

平成 23 年度

後 期 日 程 入 学 試 験 問 題

英 語

注意事項

- 1 試験開始の合図があるまで、この冊子を開かないこと。
- 2 問題冊子（10頁）には、解答用紙（2枚）がはさみ込んである。試験開始の合図があったら、直ちに中を確認、印刷や枚数の不備などがあった場合、監督者に申し出ること。
- 3 問題冊子の間にはさみ込んである解答用紙を取り出して、すべての解答用紙の所定欄に受験番号を記入すること。
- 4 解答は、すべて解答用紙の所定欄に記入すること。
- 5 試験室で配付された問題冊子は、退出時に持ち帰ること。

I 次の英文を読んで、後の問いに答えなさい。

For a long time, white eggs were popular among consumers*, who associated them with cleanliness, healthiness, and high standards. Then, gradually—no one knows why exactly—the public had ⁽¹⁾a change of heart. In time, white was out, brown was in. It seemed consumers thought of brown eggs as more organic, more natural. But that still left companies with the problem of what to do about the insides of eggs.

⁽²⁾A general rule of the egg industry is that the more yellow a yolk appears, the more it will appeal to consumers. It's a natural feeling—probably the result of people over many many years trying to avoid bad eggs. Anyway, when you add coloring to the chickens' food, color moves into the egg yolk, so egg farmers can ⁽³⁾improve the color of their egg yolks by adding coloring to the grain*. My job was to help this company create the perfect yellow. For ethical* reasons, I couldn't support the idea of adding artificial coloring to the grain, so instead, I found a vitamin mixture that could be added to the hens' feed that would produce yolks from light yellow to middling-yellow to the passionate yellow, plus all the variations in between.

So the next time you sit down for a breakfast in your local diner*, and the waiter sets two fried eggs with gorgeously yellow yolks in front of you, well, I did it.

My point is, colors can be very powerful in connecting us emotionally to a brand.

Color gets us excited about buying in other ways, too. When the Heinz company began selling its EZ Squirt Blastin' Green ketchup in 2001, customers bought more than 10 million bottles of the stuff in its first seven months on the market, ⁽⁴⁾the highest sales peak in the brand's history—all because of a simple color change.

In a study of advertising, researchers found that colored ads hold customers' attention for two seconds or more, whereas black-and-white images hold our interest for less than one second—⁽⁵⁾an important difference for companies selling products, when you consider the fact that on average, most products have only one-twentieth of a second to call our attention before we move on.

Even though sight is not as powerful in getting us to buy as we once believed, much of what we notice around us everyday is connected to our

eyesight. (6)Still, most of the time, we're barely aware of it. Consider a fascinating study by a major French food manufacturer testing two different new containers for a diet mayonnaise product aimed at female shoppers. Both containers held exactly the same mayo and bore exactly the same label. The only difference: the shapes of the bottles. The first was narrow around the middle, and thicker at the top and the bottom. The second had a slender neck that ran down into a large rounded bottom. When asked which product they preferred, (7)every single subject—all diet-conscious females—selected the first bottle without even having tasted the stuff. Why? The researchers concluded that the subjects were associating the shape of the bottle with an image of their own bodies. And what woman wants to look like an overweight Buddha, particularly after she's just spread diet mayonnaise on her turkey and green salad sandwich?

(Adapted from *buy·OLOGY* by Martin Lindstrom)

注 consumers: people who buy things

grain: seeds of crops such as corn, wheat, rice, etc. used for food

ethical: relating to the ideas about right and wrong

diner: small restaurant

問 1 (ア) 下線部 (1) はどのような変化のことを表しているか、具体的に日本語で説明しなさい。

(イ) 下線部 (1) の変化が生じた理由を筆者はどう考えているか、日本語で述べなさい。

問 2 下線部 (2) はどのようなことか、具体的に日本語で説明しなさい。

問 3 下線部 (3) を達成するため、筆者は具体的にどのようなことを行ったか、日本語で述べなさい。

問 4 下線部 (4) はどの程度のものだったか、数値を使って日本語で説明しなさい。

問 5 下線部 (5) はどのような違いか、数値を使って日本語で説明しなさい。

問 6 it が指し示すものを明らかにして、下線部 (6) を日本語にしなさい。

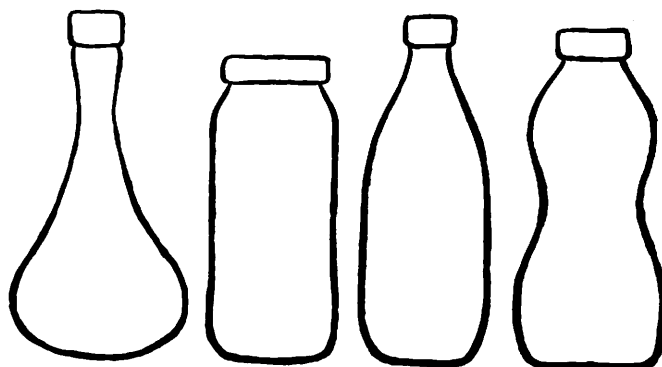
問 7 (ア) 下線部 (7) は次のどれを選んだか、記号で答えなさい。

A

B

C

D



(イ) 下線部 (7) はなぜそれを選んだのか、理由を日本語で書きなさい。

Ⅱ 次の英文を読んで、後の問いに答えなさい。

When I was an exchange student in Osaka many years ago, a few of us were taken on a trip to an international center, somewhere in the city. On arrival, the first thing one of us did was run to the library, head straight for the largest English-to-Japanese dictionary available, and look up swear words* and abusive phrases.

She came back very disappointed. “Look at this!” she exclaimed, while pointing at a photocopy of a dictionary entry. ⁽¹⁾“It’ll take me a week to say all that.” I looked at the translations for a certain choice phrase that would be useful, say, ⁽²⁾if you wanted to forcefully and rudely tell someone to go away. In English, this is a brief and powerful two-word phrase. In Japanese, the various translations of this phrase ran on for dozens of characters*. As students who thought it was cool to swear in another language, how, we wondered, were we going to abuse* each other in Japanese?

I delicately approached the subject of swearing with my first host family. I asked them what I should say, if I encountered any unwanted attention on a train. My eldest host sister proceeded to tell me what she once shouted at a man whose hand should not have been where it was. It was definitely not something I remember my textbooks teaching me. Nevertheless, ⁽³⁾I spent most of that evening practicing the phrase with her, much to our amusement, and my host dad’s embarrassment.

My host sister warned me it was a phrase I could only use for very specific situations. I had hoped for a more multi-purpose phrase, but then I realized that ⁽⁴⁾swearing, or “colorful language,” doesn’t quite work in the same way across languages.

I was 12, when an English friend first introduced me to the world of bad language. I picked up a lot of swear words from her, but could never quite bring myself to use them much. In Japan, through friendly arguments with friends and watching a strange Japanese TV program, I found that being rude to someone in Japan is not so much about what you say, but how you say it. In Japanese, it seems that ⁽⁵⁾a slight twist of a verb ending or inserting a rolling “r” sound, can make the difference between someone just leaving you alone, or running away fearing for their own personal safety!

Sometimes however, ⁽⁶⁾the most effective way to abuse someone, is to do it

in your own language. I discovered this the one time I found myself shouting at a suspicious man to “Back off!” although not exactly in those words. Even though he didn’t understand English, without the help of any textbooks, dictionaries or translations, I think the way I delivered my lines opened his eyes to a whole new spectrum of colors in the English language.

(Adapted from “Colorful language” by Samantha Loong, *Shukan ST*)

注 swear words: bad, rude and impolite words

characters: kanji and kana

abuse: to say bad things

問 1 下線部 (1) の理由を日本語で書きなさい。

問 2 下線部 (2) のような場合に用いられる具体的な英語を本文から抜き出さない。

問 3 下線部 (3) を日本語にしなさい。

問 4 下線部 (4) は言語間のどういう違いから生じるのか、2つの言語（英語と日本語）を対比させて、日本語で説明しなさい。

問 5 下線部 (5) がどういう違いを生むのか日本語で書きなさい。

問 6 筆者が下線部 (6) のような考えに至った経緯を日本語で述べなさい。

Ⅲ 次の下線部(a), (b)を平易な英語で書きなさい。

(a)あなたは天井や壁に人の顔が現れたことはありませんか？ それもまったく知らない人……。お～お、怖っ。

(b)人は3つの点が目に入ると、だいたいが人間の顔に見えてしまうのだそうです。 シミや汚れ2点でも、残り1点を想像力で補えば、見えちゃう。そのうち、プラネタリウムの無数の星たちが空想の線で星座を結ぶように、天井いっぱいにオバケや幽霊の顔が出現して、あ～、眠れない。

(水江 達「柱時計」より)

Ⅳ 次の文章を参考に、あなたにとっての「ハード・スタイル」と「ソフト・スタイル」の幸福はどのようなものか、英語で書きなさい。それぞれ50語程度で、具体例を挙げながら書くこと。

せつない、せつないです。真正面から〈幸福〉とは、なんて問われると身をよじるほどせつない。

なぜならつかめなかった色々な夢やあこがれが、しゃぼん玉のように頭と心の中にふわふわ舞い上がる、思い出される。その何ほどにも手が届かなくて、気がついたらトボンと五十路の坂にうつろに立っている自分の姿もしっかり見えてしまいました、この機会に。

けれどさすがの年の功で、薄々気づいてきたことはありまして。幸福にはハード・スタイルとソフト・スタイルがあって、やみくもに前者ばかり追い求めていると、幸せを実感できない損な体質になるかも、ということ。

ハード・スタイルとはいわば長持ちし、構造的に堅牢な幸福で。たとえば一流の企業人となって世界を股にかけ活躍し、かつ愛する人と円満な家庭を築いて子どもに囲まれ幸せに——みたいな。堂々たるすばらしいビジョンなれど、すべての条件をみたすのは難題。そして自分の力だけではどうにもならない事も多くて。つまり難易度が高いのです。

対してソフト・スタイルとはもっと軽佻浮薄、そして瞬間的な幸福。ほとんど意義なんてないかも。ゆえにハード・スタイルより深く、人間の原始的感覚に結びついている幸福ですね。ハード・スタイルが貯蓄型幸福とすれば、このソフト・スタイルは消費型。これが人生において案外重要であり、生きることをほんのり楽しく香しく彩ってくれる要素かもしれない。簡単に手に入る点でも、お得。

たとえば初夏、薔薇が咲いている。さっと通り過ぎないで、花に顔を近づけてみましょう。純白の花冠からはワインの香りが。あら、うす紅色からは紅茶の香りが。花の種類で香りが違うなんて、人生の大発見、興奮！

あるいは午後にゆっくり心をこめてお茶をいれ、友だちと少しおしゃべり——よかったね、今日逢えて。いい時間だったね、なんてうなずきあう。まさに小さな一期一会の想い。

(持田叙子「小さな幸福のきらめき」より)