obama's presidency, two researchers are (1)at odds over whether a so-called "Obama effect" can bump up black students' standardized test scores and help to close the achievement gap between blacks and whites. In the days after Obama's election in November, school officials across the country reported a noticeable improvement in students' performance — particularly in black communities — and attributed it to Obama's success. But two studies have produced conflicting reports on the existence of such an effect — calling into question whether inspiration alone is enough to bring quantifiable change.

In a study conducted during the 2008 election, Dr. Ray Friedman of Vanderbilt University found that black students achieved higher scores on standardized tests when they were reminded of Obama's achievements before the test. Their higher scores narrowed the gap between black and higher-scoring white students, suggesting a tangible effect of Obama's presidency. Friedman said the students who earned higher scores likely overcame "(2)stereotype threat" — a fear that one's performance will confirm an existing negative stereotype of a group with which one identifies, resulting in psychological discomfort. Friedman has claimed that blacks are far more likely to score below their potential when asked to identify their race on a test or when they are told an exam will measure innate abilities, like intelligence. But when role models from the same social group are present before a test is administered, "it tends to take away stereotype threat losses" — resulting in higher scores, according to Friedman. "When Obama broke through the barrier in such a public and important way, it helped black test takers achieve their full potential," Friedman said of the study. "The question is — will that effect persist?" While Friedman said America's first black president's influence as a positive role model likely helped raise scores, "no one's claiming that Obama is going to make people who have never studied geometry suddenly pass geometry." Friedman tested 400 subjects — in separate groups of 100 — at four different phases of the election cycle: before the Democratic convention; after Obama's acceptance speech on Aug. 28; midway between the speech and the presidential election; and after Obama's victory in November. In the first test, the average score for whites was 12.14 of 20, while the average score for blacks was 8.79 of 20. After Obama won the presidency, whites scored 11.9 and blacks scored 9.83. When Obama's political success was most apparent — after his convention speech and after his Nov. 4 victory — Friedman found that blacks' scores rose while

whites' scores dropped slightly, statistically narrowing the gap.

But Friedman's findings have been challenged by another study that found no evidence of an "Obama effect" on black students' standardized test scores. Dr. Joshua Aronson of New York University, who conducted a study in June 2008 after Hillary Clinton conceded and Obama secured the nomination, found "absolutely no results" to support Friedman's findings. Aronson tested a diverse sample of 160 college-aged students from various groups — over half of whom were black. Aronson said he had expected to detect a noticeable effect in test performance, but he found (3)none — suggesting that black students might not identify with Obama's success. "Past research really suggests that the best role models aren't the ones who are innately gifted individuals," Aronson said. "He's certainly breaking down barriers, but he's doing it with exceptional talent, which most people think that they don't have. He might not be the best role model in terms of having people say, Wow, if he can do it, so can I " he said.

Some education experts say it's too early to know whether Obama's inspiration has had a tangible effect in classrooms across the country. And some claim that even if such an effect exists, it is impossible to measure. Tom Ewing, director of press relations at Educational Testing Service, said that while there is some evidence to suggest improvement in school performance among black students, "it's too recent of a phenomena" to know if Obama deserves extra credit.

1. この文章のタイトルとして最もふさわしいものを a～e から一つ選べ。
 - a. Obama's presidency helped black students score higher on tests.
 - b. Researchers debate an 'Obama effect' on black students' test scores.
 - c. School officials attributed a significant boost in black students' test scores to Obama's victory.
 - d. Obama's inspiration encouraged black students to work harder in classrooms.
 - e. Education experts expect Obama's success to help black students improve academic skills.

2. 本文の内容と合致しないものを a～e から一つ選べ。
 - a. The studies reported here indicate that Obama's inspiration has led to black students' higher scores on standardized tests.
 - b. One of the studies has shown counter evidence against an 'Obama effect' on black students' test scores.

- c. Role models from the same social group may influence students' test scores positively.
 - d. The best role models are not the ones who have exceptional talent.
 - e. An 'Obama effect' on black students' test scores is inconclusive at this stage.
3. 下線部(1)の意味に最も近いものを a~e から一つ選べ。
- a. questioning b. investigating c. exploring
 - d. disagreeing e. considering
4. 下線部(2)の説明または具体例としてふさわしくないものを a~e から一つ選べ。
- a. Ingroups are viewed as normal and superior, and are generally the group that one associates with or aspires to join. Outgroups are simply all the other groups. They are seen as weaker than or inferior to the ingroups.
 - b. On a mathematics test, if you remind a group of girls that boys tend to do better on this type of test, it is likely that the girls will do more poorly on the test than they would have otherwise.
 - c. Blacks scored higher on an IQ test when they believed the test would be compared to that of other blacks.
 - d. Black students scored far worse on the standardized test than they otherwise would have when they were told their intelligence was being measured.
 - e. Performance in academic contexts can be harmed by the awareness that one's behavior might be viewed through the lens of racial stereotypes.
5. 下線部(3)の意味に最も近いものを a~e から一つ選べ。
- a. no expectation for test performance
 - b. no significant improvement in test performance
 - c. no black students' scores
 - d. no black students' social identification
 - e. no test performance

※ 以下、設問 6 から設問 8 までの問題は、本文中の Friedman と Aronson 両氏の研究の内容をまとめた下の表に基づいて答えよ。

	Friedman's study	Aronson's study
Tested how many subjects	[6 — 1]	[6 — 2]
When the study was conducted	At four different phases of the election cycle	[7]
Results	[8 — 1]	[8 — 2]

6. [6 — 1]と[6 — 2]に入れる数字として最もふさわしい組み合わせを a～e から一つ選べ。
- [6 — 1] (100) [6 — 2] (400)
 - [6 — 1] (400) [6 — 2] (80)
 - [6 — 1] (500) [6 — 2] (80)
 - [6 — 1] (400) [6 — 2] (160)
 - [6 — 1] (100) [6 — 2] (160)
7. [7]に入れる実験の時期として最もふさわしいものを a～e から一つ選べ。
- before the Democratic convention
 - after Hillary Clinton admitted defeat
 - after Obama's victory in November
 - after Obama's acceptance speech on August 28
 - midway between Obama's acceptance speech and the presidential election
8. [8 — 1]と[8 — 2]に入れる実験の結果として最もふさわしいものを a～e からそれぞれ一つ選べ。
- Whites scored 11.9 of 20 and blacks scored 9.83 of 20.
 - Obama's political success had something to do with stereotype threat.
 - A noticeable Obama effect was detected in test performance.
 - It is too early to know if Obama deserves extra credit.
 - A significant Obama effect was not confirmed.
9. 自身の研究結果を Aronson 氏はどのように説明しているか、最もふさわしいものを a～e から一つ選べ。
- Black students identified with Obama's success.
 - Obama, having exceptional talent, may not be the best role model.
 - Obama's success statistically narrowed the gap between blacks and whites.
 - Black students successfully overcame the stereotype threat.
 - It may be impossible to measure an 'Obama effect' on test scores.

ハイレベル読解問題演習 72

(慶應義塾大・商 2009)

次の英文を読み、(1)～(8)の設問について最も適切なものを選択肢 1～4 から選びなさい。

According to Dan Gardner, author of *Risk: The Science and Politics of Fear*, humanity has never had it so good. Most people around the world are better off and will live longer than their ancestors. If we could only hold on to that perspective, we would all be much more relaxed. But we aren't. We're anxious and stressed. We're scared that bad things will happen to us: war, sickness, kidnapping. As for keeping things in perspective, humans just aren't (1)cut out for it. If a history of humankind were written with (2)_____ space given to each stage of our development, Gardner tells us, we would be hunter-gatherers for 200 pages; there would then be one page of settled agricultural society. The modern world — everything that has happened in the last two centuries — would be a final paragraph.

But brain structure was fixed millennia ago. In other words, our primitive minds are simply not equipped to process the complexity of modern living, especially where risk is concerned. We hear about a terrorist attack, we see the horrible consequences on TV, and before we can calculate the probability that we personally will be injured, our brains react as if we were being charged by a rhinoceros: don't think, run!

Gardner summarizes the results of psychological research proving that people's instinctive "fight-or-flight" reactions tend to push rational calculations out of the way. Crucially, this happens even when the subjects are instructed to ignore their emotional responses. It happens to everyone, including psychology professors. So, (3)clever readers, if you think you don't believe everything you see on TV, it doesn't matter. Your Stone Age brain has processed the images and is using them to shape your opinions whether you like it or not.

Meanwhile, the sheer volume of stress-inducing messages is increasing tremendously, as media space expands on satellite channels and the internet. Increased competition for our attention encourages sensationalism and frightening storytelling. That, Gardner points out,

isn't exclusively the fault of cynical or lazy journalism, although he uncovers plenty of it. Our brains are hard-wired to remember scary stories. We find narrative more compelling than data. Evolution has taught us to prioritize anecdotal evidence because, unlike statistics, our imaginations can process it into something resembling our personal experience. "It could have been me" is a common response to news of a disaster, although the mathematical probability of it actually having been you is extremely small.

What scientists took decades to prove, marketing executives and politicians have known all along: fear sells. Gardner is thorough in his examination of exaggerated claims in advertising and politics, just as he is clear about the science explaining why they work. His chapters on the risk of being a victim of crime or terrorism provoke a peculiar mix of comfort and despair. It is heartening that the real danger is slight; it's unsettling how biased our political system and consumer culture are towards convincing us of the opposite.

Gardner advises us, in conclusion, to increase our mental efforts. The primitive part of our brains might be misled by alarmist politicians, but given enough time, the rational part can step in and stop us from surrendering to our emotions. Think more, Gardner recommends, think harder. Fair enough. But I would pose one question: are we really as safe as Gardner suggests? Take climate change, for instance. Panic might not be the most effective response to global warming, but faced with a summary of the current scientific consensus, deep anxiety does not seem unreasonable. It also seems worth mentioning that in modern liberal societies, we are empowered to lead the lives we want, on the condition that we should be responsible for the outcome. If we make the wrong choices about the way we grow our food, plan our cities, and distribute economic resources, we have only ourselves to blame. No wonder we are scared.

[Adapted from an article by Rafael Behr in the *Observer*]

- (1) What does the phrase (1)"cut out for it" mean in the context of this passage? The answer is: .
1. trying to keep things in perspective
 2. suited to keep things in perspective
 3. changing to keep things in perspective
 4. forced to keep things in perspective
- (2) Choose the most appropriate word to fill in the blank (2)_____ .
The answer is: .
1. wider
 2. unlimited
 3. proportionate
 4. additional
- (3) The author of the passage refers to (3)"clever readers" to imply that .
1. smart people can control emotional reactions
 2. professors use rational words rather than images
 3. people are more easily deceived than they think
 4. reading has a greater impact than watching TV
- (4) According to the passage, we remember scary stories because .
1. an exception is more useful than the general rule
 2. the actual chance of being a crime victim is small
 3. our brains process anecdotes into statistical data
 4. we connect narratives to our experience
- (5) According to the passage, what are politicians inclined to do? The answer is: .
1. Dispel the feelings of blind superstition
 2. Ignore the danger of a terrorist attack
 3. Criticize the values of consumer culture
 4. Highlight the risk of crime and terrorism

(6) According to the passage, what is Gardner's conclusion? The answer is: .

1. People should use good judgment to control emotional responses
2. The risk of being involved in a major crime should be reduced
3. Emotional reactions make rational thought impossible
4. Alarmist politicians increase the probability of a disaster

(7) Which of the following is NOT one of the main points of the passage? The answer is: .

1. People feel personally threatened by shocking news
2. Current policy is based on a reasoned calculation of risk
3. Our behavior is strongly shaped by our emotions
4. By nature, humans are vulnerable to fear and insecurity

(8) Which of the following would the author of the passage most likely support? The answer is: .

1. Politicians should rely more upon anecdotal evidence
2. It is not necessary to think about the risk of climate change
3. In modern life, the choices we make about lifestyle carry risk and consequences
4. Given the brain's origin, there is little possibility of rational thought in modern life

ハイレベル読解問題演習 73

(慶應義塾大・商 2009)

次の英文を読み、(9)～(14)の設問について最も適切なものを選択肢1～4から選びなさい。

There's a case to be made *against* small business. You might think that's an odd statement to read in a discussion about entrepreneurship. Undoubtedly it's even odder when you know that the guy who made the statement is the chief executive officer of the non-huge company that owns *Inc.* magazine, a publication dedicated to emerging young businesses. But I did just say it, and tell you why. Obviously, there's nothing wrong with small business but what I don't like is the label. "Small business" sounds belittling, almost insulting. It understates the vast creativity and importance of the American entrepreneurial economy that builds on energetic and innovative enterprises. Worse, when the economy is divided into big and small, it becomes easy to neglect the concerns of the very businesses we ought to be paying the most attention to.

Large corporations normally get a lot of attention for a number of reasons. They pay for it, for one thing. That's what advertising and public relations are all about. To pursue their vital interests, big companies employ numbers of people to pressure politicians. Their products are visible in the marketplace. And they receive considerable attention from academics, business journalists, and Wall Street. After all, certain activities — assembling jet airplanes, making steel, building telecommunications networks — simply require the large-scale organization that only a big company can efficiently sustain.

Traditional small businesses get a lot of attention, too. When politicians want to appeal to voters, they conjure up images of struggling family firms or Main Street store owners. We're frequent patrons of restaurants, dry cleaners, flower shops, and all of the other familiar small businesses that populate our local communities.

The problem with viewing the economy at these two extremes of large and small is that it presents a far from complete picture. There are literally hundreds of thousands of other companies that create the growth, wealth, and new jobs to remain competitive in an increasingly

global marketplace. These entrepreneurial businesses form the true backbone of the economy.

For more than twenty-five years, *Inc.* magazine has been telling the stories of companies that achieve great things without massive bureaucracy or enormous amounts of money. Consider the extraordinary achievement of *Inc.*'s 2004 Entrepreneur of the Year, Burt Rutan, who put a civilian into space using private funds. Or consider the tale of Ping Fu, our 2005 winner. After being deported from her native China, Ping came to the United States, earned a college degree, and eventually started a software company that helped the government map the Statue of Liberty and also bring the space shuttle safely back to Earth.

Here's something else to think about. These days, big companies are dismissing people almost as fast as they are hiring them. For instance, the number of net new jobs created by the corporations that appear on the Fortune 500 list of America's largest businesses has been stagnant for the past five years. In contrast, the companies that appeared on *Inc.* magazine's list of the 500 fastest-growing private businesses added more than 116,000 new jobs last year. Now who looks "small"?

Is it right to think of either Rutan's or Fu's operation as a small business? Let's throw out the old labels and expand our thinking about how the economy really works. Size does matter, but it's not all about revenue and advertising might. Sometimes the only thing that really matters is the size of an entrepreneur's dream.

[Adapted from an article by John Koten in *KAUFFMAN Thoughtbook*
2007]

- (9) In paragraph 1, the author makes a case *against* small business because .
1. the label is misleading
 2. its future is uncertain
 3. the concept is too radical
 4. its revenue is limited
- (10) According to the author, which of the following is the most important issue? The answer is: .
1. Large corporations spend too much money on advertising
 2. Certain activities are monopolized by big companies
 3. Emerging companies are not getting enough attention
 4. Politicians neglect the hardship of small businesses
- (11) Which of the following is NOT true about Ping Fu? The answer is: .
1. She worked as a US civil servant
 2. She was forced to leave China
 3. She started her own software business
 4. She graduated from an American college
- (12) According to the passage, which of the following is most likely to be listed on the Fortune 500? The answer is: .
1. Burt Rutan's space project
 2. a Main Street store
 3. a steel company
 4. *Inc.* magazine
- (13) The passage suggests that .
1. big corporations ensure lifetime employment
 2. big corporations have stopped recruiting new members
 3. more people work for entrepreneurial businesses than for big corporations
 4. innovative undertakings actively create employment opportunities

(14) The author argues that (14) .

1. the economy is dominated by traditional small businesses
2. enterprises with initiative enhance the economy
3. big corporations should stop pressuring politicians
4. established companies offer the ideal business model

ハイレベル読解問題演習 74

(慶應義塾大・商 2009)

次の英文を読み、(15)～(21)の設問について最も適切なものを選択肢1～4から選びなさい。

In the wake of the recent flooding in Bihar, India, aid workers faced many problems — prominent among them, communications. Even when they could get into the remote areas worst hit by the disaster, how could they stay in touch with people working at the aid distribution centers? The most common solution was mobile phones, explained Diane Coyle, a consultant specializing in the effect of technology and globalization. "In the immediate aftermath of a disaster, the contribution of mobiles is substantial, thanks to the speed with which cellular networks recover from damage, usually within hours or at most a few days. It is much easier to repair a wireless base station than hundreds of fixed-line connections."

The growth in telecommunications is having a profound effect on the developing world struggling with poor infrastructure. A mobile phone can't pave a dirt road but it can help decide whether you need to travel down it in the first place. The rapid expansion in the use of mobile phones is even helping developing countries (15) leapfrog industrialized countries in the adoption and use of newer mobile technologies. Mobile banking, for example, represents a tiny fraction of usage in the US and the UK, where people are generally cautious about using their phones to access their bank accounts and prefer conventional methods of payment. In the Philippines, however, more than 4 million people use their mobile phones as virtual wallets to buy goods or transfer cash. In the Indian state of Andhra Pradesh, the National Institute for Smart Government started an experiment last year in which people in remote communities who have "smart cards" (checked with fingerprints and photographs) receive payments sent from the government via mobile phones. It reduces corruption and cuts travel time in remote areas.

Another example of innovation involves buying railway tickets. In India, trains are for many the only economical way to travel. But before 2002, ticketing clerks used to keep long-distance tickets back and sell them at a profit to those who knew how to get them. Then the system

was put online. The India Center for Media Studies reported in 2005 that "computerization of tickets issued for rail journeys has ensured that the ordinary citizen does not have to offer bribes for rail tickets." So while people in industrialized countries may curse automated online systems, they are proving to be (16)a boon for India.

Information is power — and money. A 2007 study of fishing crews in Kerala, southern India, by Robert Jensen, a development economist at Harvard University, found that the arrival of mobile phones meant that the crews could call ahead to markets with news of a good catch, decreasing waste and reducing variation in prices. "The evidence suggests that the merits of using communication technologies can be found among fishermen and farmers, not just software engineers," says Jensen. He calls the use of mobiles and similar technologies not the digital divide but the (17)"digital provide" and remarks that "rather than simply excluding the poor or less educated, the 'digital provide' appears to be shared widely throughout society."

Thanks to the speed that technology has made possible, the biggest gains for people looking to improve their trades will be for perishable products with a limited life — eggs, milk, fruit, vegetables, even day labor. Of course, for thousands in Bihar, the arrival of essential supplies — such as clean water and food — helped to reinforce the value of mobile phones for securing the most perishable commodity of all after a disaster: human lives.

[Adapted from an article by Charles Arthur in the *Guardian Weekly*]

(15) What does (15)"leapfrog" mean? The answer is: (15) .

1. to surpass
2. to exclude
3. to prevent
4. to compensate

(16) What does (16)"a boon" mean? The answer is: (16) .

1. an inflation
2. an obstacle
3. a benefit
4. a challenge

(17) What does Robert Jensen mean by the (17)"digital provide" ?

1. Digital technology brings advantages even to the poor
2. Digital technology helps enforce provisions of the law
3. Digital technology is provided at the expense of the poor
4. Digital technology widens the gap between the rich and the poor

- (18) According to the passage, many people in developed countries dislike mobile banking because they think it is (18) .
1. inefficient
 2. unsafe
 3. unfashionable
 4. illegal
- (19) Which of the following best describes the current ticket purchasing system of the Indian railways? The answer is: (19) .
1. unfair
 2. unstable
 3. impartial
 4. inconsistent
- (20) Which of the following is NOT one of the main points of the passage? The answer is: (20) .
1. Mobile phones are being used to deliver services to remote areas and ensure contact with the government
 2. Online banking and virtual transactions are becoming increasingly popular in the developing world
 3. Mobile technologies help bring essential aid to regions seriously affected by natural disasters
 4. The advancement of digital technology has slowed the development of traditional infrastructure
- (21) The main idea of the passage is that (21) .
1. developing countries lack infrastructure and lag behind industrialized countries in use of new mobile phone technologies
 2. mobile networks are harder to maintain than fixed-line communications, particularly during a natural disaster
 3. new technologies ensure that fishermen and farmers no longer have to transport products to local markets
 4. communication technologies have streamlined services and improved economic efficiency in the developing world

ハイレベル読解問題演習 75

(東京大 2004)

次の英文中で論じられている事例から一般的にどのようなことが言えるか。60～70字の日本語で記せ。句読点も字数に含める。

Chess masters can exhibit remarkable memory for the location of chess pieces on a board. After just a single five-second exposure to a board from an actual game, international masters in one study remembered the locations of nearly all twenty-five pieces, whereas beginners could remember the locations of only about four pieces. Moreover, it did not matter whether the masters knew that their memory for the board would be tested later; they performed just as well when they glanced at a board with no intention to remember it. But when the masters were shown a board consisting of randomly arranged pieces that did not represent a meaningful game situation, they could remember no more than the beginners.

Experienced actors, too, have extraordinary memory within their field of specialized knowledge; they can remember lengthy scripts with relative ease, and the explanation for this is much the same as in the case of the chess masters. Recent studies have shown that rather than attempting word-by-word memorization, actors analyze scripts for clues to the motivations and goals of their characters, unconsciously relating the words in them to the whole of their knowledge, built up over many years of experience; memorization is a natural by-product of this process of searching for meaning. As one actor put it, "I don't really memorize. There's no effort involved ... it just happens. One day early on, I know the lines." An actor's attempt to make sense of a script often involves extended technical analyses of the exact words used by a character, which in turn encourages precise recall of what was said, not just the general sense of it.

(草稿用)

									60
									70

(解答用)

									60
									70

ハイレベル読解問題演習 76

(東京大 2004)

次の英文の下線部(1), (2), (3)を和訳せよ。

Why is the *Mona Lisa* the best-known painting in the entire world? (1)A simple glimpse at even some of her features — her silhouette, her eyes, perhaps just her hands — brings instant recognition even to those who have no taste or passion for painting. Its commercial use in advertising far exceeds that of any other work of art.

There are works of art that appear to be universal, in the sense that they are still loved and enjoyed centuries after their production. They awake instant recognition in millions throughout the world. They speak not only to their own time the relatively small audience for whom they were originally produced — but to worlds beyond, to future generations, to (2)a mass society connected by international communications that their creators could not suspect would ever come into being.

It is precisely because such universal appeal cannot be separated from the system which makes them famous that one should question the idea that the success of artistic works lies within the works themselves. The Western origin of so many masterpieces suggests that they need, for their global development, appropriate political, ideological and technological support.

Mozart was, we know, greatly appreciated in his lifetime, but only in Europe. (3)He would not be as widely known as he is today throughout the world without the invention of recording equipment, film music, and plays and films about his life. Mozart would not be 'Mozart', the great universal artist, without adequate technical and marketing support.

ハイレベル読解問題演習 77

(一橋大 2020)

次の英文を読み、下の問いに答えよ。

A ban on advertisements featuring "harmful gender stereotypes" or those which are likely to cause "serious or widespread offense" has come into force. The ban covers scenarios such as a man with his feet up while a woman cleans, or a woman failing to park a car. The UK's advertising watchdog introduced the ban because it found some portrayals could play a part in "(1)limiting people's potential." It said it was pleased with how advertisers had responded.

The new rule follows a review of gender stereotyping in advertisements by the Advertising Standards Authority (ASA) — the organization that administers the UK Advertising Codes, which cover both broadcast and non-broadcast advertisements, including online and social media. The ASA said the review had found evidence suggesting that harmful stereotypes could "restrict the choices, aspirations and opportunities of children, young people and adults and these stereotypes can be reinforced by some advertising, which plays a part in unequal gender outcomes." ASA chief executive Guy Parker said, "Our evidence shows how harmful gender stereotypes in ads can contribute to inequality in society, with costs for all of us. (A) simply, we found that some portrayals in ads can, over time, play a part in limiting people's potential."

Blogger and father of two Jim Coulson thinks the ban is a good idea. He dislikes advertisements that perpetuate stereotypes about dads being "useless." "(2)Each stereotype is small, but small things build up, and those small things are what inform the subconscious," he told the BBC. "That's the problem... that advertisements rely on stereotypes. We know why they do it, because it's easy."

But columnist Angela Epstein disagrees, and thinks that society has become "oversensitive." "There's a lot of big things we need to fight over — equality over pay, bullying in the workplace, domestic violence, sexual harassment — these are really big issues that we need to fight over equally," she told the BBC. "But when you add in the fact that women are doing the dishes in advertisements, (3)it's not in the same

category. When we mix them all together and become less sensitive, we (B) those important arguments we need to have."

As part of its review, the ASA brought together members of the public and showed them various advertisements to assess how they felt about how men and women were depicted. One of them was a 2017 television advertisement for Aptamil baby milk formula*, which showed a baby girl growing up to be a ballerina and baby boys engineers and mountain climbers. The ASA found some parents "felt strongly about the gender-based aspirations shown in this advertisement, specifically noting the stereotypical future professions of the boys and girls shown. These parents questioned why these stereotypes were needed, feeling that they lacked (C) of gender roles and did not represent real life." At the time it was released, the campaign prompted complaints but the ASA did not find grounds for a formal investigation as it did not break the rules.

However, Fernando Desouches, managing director of marketing agency New Macho, which specializes in targeting men, said this was an example of a past advertisement that would not pass the new ASA legislation. (4)He said it showed how easy it can be for "deeply held views on gender to come through in an ad that claims to be caring and nurturing of future generations." He was "unsurprised it generated a backlash."

Other situations unlikely to satisfy the new rule include:

- ✓ Advertisements which show a man or a woman failing at a task because of their gender, like a man failing to change a nappy* or a woman failing to park a car
- ✓ Advertisements aimed at new mothers which suggest that looking good or keeping a home tidy is more important than emotional wellbeing
- ✓ Advertisements which ridicule a man for carrying out stereotypically female roles

However, the new rules do not (D) the use of all gender stereotypes. The ASA said the aim was to identify "specific harms" that should be prevented. So, for example, advertisements would still be able to show women doing the shopping or men doing DIY*, or use gender stereotypes as a way of challenging their negative effects.

The ASA outlined the new rules at the end of last year, giving advertisers six months to prepare for their introduction. Mr. Parker said the watchdog was pleased with how the industry had already responded. The ASA said it would deal with any complaints on a case-by-case basis and would assess each advertisement by looking at the "content and context" to determine if the new rule had been broken.

注 Aptamil baby milk formula アプタミルというブランドの粉ミルク
 nappy おむつ
 DIY 日曜大工、自分で作ること

1. 下線部(1)が表す内容を具体的に 50 字以内の日本語(句読点を含む)で述べなさい。

									50

2. 下線部(2)を和訳しなさい。

3. 下線部(3)が指す内容を具体的に 60 字以内の日本語(句読点を含む)で述べなさい。

									60

4. 下線部(4)を和訳しなさい。

5. 空欄(A)～(D)に入れる語として最も適切なものを、以下の選択肢イ～ニの中から1つ選びなさい。

- | | | | | |
|---|--------------|--------------|---------------|--------------|
| A | イ Cut | ロ Let | ハ Put | ニ Set |
| B | イ undergo | ロ underline | ハ understand | ニ undervalue |
| C | イ capability | ロ diversity | ハ familiarity | ニ regularity |
| D | イ admit | ロ disappoint | ハ encourage | ニ prohibit |

ハイレベル読解問題演習 78

(一橋大 2020)

次の英文を読み、下の問いに答えよ。

According to The People's Dispensary for Sick Animals (PDSA)*, half of British people own a pet. Many of these owners view the 11.1 million cats, 8.9 million dogs, and 1 million rabbits sharing their homes as family members. But although we love them, care for them, celebrate their birthdays, and mourn them when they die, is it ethical to keep pets in the first place? Some animal rights activists and ethicists, myself included, would argue that it is not.

The practice of pet-keeping is fundamentally unjust as it involves the manipulation of animals' bodies, behaviors and emotional lives. For centuries, companion animals' bodies (particularly dogs, horses, and rabbits) have been shaped to suit human fashions and fancies. And this often causes these animals considerable physical harm.

Particular breeds, for instance, are often at risk of painful and frequently fatal genetic defects. Highly-prized physical features — such as small and large statures or pushed-in noses — can cause (A) in breathing, giving birth, and other normal functions.

Even those animals who are not purpose-bred often face bodily manipulations which impede their comfort and safety. This can include uncomfortable clothing, painful leashes that pull at the throat, docked tails and ears*, and declawing*. Pets are also often restricted in their daily movements, sometimes caged, and regularly kept indoors — always at the mercy of their human owners.

Pets also symbolically reinforce the notion that vulnerable groups can be owned and fully controlled for the pleasure and convenience of more privileged and powerful groups. (1)And this has implications for vulnerable human groups. For instance, sexism is partially maintained by treating women as if they were pets — "kitten," "bunny" — and physically by confining them to the home to please and serve the male head of the family.

Social workers further recognize the powerful link between pet abuse and the abuse of children and women in domestic settings. (2)The idea that it is acceptable to manipulate the bodies and minds of a vulnerable

group to suit the interests of more privileged groups is consistent with the culture of oppression.

Through this forced dependency and domestication, the lives of companion animals are almost completely controlled by humans. They can be terminated at any time for (3)the most trivial of reasons — including behavioral "problems" or the owner's inability (or unwillingness) to pay for medical treatment.

In the mid-20th century, sociologist Erving Goffman introduced the concept of a "total institution." This sees the inhabitants cut off from the wider society under a single authority in an enclosed social space. Natural barriers between groups of people are artificially eliminated and an intense socialization process takes place to ensure that inmates conform.

Sociologists typically study prisons, asylums, and other physical spaces as examples. But I believe pet-keeping (B) a sort of "total institution." This is because nonhuman animals are unnaturally forced under human authority, restrained, and re-socialized. True (C) is not possible under such conditions. Animals are trained to participate and those who are unable to follow the rules of human social life are likely to be punished — sometimes fatally.

This is not in any way to suggest that dogs, cats, and other species cannot express love and happiness as "pets." But it is important to recognize that their complacency within the institution of pet-keeping is entirely manufactured (sometimes quite cruelly) by humans through behavior "corrections" and the manipulative process of domestication itself.

Ultimately, companion animals, by their very position in the social order, (D) equals. The institution of pet-keeping maintains a social hierarchy which privileges humans and positions all others as objects of lower importance — whose right to existence depends wholly on their potential to benefit humans. That said, the population of dogs, cats, rabbits, and other domesticated "pet" animals currently rivals that of humans such that they are likely to remain a consistent feature of human social life. And while it may not be ethical to pursue the future breeding of nonhuman animals for comfort, humans do have a duty to

serve, protect, and care for them. Recognizing the inherent inequality in human and nonhuman relations will be (E).

注 The People's Dispensary for Sick Animals (PDSA) 無料または廉価で動物の病気や怪我を治療するイギリス最大級の慈善団体
 docked tails and ears 尾や耳を短く切り詰めること
 declawing 手術で猫の爪を取り除くこと

1. 下線部(1)はどのようなことを述べているか、文脈に即して 60 字以内の日本語(句読点を含む)で述べなさい。

									60

2. 下線部(2)を和訳しなさい。

3. 下線部(3)が指し示すものを二つ、日本語で答えなさい。

4. 空欄(A)に入れる語句として最も適切なものを、以下の選択肢イ～二の中から一つ選びなさい。

- イ discomfort and difficulty ロ discomfort and diversion
ハ distraction and difficulty ニ distraction and diversion

5. 空欄(B)と(C)に入れる語の組み合わせとして最も適切なものを、以下の選択肢イ～二の中から一つ選びなさい。

(B) — (C)

- イ constitutes — consent ロ deserves — desire
ハ excludes — expansion ニ predicts — predetermination

6. 空欄(D)に入れる語句として最も適切なものを、以下の選択肢イ～二の中から一つ選びなさい。

- イ are but should not be ロ are not and cannot be
ハ are not and must not be ニ are not but will be

7. 空欄(E)に入れる語句として、以下の語を最も適切な順に並べ替えたとき、三番目に来る語と七番目に来る語を書きなさい。

an	best	imperfect	in
making	of	situation	the
vital			

ハイレベル読解問題演習 79

(オリジナル読解問題)

Read the passage below and answer the questions that follow it.

The Coca-Cola Company's initial fortunes were less impressive. In 1919 a consortium of businessmen, headed (A) Woodruff's father and including Woodruff's friend W. C. Bradley, purchased Coca-Cola (B) \$25 million. Soon thereafter, the company's stock value and sales of syrup plunged, in part due to market fluctuations in sugar's price after World War I (1917-18). A "frail bark struggling upon a tempestuous sea" was how the company's attorney described the business. Vigorous leadership was urgently needed, and (C) the evidence of Woodruff's meteoric rise before the board, chairman Bradley offered him the job of president in 1923. Woodruff accepted it, though his starting salary of \$36,000 represented a \$50,000 pay cut. He was thirty-three years old.

It was a superb match, for Woodruff brought to the company what it needed: an intuitive feel for how to attain success, the instincts of a born salesman, a sharp eye to customer wants, and a principles-centered approach to business as well as to his personal life. (1)As was perhaps most evident to those who knew him, Woodruff disliked losing: the success of the company he led became his passion. These qualities would transform the Coca-Cola Company (D) one of the world's best-known and most-recognized brand names.

The soda fountain* business prior (E) 1920 was the main source of company sales, but the rapid expansion of bottling interests fueled Coca-Cola syrup sales through the 1920s and 1930s. Under Woodruff's directive to establish an international market, bottling plants, (F) which the company sold concentrate, were operating in forty-four countries by the late 1930s. A deft Coca-Cola Company marketing strategy created a wholesome and satisfying image that made the product a household name, while the distinctive "hobbleskirt" bottle and Coca-Cola script set the company apart from its many imitators.

The well-known existence of a "secret formula" combined with "the real thing" appeal added a unique luster to the soft drink. The company's marketing savvy* was revealed again in the 1930s (G) the

introduction of the innovative red-and-white "six-bottle carton," which appealed (H) shoppers in new grocery stores. Despite the downturn in the economy of the Great Depression, the meager five-cent charge for a bottle of Coke kept profits growing and stock value rising.

The onset of World War II (1941-45) led (I) the rationing* of sugar, a major ingredient in Coca-Cola syrup. Woodruff hit upon (2) a brilliant alternative, one that served the country while expanding the Coca-Cola Company's international reach. He guaranteed the price of a Coke at five cents per drink for all American service personnel, wherever they were located. It was a promise he could deliver on, since war-related production exempted the company from the sugar ration. With the Defense Department's approval and the endorsement of General Dwight Eisenhower, the supreme allied commander, dozens of new "war" plants were set up abroad to provide a steady supply of bottled Cokes (J) soldiers in China, Europe, North Africa, and the Pacific. Overnight Coca-Cola became a symbol of home-front support for American troops.

In the postwar years the company built upon its international plants to expand its operations. By 1968, 50 percent of Coke's net profits came from foreign operations. (3) Woodruff's vision that Coke be within "arm's reach of desire" indeed made a spectacular global leap.

(Adapted from *New Georgia Encyclopedia*, March 24, 2006)

[NOTES]

rationing	when the amount of food that people are allowed to have is limited by the government
savvy	practical knowledge and ability
soda fountain	a place in a shop at which drinks were served in the past

Questions

1. On the answer sheet, provide a suitable preposition to fill each of the blank spaces marked (A) to (J) .

2. Translate the underlined sentence marked (1) into Japanese.

3. Regarding the underlined part marked (2), in what way was the alternative “brilliant” ? Explain briefly in Japanese in about 40 letters.

									40

4. Translate the underlined sentence marked (3) into Japanese.

5. According to the passage, are the following statements true or false? On the answer sheet, indicate those you consider to be true with an A, and those you think are false with a B. If you think it is impossible to tell from the passage whether a particular statement is true or false, indicate this with a C.

- ① Without the First World War, Woodruff would never have become the president of the Coca-Cola Company.
- ② Thanks to Woodruff’s enormous talent, Coca-Cola became world famous.
- ③ The economic slump in the 1930s hindered Woodruff’s company from growing.
- ④ Despite the rationing of sugar during the Second World War, Coca-Cola was readily available to American soldiers overseas.

ハイレベル読解問題演習 80

(オリジナル読解問題)

Read the passage below and answer the questions that follow it.

The domestic coffee market is growing steadily and does not look like it will be grinding to a halt anytime soon. Despite Japan's shrinking population, the volume of coffee consumed at homes and major chain stores (A) reached a new high for the third straight year through 2015, and imports of green coffee beans have also been growing (B). The market was energized by the (C) of players from other industries, such as convenience stores that installed coffee machines on their counters. (1)Established coffee makers, not wanting to be left behind, have also rolled out new products.

According to the All Japan Coffee Association, domestic coffee consumption reached about 462,000 tons in 2015, a record high and the fourth consecutive annual increase. The nation's supply of coffee — a combination of imported green coffee beans and coffee powder, and domestic stocks — (D) a record high of 660,000 tons in 2015. Between January and June this year, the volume of imported green beans was up (E) 9 percent from a year earlier.

(2)新興国の成長に伴い、世界中でコーヒー需要が高まっている, and the international market for green beans is also trending upward. Supply in Japan greatly outstrips consumption because trading houses and others that import these goods are building up their stocks in (F) of higher prices in the future.

Recent growth in the domestic coffee market was (G) by Seven-Eleven Japan Co.'s introduction of coffee machines near cash registers on store counters in 2013. The coffee was a hit and prompted other convenience store chains to (H).

In recent years, there has been an increase in so-called third-wave coffee specialty stores that are very particular about where their beans are grown and serve hand-drip coffee, a process that involves painstakingly making each cup of coffee individually. The circle of coffee fans is growing.

Key Coffee Inc., an established major player in Japan's coffee industry, aims to (I) demand among generations that fondly called coffee

shops “*saten*” (an abbreviation of “*kissaten*,” the Japanese word for coffee shop). On Sept. 1, Key Coffee will start selling ground coffee made from 100 percent Arabica beans, including high-quality Toarco Toraja beans handpicked on a plantation in Indonesia. It hopes this will become a major product in its lineup. “(3)我々が主に対象とするのは40代以上の顧客です , who are particular about the coffee they drink at home,” a Key Coffee official said.

The instant coffee that Ajinomoto General Foods, Inc. will put on the market on Aug. 25 comes in individually packaged powder sticks. According to the company, it has a deep flavor like coffee (J) in specialty stores.

(4)Japan’s annual consumption of coffee per capita is about 300 cups, which is the 14th-highest in the world. However, many observers believe the market will continue to grow. “There’s still room to expand,” an official at a major coffee company said.

(Adapted from *Japan Bullet*, August 12, 2016)

Questions

- Which of the following would fit most appropriately into the blank spaces marked (A) to (J) .

(A)	1 has	2 have	3 is	4 was
(B)	1 arbitrarily	2 continuously	3 bluntly	4 superfluously
(C)	1 instruction	2 intimacy	3 introduction	4 instrument
(D)	1 play	2 release	3 scratch	4 hit
(E)	1 to	2 by	3 for	4 between
(F)	1 opt	2 option	3 anticipation	4 antagonism
(G)	1 fired	2 twinkled	3 flashed	4 sparked
(H)	1 follow suit	2 follow through	3 chase away	4 chase up
(I)	1 boost of	2 boost	3 diminish of	4 diminish
(J)	1 serving	2 served	3 which serving	4 which served
- Translate the underlined sentence marked (1) into Japanese.
- Translate the underlined sentence marked (2) into English.
- Translate the underlined sentence marked (3) into English.
- Translate the underlined sentence marked (4) into Japanese.