2012年度　　BA

英　　語

注　意

1. 問題は全部で18ページである。
2. 解答用紙に氏名・受験番号を忘れずに記入すること。(ただし，マーク・シートにはあらかじめ受験番号がプリントされている。)
3. 解答はすべて解答用紙に記入すること。
4. 解答用紙は必ず提出のこと。この問題冊子は提出する必要はない。

マーク・シート記入上の注意

1. 解答用紙(その2)はマーク・シートになっている。**HB**の黒鉛筆またはシャープペンシルを用いて記入すること。
2. 解答用紙にあらかじめプリントされた受験番号を確認すること。
3. 解答する記号・番号の ○ を塗りつぶしなさい。○で囲んだり╳をつけたりしてはいけない。

解答記入例(解答がイのとき)

1	● ㋺ ㋩ ㋥ ㋭ ㋬ ㋣

4. 一度記入したマークを消す場合は，消しゴムでよく消すこと。╳をつけても消したことにならない。
5. 解答用紙をよごしたり，折り曲げたりしないこと。

問題 1 次の英文を読み，設問に答えなさい。

Many people believe the idea that "subliminal messages (a) in advertisements can cause people to buy things," which in our survey was agreed by 76 percent of the people. Subliminal persuasion is based on the idea that people are inordinately (b) sensitive to weak signals, ones that we might not be able to detect using our normal sensory mechanisms. If we can change people's beliefs, attitudes, and behaviors through slight and undetectable influences, then in principle we could use those same powers to allow ourselves to accomplish great things, releasing abilities and skills we didn't know we had. A belief in the power of subliminal persuasion leads to the idea that we can help ourselves quit smoking or learn a new language by listening to subliminal recordings while we sleep, unlocking the possibility for change without making any conscious effort.

You might have heard of a famous experiment from the 1950s in which subliminal messages were shown during movies to drive up sales of soda and popcorn. You might also remember reading that advertisers insert sexual words and images in photographs to arouse greater desire for their products. In his 1973 bestselling book, Wilson Bryan Key described many examples of such subliminal messages and his theories of the psychology behind them. The first sentence of Key's book states: "Subliminal perception is a (c) believe / exists / no one / subject / that / to / virtually / wants, and — if it does exist — they much less believe that it has any practical application." If Key was right about public sentiment at that time, then our survey shows that popular beliefs have changed (d) in the years since. People now overwhelmingly believe that subliminal information affects how we think and act.

The movie experiment is one of the first exhibits Key offers to support his

claim that subliminal advertising has vast power to control our minds. According to Key's account, the experiment was conducted at a movie theater in Fort Lee, New Jersey, in 1957. The experiment ran for six weeks, during which time two messages were sent to viewers on alternate days: "Hungry? Eat Popcorn" and "Drink Coca-Cola." The messages were displayed for one three-thousandth of a second, once (e) five seconds. The results were a 58 percent increase in popcorn sales and an 18 percent increase in Coca-Cola sales, presumably compared with the period before the messages were inserted into the movies. When the study was reported in the press, the National Association of Broadcasters quickly banned its members from using the technique, and the United Kingdom and Australia passed laws preventing it.

Key reports (f) another experiment in which two classes, each with one hundred students, were shown a *Playboy* magazine ad featuring a male model. The students were asked to rate how masculine the image was, on a scale of 1 to 5, with 1 standing for "very masculine," and 5 standing for "very feminine." One class saw just the ad and gave an average rating of 3.3 on the 5 point scale. The other class saw just the ad with the word "man" subliminally presented on it, using the same technique as in the movie theater experiment. Their average rating was 2.4. Only 3 percent of the first class rated the image a 1 or 2, but 61 percent of the second class did. Merely pairing the image with a word that was right, but unreadable, dramatically shifted the evaluations. Unfortunately, in light of everything else we now know about this kind of experiment, this shift was much too dramatic to be believable. Subliminal messages typically have very little effects if any at all.

What about the popcorn and Coke study? It may be directly responsible for the public's belief in the power of subliminal persuasion techniques. Just one year after the study's results were announced, a survey found that 41 percent of American adults had heard of subliminal advertising. By 1983, this

number had increased to 81 percent, the majority of whom believed that it works. Wilson Bryan Key, writing in 1973, did not specifically mention that an (g) advertising expert named James Vicary was behind the popcorn-Coke experiment. This could be because, more than ten years earlier, Vicary had publicly acknowledged that the study was a cheating. In an interview, he confessed that his advertising business had not been going well, so he cooked up the "study" to help get more customers. Other researchers have attempted to check Vicary's findings, and none of them have succeeded. A Canadian television station flashed "phone now" repeatedly during one of its programs, but there was no increase in telephone calls. People who were watching at the time were later asked what they thought they'd seen. Nobody got the (h) answer, but many reported having felt hungry or thirsty.

If you're like us, when you first heard about the Vicary "results," you were probably never told they were (i). Initial claims for some new way of penetrating the mind's mysteries are heavily promoted and take on a life of their own, but the follow-up research that denies those claims goes almost entirely unnoticed. Scientists have debated for over a century whether we can even process the meaning of words or images that we do not consciously see. But even if we can, that doesn't mean that such extremely brief images or words can cause us to do things we wouldn't otherwise do, like buy more popcorn or soda. Despite the lack of evidence, people nevertheless persist in (k) their belief that such mind control is possible.

設　問

a) "subliminal messages" と同じ意味を表すのはどれか。

1. our normal sensory mechanisms
2. people's beliefs, attitudes, and behaviors
3. slight and undetectable influences

b）“inordinately” の意味に最も近い語はどれか。

1. extremely
2. necessarily
3. reasonably

c）最も適切な語順はどれか。

1. believe that subject wants no one to virtually exists
2. subject that virtually no one wants to believe exists
3. virtually no one subject exists that wants to believe

d）空所に入るべき最も適切な語はどれか。

1. barely
2. drastically
3. slightly

e）空所に入るべき最も適切な語はどれか。

1. about
2. each
3. every

f）この実験についての著者の考えに最も近いのはどれか。

1. 映画館の実験よりは信頼性がある。
2. サブリミナル効果によるとするには数値が大きすぎる。
3. すでに反証されているので証拠にならない。

g）最も適切な理由はどれか。

1. Vicary の言ったことは自分の説に都合が悪いから。
2. Vicary の実験は信用できないから。
3. Vicary は広告業で成功していないから。

h）空所に入るべき最も適切な語はどれか。

1. right
2. same
3. wrong

i）空所に入るべき最も適切な語はどれか。

1. cooked up
2. displayed
3. increased

j）本文が注意を喚起しているのはどれか。

1. サブリミナル効果
2. サブリミナル効果を反証したと称する実験
3. 新説を簡単に信じて普及させてしまう人間の心

k）下線部を和訳しなさい。**（解答用紙（その１）を使用すること）**

問題 2　注を参考にして次の英文を読み，設問に答えなさい。

In the year 427 B.C., a ship sailed from Athens on an important assignment. The crew was bound for the Greek island of Mytilene, a region that had revolted against Athenian rule and lost. Worse still, it seemed that the Mytilenians had sided with Athens's greatest rival, Sparta. Now that the rebellion was crushed, a warship was instructed to finish the job. The soldiers' orders were very clear: kill all the Mytilenians. Let no Mytilenian go free. But just after the ship was sent out, some Athenians had a change of heart. What if such a harsh response was unwise? Should a faster ship be sent to overtake the first and prevent the mass murder? Two men stepped forward to advise their countrymen on the proper way to proceed. Each held diametrically opposing views.

"It is a general rule of human nature that people look down on those who treat them well and look up to those who make no allowances." These were the words of Cleon as he urged the Athenians to show no mercy to their defeated enemies. "What we should have done long ago with the Mytilenians was to treat them in exactly the same way as all the rest; then they would never have tried to revolt."

To show mercy is to show weakness, Cleon believed, and being perceived by others as weak would only invite further revolts and attacks. The perception of weakness, he claimed, was equal to the loss of power. His advice was simple: punish them as cruelly as you can, and make an example of them to your other allies. Let everyone see that revolt will be punished by death.

Cleon believed that only a show of excessive strength would prevent future revolts. Equally important, failure to respond with extreme force would, he was convinced, tempt future enemies to attack based on a perceived Athenian weakness.

If a vote had been called at the close of Cleon's speech, the Athenians might have been persuaded. But then Diodotus stood up to talk. Cleon had argued that there was no need to make speeches for any other point of view. He insisted that to consider opposing views was not just a waste of time, but bordering on disloyalty. Diodotus's first task therefore was to explain that wisdom cannot come through haste. "Haste and anger are, to my mind, the two greatest obstacles to wise counsel—haste, that usually goes with foolishness, anger, that is the mark of primitive and narrow minds."

Then Diodotus tackled Cleon's arguments face to face. Instead of asking to show mercy for innocent Mytilenians, Diodotus boldly argued that mercy was in fact in Athens's national interest. "One of Cleon's chief points is that to impose the death penalty will be useful to us in the future as a means for preventing other cities from revolt," Diodotus observed. "But if Cleon's method is adopted, can you not see that every city will not only make much more careful preparations for revolt, but will also hold out against attacks to the very end, since to surrender early or late means just the same thing?"

Diodotus was making a clever point. Murdering the Mytilenians would not serve as an obstacle unless all future rivals were identical to each other in the determination with which they fought. If those revolting city-states were in fact all the same, then Cleon must be right. Murdering all the Mytilenians would either prevent the others from revolting, or else Athens would have to kill them all in battle. But Diodotus believed that not all rebellious city-states were the same. Some were willing to fight to the death against Athens, but others might be persuaded to resume their acceptance of Athenian rule. Some might even come in time to actively support it. Diodotus further believed that not even all the members within a rebellious city-state were the same. He pointed out that some of the Mytilenians had not rebelled, but had surrendered their arms to the Athenians. In some cases, he argued, a majority might even

be persuaded to side again with Athens. Cleon's counsel saw no distinctions between city-states or the rebels within them. His policy of murdering all Mytilenians would create a perfect incentive for all future rebels to fight with unfailing determination to the bitter end. And why shouldn't they? Once they saw how all the Mytilenians had been killed, they would expect the same treatment. There would be no incentive to surrender. Just the contrary would be true: rebels would fight to the bitter end in the hope of avoiding certain death at Athenian hands. The Athenians began to realize what this meant. Future conflicts would almost certainly last longer and be more costly in both lives and treasure, for their enemies as well as themselves.

After Diodotus had finished speaking, the Athenians weighed the two opposing views. The vote was extremely close, but in the end Diodotus won. In the heat of battle the previous day, a ship had been sent to destroy Mytilene. Now a second, faster ship was sent out to overtake the first before the orders to murder all Mytilenians could be carried out. On this occasion, mass murder was avoided by thoughtful debate, wise counsel, democratic means, and one other essential factor. The imagination to distinguish nuance within a category is what really made the difference.

<注>

(to) revolt 反乱(を起こす)　incentive 誘因　nuance ニュアンス

設　問

a) Were all the Athenians confident about the mission given to the first ship?

1. Yes, they all thought it was right.
2. No, some of them were not sure if it was right.
3. No, they all knew it was wrong.

b) Why did Cleon think Athenians should treat Mytilenians harshly?

1. Because he didn't want other cities to follow Mytilenians' suit.
2. Because Mytilenians were good people.
3. Because there was not a faster ship than the first one.

c) What did Cleon think other cities would do if Athenians didn't punish Mytilenians harshly?

1. They would fight against Athens.
2. They would fight for Athens.
3. They would respect Athens.

d) After Cleon's speech, what did he want Diodotus to do?

1. He wanted Diodotus to declare a vote.
2. He wanted Diodotus to keep silent.
3. He wanted Diodotus to make a speech.

e) What did Diodotus fear would happen if Athenians accepted Cleon's idea?

1. He feared Athenians would elect Cleon as their leader.
2. He feared other cities would fight harder against Athens.
3. He feared the first ship would never come back.

f) What did Cleon think about cities other than Mytilenians?

1. He thought they were more likely to side with Athens.
2. He thought they were stronger than Athens.
3. He thought they would fight as hard against Athens.

g) What did Diodotus think of Mytilenians?

1. He thought all of them were against Athens.
2. He thought some of them would accept Athens's rule.
3. He thought they would all prefer to be killed.

h) Did Diodotus finally defeat Cleon?

1. Yes, but by a narrow margin.
2. Yes, by a wide margin.
3. No, not by any margin.

i) Did the first ship complete its mission?

1. Yes.
2. No.
3. Unanswerable from this passage.

j) Who did the author think had the wiser idea?

1. Cleon.
2. Diodotus.
3. The author is neutral in this regard.

問題 3　注を参考にして次の英文を読み，下線部の最も適切な言い換えを選びなさい。

For more than a decade the people who run professional baseball have argued that (a) the game was ceasing to be an athletic competition and becoming a financial one. The gap between rich and poor in baseball was far greater than in any other professional sport, and widening rapidly. At the opening of the 2002 season, the richest team, the New York Yankees, had a budget of $126 million while the two poorest teams, the Oakland Athletics and the Tampa Bay Devil Rays, had budgets of less than a third of that, about $40 million. A decade before, the highest budget team, the New York Mets, had spent about $44 million on baseball players and the lowest budget team, the Cleveland Indians, a bit more than $8 million. The huge differences meant that only the rich teams could afford the best players. A poor team could afford only (b) the maimed and the inept, and was almost certain to fail. Or so argued the people who ran baseball.

And (c) I was inclined to concede the point. The people with the most money often win. But when you looked at what actually had happened over the past few years, you had to wonder. The bottom of each division was dominated by teams — the Rangers, the Orioles, the Dodgers, the Mets — that had spent huge sums and failed tremendously. On the other extreme was Oakland. For the past several years, working with either the lowest or next to lowest budget in the game, the Oakland Athletics had won more regular season games than any other team, except the Atlanta Braves. They'd been to the play-offs three years in a row and in the previous two had taken the richest team in baseball, the Yankees, to within a few outs of elimination. How on earth had they done that? The Yankees, after all, were the most (d) egregious example of financial determinism. The Yankees understood what New York understood, that there was no shame in buying success, and maybe because of their lack of shame

they did what they did better than anyone in the business.

As early as 1999, Major League Baseball Commissioner Bud Selig had taken to calling the Oakland Athletics' success "an aberration,"(e) but that was less an explanation than an excuse to avoid the question: how did they do it? What was their secret? How did the second poorest team in baseball, opposing other teams with ever greater mountains of cash, stand even the faintest chance of success, much less the ability to win more regular season games than all but one of the other 29 teams?

The answer to these questions begins with an obvious point: in professional baseball it still matters less how much money you have than how well you spend it. When I first visited the Oakland Athletics, they were experiencing a season in which they had spent $34 million and won an astonishing 102 games; the year before that, 2000, they had spent $26 million and won 91 games. A leading independent authority on baseball finance, a Manhattan lawyer named Doug Pappas, pointed out a measurable distinction between Oakland and the rest of baseball. The least you could spend on a 25-man team was $5 million, plus another $2 million more for players on the disabled list and the remainder of the 40-man list of players. The huge role of luck in any baseball, and the relatively small difference in ability between most major leaguers and the young players who might work for the minimum wage, meant that the fewest games a minimum-wage baseball team would win during a 162-game season is something like 49. The Pappas measure of financial efficiency was: how many dollars over the minimum $7 million does each team pay for each win over its forty-ninth? How many marginal(f) dollars does a team spend for each marginal win?

Over the past three years the Oakland Athletics had paid about half a million dollars per win. The only other team in six figures(g) was the Minnesota Twins, at $675,000 per win. The most wasteful rich teams — the Baltimore Orioles, for instance, or the Texas Rangers — paid nearly $3 million for each

win, or more than six times what Oakland paid. Oakland seemed to be playing a different game than everyone else. In any ordinary industry the Oakland Athletics would have long since acquired most other baseball teams, and built an empire. But this was baseball, so they could only embarrass other, richer teams on the field, and leave it at that. (h)

At the bottom of the Oakland experiment was a willingness to rethink baseball: how it is managed, how it is played, who is best suited to play it, and why. Understanding that he would never have a Yankee-sized budget, the Oakland Athletics general manager, Billy Beane, had set about looking for wastefulness in the game. Looking for, in essence, new baseball knowledge. In what amounted to a systematic scientific investigation of their sport, the Oakland Athletics had reexamined everything from the market price of foot speed to the inherent difference between an average major league player and a superior Triple-A player. That's how they found their bargains. (i) Many of the players drafted or acquired by the Oakland Athletics had been the victims of an unthinking prejudice rooted in baseball's traditions. The research and development department in the Oakland front office liberated them from this prejudice, and allowed them to demonstrate their true worth. (j)

<注>

play-offs < play-off プレーオフ　inherent 固有の

a) 1. a game used to judge the players' play, but it now judges their salaries

2. teams with many good players used to win, but now rich teams win

3. you used to need to play well to be a professional baseball player, but now you need money to be one

b) 1. the amused and the unable

2. the disabled and the dishonest

3. the injured and the incompetent

c) 1. I was kind of thinking that way too

2. I was surprised to learn that argument

3. I was thinking I should disprove that opinion

d) 1. exchanged

2. expensive

3. extreme

e) 1. an exception

2. a legend

3. a standard

f) 1. edging

2. extra

3. unimportant

g) 1. that was among the poorest six teams

2. that paid less than a million dollars per win

3. that won six games in a row

h) 1. become stronger and stronger

2. do nothing more than that

3. get out of their hometown

i) 1. big but shrinking budgets

2. inexpensive but good players

3. used but nice equipment

j) 1. that they should be paid more

2. that they should exercise more

3. that they should win more games

問題 4 空所に最も適した文を選びなさい。(同じ文を二回以上用いてはいけません)

David: Have a seat, Risa. (a)

Risa: Not too bad actually. (b)

David: Good. This is your basic information package. (c) You've also got a public transportation map, and tourist guidebooks on restaurants, theaters, public parks, and so forth. I urge you to read the list of guidelines for personal safety.

Risa: (d)

David: Let me put it this way. (e) Most of them are not a threat to ordinary New Yorkers. Thieves, pickpockets and purse-snatchers are a different story.

Risa: (f) I understand that Japanese tourists are considered easy prey.

David: I'm afraid that's true. (g) But if tourists ignore security guidelines or wander into the wrong neighborhood, they may get into trouble.

Risa: I'll keep that in mind. (h) I'll need help in finding safe housing.

David: (i) So I recommend the suburbs in Connecticut or New Jersey.

Risa: (j)

1. How was your flight?
2. I hope I don't look like a tourist.
3. I managed to grab a few hours' sleep on the plane.
4. Is New York as dangerous as some people claim?
5. It includes the employee handbook.
6. One more thing.
7. That sounds good to me.
8. The Big Apple has its share of bad apples.
9. The rent can be outrageous for safe housing in Manhattan.
10. The police try to keep the main tourist areas well-patrolled.

問題 5 空所に最も適した語句を選びなさい。(同じ語句を二回以上用いてはいけません)

a) I failed math (　　) science.

b) I gave Japanese kimonos to my host family (　　) their hospitality.

c) I went to class (　　) my slight illness.

d) His ideas on politics are exactly (　　) mine.

e) I'd like to thank you (　　) my son for teaching him.

f) My car is not bad (　　) fuel efficiency.

g) We were (　　) giving up waiting when the phone rang.

h) People kill each other (　　) justice.

i) In their refusal to modernize their office, they are (　　) the times.

j) The young man was placed (　　) the shop.

1. in addition to　　2. in charge of　　3. in line with
4. in return for　　5. in terms of　　6. in the name of
7. in spite of　　8. on behalf of　　9. out of step with
10. on the point of

問題 6 次の文を英訳しなさい。**(解答用紙(その1)を使用すること)**

人は，子供時代の自然体験が豊かなほど物事への関心や意欲が強くなる。

問題 7 それぞれの和文に相当する英文にするために，空所に最も適した語を選びなさい。(同じ語を二回以上用いてはいけません)

a) 男は突然気が変になったようだった。押さえつけるのに男3人がかりだった。

The man suddenly seemed to (　　) out of his mind. It took three men to hold him.

b) 社長が亡くなったときは，後継者になりたがる者が大勢いた。

When the president died, there were many people who wanted to (　　) into his shoes.

c) 昨夜は徹夜で勉強していたんだ。今夜こそ寝なくちゃ。

I was up all night last night studying. I've really got to (　　) some sleep tonight.

d) 今度，君の弟が僕の事務所に現れたら，有無を言わさず即座に追い払ってやるよ。

If your brother shows up at my office again, I'll (　　) him packing.

e) 君の車を直すのを手伝えたらいいんだが，あいにくぼくはエンジンのイロハも知らないんだ。

I wish I could help you (　　) your car, but I'm afraid I don't even know the first thing about engines.

f) わが社は倒産の危機にあったが，売り上げを伸ばそうとするわれわれの必死の努力で，ついに少しずつ流れが変わってきた。

The company was on the verge of bankruptcy, but our desperate effort to improve the sales finally, little by little, began to (　　) the tide.

g) ただじっとして，敵が次にすることを見よう。

Let's just (　　) tight and see what our opponents will do next.

h) どうして彼の言葉を信じてはいけないんだ？今までぼくにウソなんか言ったことないよ。

Why shouldn't I (　　) him at his word? He's never lied to me yet.

i) お父さんからのお誕生日プレゼントがあなたの望みどおりのものでないからといって，もらった物にけちをつけるものではありませんよ。

Perhaps the present your father gave you for your birthday wasn't exactly what you wanted, but you shouldn't (　　) a gift horse in the mouth.

j) 本人にその気がなければどうしようもないということは，お互いよくわかっているもんな。

You know as well as I that you can lead a horse to water, but you can't make it (　　).

1. get　2. fix　3. step　4. turn　5. go
6. send　7. drink　8. take　9. sit　10. look