

2013 年度 入学 試験 問題

英 語

(試験時間 10:30~11:50 80分)

1. 解答用紙は、記述解答用紙とマーク解答用紙の2種類がありますので注意してください。
2. 解答は、必ず解答欄に記入してください。なお、解答欄以外に書くと無効となりますので注意してください。
3. 解答は、HBの鉛筆またはシャープペンシルを使用し、訂正する場合は、プラスチック製の消しゴムを使用してください。特に、マーク解答用紙には鉛筆のあとや消しくずを残さないでください。また、折りまげたり、汚したりしないでください。記述解答用紙の下敷きにマーク解答用紙を使用することは絶対にさけてください。
4. 解答用紙には、受験番号と氏名を必ず記入してください。
5. マーク解答用紙の受験番号および受験番号のマーク記入は、コンピュータ処理上非常に重要なので、誤記のないよう特に注意してください。

I 次の英文を読み、本文の内容と一致するように1～10の語または語句に続く最も適当なものを(A)～(D)から一つずつ選び、その記号をマークしなさい。(40点)

Today it is the business capital of India; but at one time it was a group of seven islands on which fishing communities lived. One of the islands had a temple of the goddess Mumba, from which the city gets its name of Mumbai. You can still see that temple, though very few tourists do: it is approached through streets too narrow for large coaches.

In 1534, the islands were taken over by the Portuguese. They called Mumbai 'Bombay,' which sounds like two Portuguese words meaning 'good bay.' But there were few other changes until a Portuguese princess married the king of England in 1661. The islands were now ruled by the British, who joined them together and to the mainland between 1782 and 1845.

The first railway in Asia started from here in 1853. It became a port for steam ships; and, with the opening of the Suez Canal in 1869, was at the end of a direct route through the Mediterranean to Britain. Meanwhile, the Civil War (1861-65) in the United States interrupted exports from that country, and Bombay became the most important cotton market in the world.

After India's independence from Britain, Bombay's prosperity continued. Today its port handles 55% to 60% of India's container cargo. It is the center for the country's financial services and the world's largest film industry. This is known as 'Bollywood,' a word which combines 'Bombay' (though the city went back to its old name in 1995) and 'Hollywood.'

With all this activity, you might think that Mumbai is a very impersonal place. Yes, it has high-rise buildings, heavy traffic and crowded trains, just like Tokyo. But in another way, it has the feel of a village. No matter how far you travel to your office, you can sit down to a lunch from home. This might sound like the Japanese *bentō*; but with the *bentō*, you carry it yourself. The Indian custom is to get someone else to carry it.

This custom started under British rule. Many of the British people who lived in India did not like Indian food. And they usually had servants, who would carry British food to them at lunch hour. This led to the idea of a service of the same kind for people who did not have servants. Indian food is very spicy, which is why British people did not like it.

Each Indian family uses its own blend of spices, which is why Indian people like to have food from their own homes. This home-cooked food is put into a metal box called a *dabba*, and is collected from the home by a box carrier, or *dabbawala*, usually on a bicycle. The lunchboxes are marked with a color or symbol which shows where they are to be delivered. They are brought to a center where they are sorted according to the marks, then taken to the nearest station, where they are put on the proper train. At the other end, they are picked up, sorted at another center, and delivered to the office by another *dabbawala* on another bicycle. After lunch, the boxes are sent back home by the same system.

The reason the marking system uses colors or symbols, and not letters, is that most of the *dabbawalas* cannot read or write. Yet they have been invited to lecture in business schools: the *Forbes* business magazine found that they make less than one mistake in six million deliveries. Between 175,000 and 200,000 lunchboxes are carried every day by 4,500 to 5,000 *dabbawalas*, each of whom is a part-owner of the business. They have no complex management, no high technology, and they know and are known by the people in their area. That is the reason Mumbai is like a village as well as a big city: this business is simple, personal, and on a human scale.

1. Mumbai

- (A) had a temple of the goddess Mumba which tourists were not allowed to visit.
- (B) is called after a temple not usually seen by tourists.
- (C) was designed as the business capital of India.
- (D) is a group of small islands inhabited by fishing communities.

2. The islands

- (A) were changed by a Portuguese princess who married a king of England.
- (B) were joined together and to the mainland by the Portuguese.
- (C) had their name changed from 'Mumbai' to 'Bombay' by the Portuguese.
- (D) became British when the British took over Portugal.

3. Bombay became the most important cotton market in the world because of

- (A) a rival's problems.
- (B) steam ships and the Suez Canal.
- (C) the first railway in Asia.
- (D) its position at the end of a direct route to Europe.

4. Mumbai today enjoys prosperity

- (A) in such areas as trade, finance and film.
- (B) because 'Bollywood' is the largest film industry in the world.
- (C) though the city went back to its old name in 1996.
- (D) because India became independent of Britain.

5. Life in Mumbai

- (A) is just like life in a village anywhere in the world.
- (B) is just like life in any large city anywhere in the world.
- (C) combines the experience of the city and the village.
- (D) includes a tradition just like the *bentō*.

6. The Mumbai lunchtime service

- (A) is for people who do not like Indian food.
- (B) is for people who do not like British food.
- (C) started as one thing, and ended as something else.
- (D) depends on whether you have servants or not.

7. This service

- (A) is connected with the feeling for spices.
- (B) was made possible by the invention of the bicycle.
- (C) was invented for people who liked spices.
- (D) exists today for people who do not like spices.

8. The lunchbox delivery system is successful

- (A) in spite of the fact that most of the *dabbawalas* cannot read or write.
- (B) because of the fact that most of the *dabbawalas* cannot read or write.
- (C) because Indian people prefer colors and symbols to letters.
- (D) because colors and symbols provide a more accurate record than letters.

9. *Dabbawalas* have been invited to lecture in business schools

- (A) because they cannot read or write.
- (B) because they are part-owners of their business.
- (C) because they represent a successful business.
- (D) because they know and are known by the people in their area.

10. The best title for this story would be

- (A) A Business for People without Education.
- (B) The History of a City.
- (C) Colors or Symbols, not Letters.
- (D) A Personal Business.

II 次の英文を読み、設問に答えなさい。(40点)

Edward L. Bernays was often called “the father of public relations (PR).” He was a pioneer in the public relations field who devised or developed many techniques for influencing public opinion. It was no coincidence that he was a nephew of Sigmund Freud^(注1), well-known as the father of psychoanalysis^(注2). Bernays was well aware of the importance of psychology and used it skillfully to influence the increasing commercialization of American culture.

He was born in Vienna, Austria in 1891. His mother, Anna Freud Bernays, was the sister of Sigmund Freud. His father, Ely Bernays, was a successful grain merchant, and he was a brother of Sigmund Freud’s wife. When Edward Bernays was one year old, his family moved to New York, and he was raised there. After he graduated from Cornell University, he became a journalist, press agent and publicity manager.

During the First World War, he served on the U.S. Committee on Public Information, which specialized in war propaganda^(注3). This committee effectively led public opinion so that people supported the war enthusiastically. This experience made him ambitious. He realized that, as he put it in an interview, “If this could be used for war, it can be used for peace.” His ambition was to direct public opinion and change established attitudes.

Returning to New York in 1919, he opened an office with a female journalist whom he married in 1922, and turned to influencing public opinion on behalf of commercial clients. He described his office as specializing in “public relations counseling,” and he believed that, in his attempt to influence mass opinion, a public relations counselor should always be true to his own view of the public interest. A notable example of this attempt was his campaign on behalf of a hairnet manufacturer, facing ruin because women began to wear their hair short after the First World War. Bernays persuaded government officials throughout the country to insist that women who worked with or near machines should wear

hairnets for their own safety, and that waitresses should wear them in the interests of public health. Laws were passed and the Verinda hairnet company — whose name had never been mentioned — was saved.

Some of Bernays' promotional ideas became the stuff of legend. During the 1920s, on behalf of a soap company, he took on the task of persuading children to wash more frequently, and he organized a national soap sculpture contest to turn children's minds away from their fear of the burning sensation when soap got in their eyes when they bathed. "It made it possible for the soap they hated to become something they loved,"⁽¹⁾ Bernays said — that was, something which would satisfy "their creative instincts." "Within a year, 22 million kids were involved in soap sculpture," he claimed.

Another example of his success was his promotion for the American Tobacco Company's Lucky Strike cigarettes, calling them "torches of freedom." He was helpful in making it acceptable for women to smoke in public, organizing demonstrations in which young actresses gathered on street corners to smoke.

A vigorous spokesman for public relations, he wrote many books about its principles and methods. In his books he emphasized the invisible control of public relations experts over the masses.⁽²⁾ Some people believe that even the Nazis took advantage of Bernays' book. If that is true, it is very ironical because the Nazis killed numerous Jewish people and Bernays himself was Jewish. Anyway, it is certain that his achievement was enormous in modern society. ^(注4) *Life* magazine included him in the list of the one hundred most influential Americans of the twentieth century.

(注1) Sigmund Freud (1865-1939) オーストリアの精神医学者

(注2) psychoanalysis 精神分析学

(注3) propaganda プロパガンダ, 宣伝

(注4) *Life* magazine 1936年に創刊された, アメリカの週刊時事雑誌

問1 本文の内容と一致するように1～5の語句に続く最も適当なものを(A)～(D)の中から一つ選び、その記号をマークしなさい。

1. Bernays' blood relationship with Sigmund Freud was very strong, because

(A) he was often called "the father of public relations," just as Freud was called "the father of psychoanalysis."

(B) he understood the importance of Sigmund Freud's theories.

(C) a sister of his father married Freud, while his father himself married Freud's sister.

(D) both his mother and his father had a blood relationship with Freud.

2. Edward Bernays was not

(A) rich when he was a little boy.

(B) an American citizen by birth.

(C) given a good education.

(D) confident about his career when he was young.

3. The success of the U.S. Committee on Public Information

(A) promoted him.

(B) made him understanding.

(C) inspired him.

(D) was incredible to him.

4. When Barnays worked for a soap company during the 1920s, he

(A) improved the image of soap for children.

(B) made the image of that company better.

(C) made that company more famous.

(D) persuaded customers to buy that company's soap.

5. In the demonstrations Bernays organized, young actresses started smoking on street corners so that
- (A) people had a better image of Lucky Strike.
 - (B) the phrase “torch of freedom” became famous.
 - (C) people got used to the idea of women smoking in public.
 - (D) sales of Lucky Strike increased.

問2 下線部(ア)の“this”が指す内容は何ですか。次の(A)~(D)の中から最も適切なものを一つ選び、その記号をマークしなさい。

- (A) 人々を夢中にさせること
- (B) 国民を結束させること
- (C) 公的な機関を通して宣伝を行うこと
- (D) 世論を誘導すること

問3 下線部(イ)を、文頭の“It”が指している内容が分かるように言葉を補って日本語に訳しなさい。解答は記述解答用紙に書きなさい。

問4 下線部(ウ)の内容と合致する説明はどれですか。次の(A)~(D)の中から最も適切なものを一つ選び、その記号をマークしなさい。

- (A) 大衆は指導者に盲従すること。
- (B) 大衆の心理を理解するのに心理学が有効であること。
- (C) 広報の専門家が大衆を彼らの気づかない間に操ること。
- (D) 人々の注目を引くイベントを作り出すのが重要であること。

問5 The Verinda hairnet company のために Bernays が行ったキャンペーンに関して、本文で書かれている内容とは違っているものを次の(A)~(D)の中から一つ選び、その記号をマークしなさい。

- (A) People who made the law for the hairnets did not know they were controlled by Bernays.
- (B) This campaign implies that Bernays thought public health very important.
- (C) Bernays relied on people influential in society.
- (D) Bernays's campaign attracted people who needed hairnets.

問6 石鹸会社のために行ったキャンペーンから、Bernays のどのような面が分かりますか。次の(A)~(D)の中から最も適切なものを一つ選び、その記号をマークしなさい。

- (A) 彼が芸術的な才能に恵まれていたということ。
- (B) 彼が衛生の専門家であったということ。
- (C) 彼が子供の本能的な欲求を理解していたということ。
- (D) 彼が顧客の満足を第一に考えていたこと。

問7 この文章では、Bernays はどのように評価されていますか。次の(A)~(D)の中から最も適切なものを一つ選び、その記号をマークしなさい。

- (A) 社会を好ましい方向に変革した偉大な革新者である。
- (B) 社会に好ましくない変化をもたらした人物である。
- (C) 世論に大きな影響を与えたものの、その影響が好ましいものかどうかは定かではない。
- (D) 世論に影響を与える技術を発展させたものの、社会を彼が望む方向には変えられなかった。

III 次の対話を読み、空所(1)～(10)に入る最も適当な語または句をそれぞれ(A)～(D)から一つ選び、その記号をマークしなさい。(20点)

Jack: You were still working when I left the office last night. You must be (1) this morning.

Jill: Yes, I am. But at least I got eight hours' sleep. As you know, that's the (2) everyone should have.

Jack: I'm (3) to disagree with you. Most people believe that; but recent research has shown that it isn't (4).

Jill: So how long do they say people *should* sleep?

Jack: They say it's good to (5) up during the night.

Jill: I find that hard to (6).

Jack: The (7) say that, if you read about people (8), you find that they used to take a break between a first and a second sleep.

Jill: You mean they lie awake trying to get back to sleep?

Jack: No, they would read books, play games, or visit friends.

Jill: So when did all this stop?

Jack: With the rise of industrial society, which (9) people's time.

Jill: So that they felt they had to get eight hours' sleep for their work the (10) day?

Jack: Exactly.

1. (A) exhausted (B) disappointed (C) relieved (D) excited

2. (A) quality (B) percentage (C) allowance (D) amount

3. (A) happy (B) sorry (C) sad (D) glad

4. (A) true (B) truth (C) fact (D) fiction

5. (A) show (B) shut (C) wake (D) grow
6. (A) mention (B) sense (C) believe (D) hear
7. (A) reporters (B) sleepers (C) students (D) researchers
8. (A) today (B) all the time (C) any more (D) in the past
9. (A) controlled (B) renewed (C) covered (D) recognized
10. (A) following (B) forward (C) further (D) future

IV 次の1～6の日本語に合うように、それぞれ下にある(A)～(E)の語句を並べかえて空所を補い、英文を完成させなさい。ただし、解答は(1)～(12)に入るべき語の記号のみをマークしなさい。(18点)

1. 現代医学の劇的な進歩のおかげで、近い将来手術が必要な人はほとんどいなくなるでしょう。

Because of _____ (1) _____, _____ (2) _____ in the near future.

- (A) fewer people (B) in modern medicine (C) dramatic advances
(D) operations (E) will need

2. ちょっと考えてみれば、その計画はでたらめなことが分かるでしょう。

A little _____ (3) _____ _____ (4) _____ is unreasonable.

- (A) consideration (B) the plan (C) that (D) will show (E) you

3. 試験の成績は期待していたほどよくありませんでした。

The result _____ (5) _____ _____ (6) _____.

- (A) as I had (B) so good (C) expected (D) of the examination
(E) was not

4. 英語を話す人にとって、世界中のホテルや空港や駅で英語が使われているのはとても便利です。

For someone _____, _____ (7) _____ (8)

English is spoken in hotels, airports, and stations around the world.

(A) speaks English (B) that (C) very convenient (D) who (E) it is

5. 君はどうしてその質問に答えられないと思ったのですか？

What _____ (9) _____ (10) _____ the question?

(A) you think (B) to answer (C) made (D) impossible (E) it

6. 命を救うのに用いることのできる科学技術は、人を殺すのにも用いることができます。

Technology _____ (11) _____ (12) _____

(A) can also be used (B) to save lives (C) can be used (D) that
(E) to kill people

V 次の英文1～6の()に入る最も適切な語句を(A)～(D)から一つ選び、その記号をマークしなさい。(12点)

1. The festival will be held () it rains.
(A) lest (B) unless (C) in spite that (D) as
2. I could not make myself () in English.
(A) understand (B) understanding
(C) understood (D) for understanding
3. Spain is a country () I want to visit someday.
(A) there (B) where (C) which (D) what
4. Global warming is expected to melt unusually large amounts of snow in the Alps, () a huge amount of water to flow into rivers.
(A) and (B) causing (C) expected (D) so that
5. It seems clear that robots are going to () an ever more useful and valuable role in our societies.
(A) make (B) give (C) create (D) play
6. Capitalism can often create great wealth for a few people () the majority remain poor.
(A) while (B) whom (C) when (D) why

VI 次の英文 1～5 の下線部と、最も意味が近い語句を(A)～(D)から一つ選び、その記号をマークしなさい。(10点)

1. To put it clearly, he is not honest.

- (A) throw (B) express (C) estimate (D) place

2. He is a bright student.

- (A) glittering (B) colorful (C) cheerful (D) intelligent

3. You should be serious in front of him, because he cannot see a joke.

- (A) imagine (B) understand (C) view (D) experience

4. This rock will serve walkers as a seat.

- (A) offer (B) work under (C) be useful for (D) treat

5. I believe this plan will work.

- (A) be effective (B) make effort (C) go forward (D) do research

VII コンビニエンスストア (convenience store) のよい点、悪い点のどちらか一方について、80語以上の英語で書きなさい。解答は記述解答用紙に書きなさい。(10点)