

平成29年度入学試験問題

英 語

注 意

- 1 問題冊子は1冊（9ページ）、解答用紙は4枚です。
- 2 試験中に問題冊子の印刷不鮮明、ページの落丁・乱丁及び解答用紙の汚れ等により解答できない場合は、手を高く挙げて監督者に知らせなさい。
- 3 すべての解答用紙に、それぞれ2箇所受験番号を記入しなさい。
- 4 解答は、すべて解答用紙の指定されたところに書きなさい。
- 5 試験終了後、問題冊子は必ず持ち帰りなさい。

問 1 次の英文を読んで、下の設問に答えなさい。

Advertising seems to be everywhere: on TV, between songs on the radio, or in flashing banners at the top of popular websites. It also appears in ways we may not realize. Have you taken a good look at that plastic file folder you keep your schoolwork in? Chances are there is something being advertised on it: maybe a mobile phone company, a famous singer, a comic book character, or even the name and symbol for your school. Whatever image is there, it's probably a kind of advertising.

How long has advertising been around? You could say that from the first time someone wanted to send a message out to a lot of people—a message such as “High quality needles for sale” or “I’ve lost my cow; have you seen it?”—they might have used some form of advertising. Messages like these have been found in Chinese printed ads that are nearly 1,000 years old. Another form of ancient advertising was for shops to hang flags outside their door that would not only inform customers of who they are, but would try to *attract* them through interesting colors or images.

Advertising became far more common in the 19th century, when the progress of the Industrial Revolution and a vast increase in the number of people who could read made advertising an important part of daily life in Europe. Newspapers began to charge money for ads in their papers, so perhaps in order to reduce expensive newspaper space for the ads, commercial companies began to experiment with short catchphrases for their ads. One of the earliest English-language catchphrases used in advertising appeared in the mid-1800s. It was for a brand of soap: “Good morning. Have you used Pears’ Soap?” It was a simple catchphrase, but easy to remember, and very successful.

Why would such a simple question sell a lot of soap? It's difficult to say why some advertising campaigns are successful while others aren't. Most ad campaigns rely on some basic factors. One is that people need to know about the product. They

need to know what it is and what it does. Advertisers want people to see their product as often and in as many places as possible. Another factor is that people need to feel good about using the product. They have to think that they will be healthier, happier, better looking, or more popular as a result of buying and using it. A twist on this idea is that some ads will try to make people feel inferior for *not* using their product. It's for this reason that a simple question like "Have you used Pears' Soap?" might have a strong impact on people. If your answer to the question is "no" while other people are answering "yes," you might feel like you are missing out on something wonderful. You might feel like you want to try the soap.

Today we have accepted advertising as a normal part of our everyday lives. Almost all the things we buy at the store are packaged in bright colors, with big names and catchphrases printed on them. We are happy to have brand logos appearing on our cars and on our clothes. We allow big companies to buy our sports teams and put their names on the stadiums where they play. We don't seem to mind those flashing banners on our favorite websites.

However, advertising appears in other places we might not expect. Next time you go to the theater to watch a new movie, pay attention to products that appear in the film. What kind of car is the hero driving? What brand of computer does he use? When the hero goes to a fast-food restaurant, which one is it? If you can recognize brand names or logos for real, popular products in scenes during the movie, it's because those companies paid money to have their products put there. They think that you'll associate the product with your enjoyment of the film, and that you'll be more likely to buy their product as a result.

Advertising is meant to help consumers make informed decisions about how to spend their money. It is a very helpful service that can save us money and keep the economy running. Most advertising, however, is also trying to make us continue to buy things, things that maybe we didn't think we needed. If we are not careful in our relationship with advertising, we can be tricked into spending more money than we

have, and buying things that are not right for us. It's true that the government regulates advertising to some extent, so that ads can't tell us complete lies—an ad can't tell us, for example, that an item is only 500 yen when it is really 50,000 yen, or that a medicine will cure cancer when it doesn't. However, we are really on our own to decide how much we will let advertising affect us. We can learn about products through advertising, but then we should do some research on our own, by asking others, or by investigating on the Internet, to find out if the products are really as good as they seem, and if we really, really need them.

(注) banners バナー：広告などに利用する画像

catchphrases キャッチフレーズ：人の注意を引くように工夫された簡潔な  
宣伝文句

- (1) 19世紀に広告が以前より普及した理由を日本語で述べなさい。
- (2) 広告に必要な不可欠な基本的要素として述べられているものは何か、日本語で説明しなさい。
- (3) 会社はなぜ自社製品を映画に出そうとするのか、日本語で説明しなさい。
- (4) 筆者が広告について消費者に対して助言していることを、日本語で詳しく述べなさい。

問 2 次の英文を読んで、下の設問に答えなさい。

Horses sleep in their barns. Fish sleep floating in place. Dogs can sleep anywhere, anytime. Even worms nod off now and then. All animals, scientists agree, engage in some form of sleep. The stages of sleep that characterize humans, however, had until now been documented only in mammals and birds.

A team of researchers in Germany announced in a report published last month, however, that they had found evidence of similar sleep stages in a lizard: specifically the bearded dragon, a reptile native to Australia and popular with pet owners. Recordings from electrodes attached to the lizards' brains showed one pattern of electrical activity that resembled what is known as slow-wave sleep, and another pattern resembling REM (Rapid Eye Movement) sleep, a stage of deep sleep associated with brain activity similar to that of being awake.

Some researchers had argued that these stages were of relatively recent origin in evolutionary terms because they had not been found in more primitive animals like amphibians, fish, reptiles, and other creatures with backbones.

However, ① the new finding, said Gilles Laurent of the Max Planck Institute for Brain Research, who is the principal author of the study, "increases the probability that sleep evolved in all these animals from a common ancestor." He added that it also raised the possibility that staged sleep evolved even earlier and that some version of it might exist in animals like amphibians or fish. The report appeared in the journal *Science*.

Other researchers said the study could help scientists understand more about the purpose and process of sleep. However, the finding, they added, is bound to generate more controversy about whether the resting state of primitive animals is really the same as sleep, and whether the brain activity seen in lizards can be compared to that in mammals.

“Like any good science, it raises more questions than it answers,” said Matthew Wilson, a professor of neuroscience at Massachusetts Institute of Technology who has studied sleep and learning.

Daniel Margoliash, a professor of biology at the University of Chicago, said the study provided “extremely ② strong evidence that the patterns of sleep structure that we’ve seen in a broad range of species reflect something that evolved very early in evolution and is shared across many—perhaps all—vertebrates.” He added: “It forces us to think about the earliest evolution of these phenomena. When did these aspects of sleep start, and what were they for?”

Dr. Margoliash said he found especially interesting the idea that in the lizard, sleep might play a role in how learning and memory work together, as studies have suggested it does in mammals.

The German research team described the bearded dragon’s sleep patterns as a simpler version of mammals’ sleep. The entire sleep cycle was completed in about 80 seconds, and the proportion of REM stayed the same throughout. In contrast, human sleep cycles take an hour or more to complete, and the percentage of REM increases over the course of a night.

When asked if these sleep stages in lizards meant that reptiles dreamed, Dr. Laurent noted that dreaming was a subjective experience and that if consciousness were assumed to be required for it, the answer was probably no. If dreams, however, are defined as bits of unconscious reproduction in certain brain areas during sleep, he said, “I’ll bet that lizards dream.”

(注) lizard トカゲ      reptile <sup>は</sup>爬虫類の動物  
electrodes 電極      amphibians 両生類の動物  
backbones 背骨      neuroscience 神経科学      vertebrates <sup>せきつい</sup>脊椎動物

- (1) 下線部①の内容を，日本語で説明しなさい。
- (2) 下線部②の内容を，日本語で説明しなさい。
- (3) Dr. Margoliash が特に興味深いと思った考えは何か，日本語で説明しなさい。
- (4) トカゲが夢を見るかどうかについて科学者はどのように考えているか，日本語で説明しなさい。



問 3 次の文章を読んで、下線部 ①, ②, ③, ④を英語にしてください。

アフリカの「最後の秘境」と呼ばれる、エチオピア南部のオモ川流域。荒涼とした大地や荒々しい川で守られた地域では、多くの民族が伝統的な営みを続けてきた。

① そんな「秘境」にも今、観光や開発の波が押し寄せている。

オモ川流域の主要都市ジンカの観光担当者によると、1990年代にジンカを訪れた外国人観光客は年数千人だったが、2000年代に周辺の道路が整備されると激増。現在は年数十万人が、「秘境」の暮らしを見に訪れるという。

ムルシ民族の集落では、② 着飾った少女たちが外国人を囲み、写真を撮るよう促す。少女たちは写真1枚につき5エチオピアブル(約30円)を払うよう求めてくるようになった。

エチオピアの高度経済成長も、オモ川流域の暮らしの変化に拍車をかける。③ 鉱物資源の乏しい同国で、経済成長を引っ張っているのは農業だ。オモ川流域では政府主導でサトウキビの大型プランテーション計画が立ち上がり、周辺の道路が急速に整備され始めたことで、人や物がどんどん流れ込んでいる。

オモ川流域の研究を続ける西崎伸子・福島大准教授は「オモ川流域の観光地化はここ5、6年で急速に進んだ。プランテーション計画で土地を制限され、牧畜や農業などが従来のように行えなくなり、観光による現金収入に頼らざるを得なくなっている側面がある」と指摘。ただ、アフリカの観光業は政治状況に左右され、依存するのはリスクが高い。「④ 農牧業を維持していくことが、彼らの生活を守っていくことにつながる」と話している。

問 4 次の英文を読んで、指示に従って英語で答えなさい。

Imagine you can go back in time and visit yourself as a junior high school student. What advice would you give to your younger self? Explain what advice you would give and why you think it is important. Write your answer in about 10 lines.