

英 語

(問 題)

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2. 問題は2～11ページに記載されている。試験中に問題冊子の印刷不鮮明、ページの落丁・乱丁および解答用紙の汚れ等に気付いた場合は、手を挙げて監督員に知らせること。
3. 解答はすべて解答用紙の所定欄にHBの黒鉛筆またはHBのシャープペンシルで記入すること。
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5. マーク解答用紙のマーク欄には、はっきり記入すること。また、訂正する場合は、消しゴムででいねいに、消し残しがないようよく消すこと。

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6. いかなる場合でも、解答用紙は必ず提出すること。
7. 試験終了後、問題冊子は持ち帰ること。

I Read this article and answer the questions below.

Half the world's hungriest people are farmers struggling to feed their families or make a decent living because they are not paid fairly for growing or producing their goods. "Whatever our hardships at home, this is nothing compared to 2 billion people in developing countries who are still living on less than two dollars a day to support their families and communities—many of whom grow the tea, coffee, chocolate, bananas, and sugar on which we all depend," says Pascale Palmer, spokesperson for one of the founding members of the Fairtrade Foundation.

No wonder the concept of fair trade has won the hearts and minds of so many people around the world. Buying a product with the Fairtrade logo means that the farmers and workers who produced it in the developing world are being treated fairly. "Conventional trade traditionally discriminates against the poorest, weakest producers," explains Palmer. Fairtrade, on the other hand, brings better working conditions to poor producers, together with higher prices and better social infrastructure, so that producers and their communities are able to do many of the things we take for granted—sending their kids to school, accessing clean water and healthcare programs, and providing food and shelter for their family.

But while Fairtrade is a huge and still (A) around 1.5 million farmers to date, it is still challenged by myths, not least that it is too expensive. "The view in some quarters is that Fairtrade is for people with a high disposable income, and in these hard times it's not something most people can afford to buy into," says Brad Hill, Fairtrade development manager for The Co-operative. In many cases, people associate Fairtrade with charity, rather than trade, and particularly with crafted products. They think they are paying less for the products and more for the Fairtrade label. Charity begins at home, people often conclude, and decide to leave Fairtrade to those with fatter purses. Some Fairtrade products are more expensive, admits Bob Doherty, head of the business school at Liverpool Hope University. "In the 1990s, a number of Fairtrade brands came along not with a strong farmer message but with quality, which justified the price," he explains. "So whereas before, you often had to ignore the taste when you drank your Fairtrade drink, this marked the start of ethics being combined with top-notch, award-winning products—great chocolate, gourmet coffee, and so on."

It's also a fact that some products, particularly 100-percent Fairtrade products, do cost slightly more to enable the terms of trade to exist. But—and this is critical—it's also true that big companies, including Cadbury and Starbucks, now have Fairtrade accreditation. The bottom line is that there are plenty of Fairtrade products to fit every taste and budget, says Hill—and while the public has proved that it's willing to pay a bit extra for an ethical purchase, it's also the case that you often don't even have to. The Co-operative (B) perfectly, he says. "Our stores exist in leafy suburbs right through to the poorest areas of the country, yet the Fairtrade products we stock sell well right across the board. That's partly because customers everywhere do care and partly because the products offer genuine value."

Hill points to a second misconception about Fairtrade, that supporting it means turning our backs on British farmers. "So many people say to me that surely we should support U.K. farmers first and foremost. But most of the time, if not all the time, they are not growing the same products. So it's not a case of either/or. There's another common myth, too—that importing Fairtrade products is bad for the environment. But in fact, most Fairtrade products are shipped, not flown, and Fairtrade is doing a lot of work on environmental sustainability and helping producers deal with the impact of climate change, for example."

(C)

As for the claims that only a small percentage of the retail price finds its way back to producers, says Lamb: "That's absolute nonsense. We work with one fantastic group that sells almonds and apricots from the mountain regions of Pakistan. It involves incredibly complex trading and this group of small farmers have been helped to dry their fruit better, to save costs by doing business with different groups, and so much more—and this way of working is not untypical within Fairtrade."

Fairtrade isn't perfect, admits Lamb. "We've never claimed to be a magic solution that solves all trade problems in the developing world. What we do claim is to be a living alternative that shows things can be done differently and responsibly. We are learning all the time, and it is a step-by-step journey."

With more and more major companies signing up, it would be easy to think that the hard work around the fair-trade movement is done, but this is probably the biggest misconception of all, says Lamb. If anything, she says, (D). "We've come a long way since 1994, when the first Fairtrade-certified product hit the shops," she adds. And yes, it's fantastic that growing numbers of major companies are on board, because it's vital to the volumes they buy and transforms the possibilities for farmers. "But there are many more companies—big and small—to win over, and now is the time when we have the momentum behind us, when we can say, 'You can't tell us anymore that Fairtrade is small or unproven, or that the public isn't really interested.'"

There is more work to be done with the public, too. While the fair-trade market has grown enormously, on average we spend just one pound per household per week on Fairtrade products—that's less than one bunch of bananas or one cup of coffee, says Palmer. "What if we could make it two pounds? Just think about how many more of the world's poorest farmers will be able to earn a better deal for their crops, as well as an additional premium to help them develop their business."

*Source: Kate Hilpern, "It's Been a Fruitful Experience for Everyone Involved,"
The Independent (February 27, 2012)*

- 1 Choose the most suitable answer from those below to complete the following sentence.
Pascale Palmer suggests that
 - (a) buying Fairtrade products is better than just giving money to charities.
 - (b) current trading patterns do not disadvantage the poor.
 - (c) Fairtrade can help improve life for those struggling to make a decent living.
 - (d) many people cannot afford to buy Fairtrade products.
 - (e) more managers are needed to help run Fairtrade.

- 2 Use six of the seven words below to fill in blank space (A) in the best way. Indicate your choices for the second, fourth, and sixth positions.
 - (a) benefited (b) done (c) growing (d) has
 - (e) story (f) success (g) that

- 3 Choose the most suitable answer from those below to complete the following sentence.
In the early days of Fairtrade,
 - (a) chocolate and coffee were the only items available.
 - (b) most of its goods were sold to charities.
 - (c) some of the products had an unpleasant flavor.
 - (d) the farmers were physically stronger than they are today.
 - (e) the matter of ethics was not considered important.

- 4 Choose the most suitable answer from those below to fill in blank space (B).
 - (a) changes the pace
 - (b) proves the point
 - (c) reaches the peak
 - (d) saves the plan
 - (e) takes the prize

- 5 Choose the most suitable order of sentences from those below to fill in blank space (C).
- (a) Among the biggest criticisms of Fairtrade are considerable costs for producers to join up, putting the very poorest of farmers at a disadvantage.
 - (b) Some supermarkets also have their own development funds to support growers.
 - (c) The foundation insists this is also untrue.
 - (d) "We have a special producer support fund so farmers that want to join can apply for that fund and have the costs paid for them—no smallholder group should ever miss out on coming into Fairtrade," says Harriet Lamb, executive director of the foundation.
- 6 Choose the most suitable answer from those below to complete the following sentence.
Lamb argues that
- (a) becoming a better organization is a gradual process.
 - (b) educating poor farmers is a minor concern for Fairtrade.
 - (c) Fairtrade started with a clear model it could rely on.
 - (d) it is too late for Fairtrade to become an "alternative."
 - (e) the public is still not really interested.
- 7 Choose the most suitable answer from those below to fill in blank space (D).
- (a) the currency is weaker than ever
 - (b) the delivery is slower than ever
 - (c) the pressure is greater than ever
 - (d) the profit is lower than ever
 - (e) the work is easier than ever
- 8 Choose the most suitable answer from those below to complete the following sentence.
One of the tasks still facing Fairtrade is
- (a) doubling what the average consumer spends on Fairtrade products.
 - (b) flying more of their products rather than shipping them.
 - (c) proving that they can succeed in their business.
 - (d) to ensure that conventional trade continues to be successful.
 - (e) to make their business environmentally friendly.

II Read this article and answer the questions below.

"You have opened a new chapter in the relations of the American and Chinese people. I am confident that this beginning again of our friendship will certainly meet with majority support of our two peoples."

Zhou En-lai, April 14, 1971

With these historic words to a visiting delegation of American Ping-Pong players by the Chinese premier, a new era opened in Sino-American relations. Sport is more than sport. It is a tool of diplomacy. Sport offers a symbolic, high-profile, and yet useful tool for diplomacy that can accomplish what a standard embassy project could not dream of accomplishing. In Asia, where symbolism and subtlety are highly valued, sport has been unusually central to policy, arguably more so than elsewhere in the world.

Sport matters for diplomacy in two basic ways. First, sport can facilitate diplomatic breakthroughs in ways that ordinary foreign ministry negotiations cannot. Sport offers a ready-made tool for creating openings and improving relations between countries whose relationship has broken down. Sport can create public goodwill, or provide the opportunities for high-level contacts that might help to encourage diplomatic progress. Second, sport has been used as a tool of coercive diplomacy. Angry governments have boycotted sporting events and have used sport (A) offending countries from participation in events. In this sense, sport has been used to send high-profile and symbolic political messages of disapproval.

Sport can create goodwill, which might be needed to enhance the negotiation process. Or it might be the ice-breaker—the event that gets a process rolling by creating some unexpected diplomatic success. We need to be clear about the limitations of this argument, however. Sport is rarely itself the sufficient condition for diplomacy. If it were, we might be able to solve many problems with Iran, North Korea, or Burma merely by organizing a sporting event! Sport is most effective as a facilitating condition, rather than as a specific cause of diplomatic breakthroughs (or breakdowns). Sport can be the symbolic step that comes at a moment when diplomatic currents are ready to (B). It can create momentum or accelerate a process once the underlying conditions are right. In this regard, timing is everything. Should the sport event come before any groundwork has been laid, then it won't be nearly as effective.

On the other hand, if the diplomatic grounding is fertile enough, then sport can be tremendously helpful. (C)

In the late 1990s, for example, an opportunity emerged to use sport to thaw relations between the United States and Iran. The onset of the Khatami regime offered a possible opportunity for improving relations, and in 1998 a small delegation of American wrestlers went to Iran to compete in the Takhti Cup. The five wrestlers and five officials, comprising the first U.S. sport delegation to go to Iran since the revolution, met with a warm reception and standing ovations when they entered the arena. But this moment of goodwill did not lead to a broader improvement of relations. In 1999 the Baltimore Orioles and the Cuban national baseball team played exhibition games in the United States and in Havana. The Orioles won in Cuba, and the Cuban team won in the U.S. These exhibition games undeniably created goodwill on both sides. Baseball was the national pastime in both countries. Just as baseball was linked to American identity, the game was linked to Cuban national identity, as it was played as a sign of resistance against colonial Spain's law banning the game in 1868. The games added a new perspective to U.S.-Cuban relations besides the Bay of Pigs invasion and the October missile crisis. Yet, the timing of these baseball games (D) the state of diplomacy between the two nations; hence, the games were fun, but led to nothing concrete in terms of improved relations.

The most famous case, however—that of Ping-Pong diplomacy—led to dramatic improvements in Sino-American relations. The Ping-Pong team's visit in April 1971 facilitated diplomacy through its impact on public opinion. China was a closed book, particularly after the Cultural Revolution. Up until 1971, there was very little news in the public domain with regard to emerging Sino-American relations. At the same time, the established bureaucratic interests of the "Taiwan lobby" kept close watch to prevent any changes in U.S. policy. The public's fascination with a potential new chapter in Sino-American relations could not have been more enthusiastic. It acted as a balance against established interests in the relationship with Taiwan. Ping-Pong therefore provided a clear indication of popular support, which made it easier for the United States and China to press forward with warmer relations in ways that might not otherwise have been possible.

Source: Victor D. Cha, "A Theory of Sport and Politics," The International Journal of the History of Sport, 2009

- 1 Choose the most suitable answer from those below to complete the following sentence.
The writer suggests that sport is important for diplomacy because
 - (a) it can help embassies decide which diplomatic project to adopt.
 - (b) it involves the aggressive nature of serious political debate.
 - (c) it may play an effective role in easing international tensions.
 - (d) many politicians enjoy watching sporting events.
 - (e) most governments believe that it is helpful in fulfilling people's dreams.

- 2 Use the six words below to fill in blank space (A) in the best way. Indicate your choices for the second, fourth, and sixth positions.

(a) against	(b) bans	(c) form	(d) in
(e) of	(f) the		

- 3 Choose the most suitable answer from those below to fill in blank space (B).
 - (a) find their own good way
 - (b) flow in separate channels
 - (c) move in a positive direction
 - (d) rise to the top
 - (e) run out of steam

- 4 Choose the most suitable order of sentences from those below to fill in blank space (C).
 - (a) For secretaries of state and foreign ministers, it is easier to launch a new initiative when they know their policy is supported by the public.
 - (b) In sum, sport gives these foreign-policy makers the opportunity to take advantage of grassroots support and build momentum for change over reluctant bureaucracies or political opposition parties.
 - (c) It provides a good measure of public opinion for leaders, and can generate grassroots support against such interests.
 - (d) This is so because it not only creates political goodwill but also appeals directly to the general public in ways that can help political leaders press forward over the objections of established interests.

- 5 Choose the most suitable answer from those below to complete the following sentence.
The visit by American wrestlers to Iran
 - (a) aroused greater interest in wrestling in both countries.
 - (b) failed to result in the hoped-for improvement in relations.
 - (c) led to a political crisis that nearly involved the use of missiles.
 - (d) proved more diplomatically successful than the U.S.-Cuba baseball games.
 - (e) received a cooler welcome than had been expected.

- 6 Choose the most suitable answer from those below to fill in blank space (D).
 - (a) did not fit in with
 - (b) hardly escaped from
 - (c) scarcely caused damage to
 - (d) should have made up for
 - (e) would never run counter to

- 7 Choose the most suitable answer from those below to complete the following sentence.
The writer concludes that Ping-Pong diplomacy succeeded because
 - (a) Americans in general became interested in and seemed willing to support the diplomatic process.
 - (b) public opinion was clearly in favor of improved relations even before the diplomatic efforts of the two governments began.
 - (c) the Cultural Revolution put an end to the tensions that had long existed between the U.S. and China.
 - (d) there was significant enthusiasm among members of the Taiwan lobby to pursue warmer relations.
 - (e) there were many cultural exchanges leading to the actual visit by the Ping-Pong players.

III Read this article and answer the questions below.

In 1932, a group of American fashion manufacturers found themselves faced with a flood of knockoffs—cheap copies of original designs. Fashion manufacturers, then as now, were not protected by patents or copyrights. So they decided to take direct action to stop the copying. They set up the Fashion Originators Guild of America to monitor retailers and keep track of original designs; if you look at vintage dresses from the thirties, you can find labels reading “A registered original design with Fashion Originators Guild.” Retailers selling knockoffs were “red-carded,” and guild members wouldn’t sell their merchandise to red-carded stores. This was unpopular with the retailers, but it seems to have reduced the copying. The only problem with the plan was that it was illegal: in 1941, the Supreme Court ruled that the manufacturers’ arrangement violated antitrust law, and the knockoff artists stayed in business.

In the decades since, copying has remained common in the fashion industry. Fashion-conscious but low-priced retailers like H&M and Zara have flourished, thanks to their ability to take designs from Milan to the mass market. Private-label designers for major department stores boast of the high quality of their imitations. And almost as soon as hot new designs appear on the fashion-show runway, photographs and drawings of them are on their way to Chinese factories that can produce reasonable facsimiles at a fraction of the cost. Designers today are as annoyed by this as their prewar counterparts were.

Designers’ frustration at seeing their ideas mimicked is understandable. But this is a classic case where the cure may be worse than the disease. There’s little evidence that knockoffs are damaging the business. Fashion sales have remained more than healthy—estimates value the global luxury-fashion sector at 130 billion dollars—and the high-end firms that so often see their designs copied have become stronger. More striking, a recent paper by law professors Kal Raustiala and Christopher Sprigman suggests that weak intellectual-property rules, (A) the fashion industry, have instead been essential to its success. The professors call this effect “the piracy paradox.”

The paradox stems from the basic dilemma that underlies the economics of fashion: for the industry to keep growing, customers must like this year’s designs, but they must also become dissatisfied with them so that they’ll buy next year’s. Many other consumer businesses face a similar problem, but fashion—unlike, say, the technology industry—can’t rely on improvements in power and performance to make old products outdated. Raustiala and Sprigman argue persuasively that, in fashion, (B) function. Copying enables designs and styles to move quickly from early adopters to the masses. And since no one cool wants to keep wearing something after everybody else is wearing it, the copying of designs helps fuel the endless demand for something new.

(C)

If copying were seriously affecting designers’ profits, it might slow the pace of innovation, since designers would have less incentive to produce good work. But while knockoffs undoubtedly do steal some sales from originals, they are, for the most part, targeted at an entirely different market segment—people who (D) high style but can’t (E) high prices. That limits the damage knockoffs do, as does the fact that fashion is one of the few industries in the world where people are still willing to pay a considerable premium to own original brands instead of counterfeits, which are illegal. The best evidence of this is the fact that luxury-goods makers have not had to cut their prices in response to the knockoff boom—indeed, they’ve been able to raise them consistently. In fact, given the importance to fashion of what law professor Jonathan Barnett calls “aspirational utility”—the enjoyment people get from imitating the lifestyle of the rich and famous—one might think of knockoffs as being like gateway drugs: access to the lower-quality version makes buyers all the more interested in eventually getting the real stuff.

The fashion industry is not alone in its surprising mixture of weak intellectual-property laws and strong innovation: haute cuisine, furniture design, and magic tricks are all fields where innovators produce new work without being able to copyright it. This doesn’t mean that we can always do without

copyrights and patents. But we should be skeptical of claims that tougher laws are necessarily better laws. Sometimes imitation isn't just the sincerest form of flattery. It's also the most productive.

Source: James Surowiecki, "The Piracy Paradox," The New Yorker (September 24, 2007)

- 1 Choose the most suitable answer from those below to complete the following sentence.
Cheaper fashion retailers have been successful because
 - (a) the Fashion Originators Guild appealed successfully to the Supreme Court.
 - (b) there have been considerable improvements in the technology to produce photographs and drawings.
 - (c) they are able to introduce new designs from fashion centers to a much wider public.
 - (d) they have been able to come up with new designs that later proved very popular.
 - (e) those like H&M and Zara have established their own fashion-show runways.
- 2 Choose the most suitable answer from those below to complete the following sentence.
The underlined expression "the cure may be worse than the disease" suggests that
 - (a) firms at the high end of the market have become stronger than before.
 - (b) having stricter laws to prevent imitations would probably be a bad idea.
 - (c) it is easy to see why fashion producers are dissatisfied with the current situation.
 - (d) the evidence shows that the fashion industry is in an unhealthy state.
 - (e) we should encourage designers to demand tougher legal restrictions.
- 3 Choose the most suitable phrase from those below to fill in blank space (A).
 - (a) alone in supporting
 - (b) apart from helping
 - (c) close to damaging
 - (d) far from hurting
 - (e) next to copying
- 4 Use the six words below to fill in blank space (B) in the best way. Indicate your choices for the second, fourth, and sixth positions.

(a) copying	(b) is	(c) it	(d) serves
(e) that	(f) this		
- 5 Choose the most suitable order of sentences from those below to fill in blank space (C).
 - (a) But it means that in the industry as a whole there is more innovation, more competition, and probably more sales than there otherwise would be.
 - (b) Had the designers who came up with the pinstripe or the stiletto heel been able to prevent others from using their creations, there would have been less inventiveness in fashion, not more.
 - (c) The situation is not necessarily easy on designers, who have to keep coming up with new ideas rather than being able to continue with the same trend for years.
 - (d) These characteristics of the fashion industry are all promoted by the absence of copyrights and patents.

6 Choose the most suitable pair of words from those below to fill in blank spaces (D) and (E).

- (a) admire—resist
- (b) appreciate—afford
- (c) imitate—reject
- (d) prefer—set
- (e) produce—demand

7 Choose the most suitable answer from those below to complete the following sentence.

The writer believes that

- (a) compared with the prewar period, fashion designers today face much stronger challenges from copying.
- (b) fashion manufacturing may benefit from an environment in which imitation products can be sold.
- (c) the designing of knockoff products should be rewarded with higher profits.
- (d) the designs from Milan are the most suitable for the mass market.
- (e) the fashion and technology industries are similar in that they both require strict copyright protection for innovation.

IV Read this dialogue and answer the questions below.

Ally: Linda, did you hear me? I asked you where you think we should have lunch.

Linda: Of course I heard you. Just a second (A).

Ally: I wish you wouldn't spend so much time on your smartphone when we're talking.

Linda: You've got to (B) with the times, Ally. It's called multitasking, and everyone's doing it. It's the only way you can survive in today's busy world. Okay—almost done now.

Ally: Not me. I have enough trouble concentrating on just one thing. How can you possibly do two things equally well at the same time?

Linda: (C) Hold on, hold on. Okay—sent. See, I've gotten to be pretty good at it. When I'm at home, I can water the plants, watch over the kids, and sound out a possible client all at once.

Ally: I don't know. It seems to me that you end up missing out on something essential.

Linda: (D), but I don't think it applies in my case. Anyway, what were you saying?

- 1 Use six of the seven words below to fill in blank space (A) in the best way. Indicate your choices for the second, fourth, and sixth positions.

(a) email (b) finish (c) I (d) think
(e) this (f) while (g) writing

- 2 Choose the most suitable answer from those below to fill in blank space (B).

(a) break through
(b) catch up
(c) fall down
(d) get away
(e) set out

- 3 Choose the most suitable answer from those below to fill in blank space (C).

(a) Be my guest.
(b) It's my pleasure.
(c) Nothing to it.
(d) That's the problem.
(e) You should know.

- 4 Choose the most suitable answer from those below to complete the following sentence.

The underlined sentence "I don't know" suggests that

(a) Ally agrees about the usefulness of multitasking.
(b) Ally and Linda have lost interest in multitasking.
(c) Ally doubts the effectiveness of multitasking.
(d) Linda needs to explain multitasking more clearly.
(e) Linda should spend more time multitasking.

- 5 Choose the most suitable answer from those below to fill in blank space (D).

(a) Anyone would do the same
(b) Enough is enough
(c) I've tried my best
(d) The sky's the limit
(e) You have a point

- V Read the statement below and write a paragraph giving at least two reasons why you agree or disagree with it. Write your answer in English in the space provided on your written answer sheet.

(It is suggested that you spend no more than 15 minutes on this section.)

"The automobile is the most important invention of modern times."

[END OF TEST]

