

'22

前期日程

英 語

(情報学部)

注 意 事 項

1. 試験開始の合図があるまで、この問題冊子を開いてはいけません。
2. 問題冊子は1冊(12頁)、解答用紙は7枚です。落丁、乱丁、印刷不鮮明の箇所等があった場合には申し出てください。
3. 氏名と受験番号は解答用紙の所定の欄に記入してください。
4. 解答は指定の解答用紙に記入してください。
5. 解答用紙は持ち帰ってはいけません。
6. 問題冊子は持ち帰ってください。

1 次の英文は、米国発祥のマクドナルド(McDonald's)が東アジアなど外国に根付いて現地化する様子について述べたものである。これを読んで下記の設問に答えなさい。解答は解答用紙の所定の欄に書きなさい。(①～⑦の数字は段落番号を表す。)

- ① At first glance, McDonald's appears to be the quintessential multinational, with its own corporate culture developed at Hamburger University in Oak Brook, Illinois. But the president of McDonald's Corporation maintains that his strategy is to become as much a part of local culture as possible and protests when people call McDonald's a multinational. "I like to call us multilocal," he said in 1991. McDonald's goes out of its way to find local suppliers whenever it enters a new market. In China, for instance, the company establishes its own network of potato growers to provide french fries of the required length. McDonald's has also learned to rely on self-starters to run its foreign shops — with minimal interference from Oak Brook. Another winning strategy, evident everywhere in East Asia, is promoting promising young "crew" (behind-the-counter) workers into management's positions. Surprisingly few managers are sent from the Illinois headquarters.
- ② Critics of the fast-food industry assume that corporations always call the shots and that consumers have little choice but to accept what is presented to them. In fact, the process of localization is a two-way street, involving changes in the local culture as well as those of the company's standard mode of operation.
- ③ The hallmark of the American fast-food business is the displacement of labor costs from the corporation to consumers. For the system to work, consumers must be educated so that they voluntarily fulfill their side of an implicit bargain: we (the corporation) will provide cheap, fast service if you (the customer) carry your own tray, seat yourself, eat quickly, help clean

up afterward, and depart promptly to make room for others. Try breaking this contract in Boston or Pittsburgh by spreading out your newspaper and ^(g) starting to work on a crossword puzzle in McDonald's. You will soon be ousted — politely in Pittsburgh, less so in Boston.

④ Key elements of McDonald's system — especially lining up and self-seating — have been readily accepted by consumers throughout East Asia. Other aspects of the Oak Brook model have been rejected, especially those relating to time and space. In Hong Kong, Taipei, and Beijing, consumers have turned their neighborhood restaurants into leisure centers for seniors and after-school clubs for students. Here, “fast” refers to the delivery of food, not its (h).

⑤ Between 3:00 and 5:30 p.m. on Hong Kong weekdays, McDonald's restaurants are invaded by armies of young people in school uniforms. They buy a few french fries, pour them out on a tray for communal snacking, and sit for at least an hour — gossiping, studying, and flirting. During the midmorning hours, the restaurants are packed with white-haired retirees who stay even longer, drinking tea or coffee (free refills for senior citizens) and lingering over pancake breakfasts. Many sit alone, reading newspapers provided by the shop. Both retirees and students are attracted by the large tables, good light, and air-conditioning — a combination not easily found in Hong Kong, Beijing, or Shanghai. ⁽ⁱ⁾ In (j), local citizens have taken over private property and converted it into public space.

⑥ The process of localization is closely connected to the maturation of a generation of local people who grew up eating fast food. By the time the ^(k) children of these pioneer consumers entered the scene, McDonald's was an unremarkable feature of the local landscape. Parents see the restaurants as havens for their school-age children: smoking is banned and ⁽¹⁾ (in China and Hong Kong) no alcohol is served, effectively eliminating drugs and gangs. McDonald's has become so local that Hong Kong's youth cannot imagine

life without it.

- ⑦ Everyone has heard the story: Japanese little leaguers tour California and spot a McDonald's, and then they marvel that America also has Japanese food. Such an episode^(m) is not apocryphal. The children of my colleagues from Taiwan and South Korea were overjoyed when they saw a McDonald's near their temporary homes in the Boston suburbs: "Look! They have our kind of food here," one eight-year-old Korean exclaimed. The stories also work within East Asia: last year, an anthropologist at the Chinese University of Hong Kong took several of his students to Taipei for a study tour. After a week of eating Taiwanese restaurant food, the students began to complain that they missed⁽ⁿ⁾ home-style cooking. "Okay," the anthropologist said, "where do you want to eat tonight?" The students all said, "McDonald's!"

(James L. Watson and Melissa L. Caldwell (eds.) *The Cultural Politics of Food and Eating: A Reader*, 2005 から一部内容を変更して引用)

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注

第①段落 quintessential 典型的な

multinational: a company operating in several countries

Hamburger University in Oak Brook, Illinois 米国イリノイ州オーク・ブルックにあるマクドナルドの社内教育施設

french fries フライドポテト

self-starter 自発的に物事に取り組む人

interference 干渉

第③段落 hallmark 特質

displacement 置き換え, 移動

voluntarily 自発的に

Pittsburgh ピッツバーグ, 米国の都市

oust 追放する

第⑤段落 communal 共有の

flirt いちゃつく

retiree 退職者

linger だらだらと居残る

第⑥段落 maturation 成熟

第⑦段落 little leaguer リトルリーグ(少年・少女野球)の選手

apocryphal 不確かな, でっち上げられた

anthropologist 人類学者

The Chinese University of Hong Kong 香港中文大学

設 問

問 1 下線部(a)を和訳しなさい。

問 2 下線部(b)の“goes out of its way”の意味に最も近いものを以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) わざわざやる
- (イ) 遠出する
- (ウ) 道を踏み外す
- (エ) 思い通りに行なう

問 3 下線部(c)を和訳しなさい。

問 4 下線部(d)の“call the shots”の意味に最も近いものを以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) 批判する
- (イ) 銃を撃つ
- (ウ) 人を呼ぶ
- (エ) 決定する

問 5 下線部(e)を和訳しなさい。

問 6 下線部(f)の“implicit bargain”(暗黙の取引)と下線部(g)の“this contract”(この契約)は同じ内容を指している。それらの指す内容を本文に即して具体的に日本語で説明しなさい。

問 7 空欄(h)に入る最も適切な単語を以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) consumption
- (イ) cooking
- (ウ) space
- (エ) time

問 8 下線部(i)の“a combination not easily found in Hong Kong, Beijing, or Shanghai”は具体的に何を指すのか、本文に即して日本語で説明しなさい。

問 9 空欄(j)に入る最も適切な単語を以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) common
- (イ) effect
- (ウ) person
- (エ) turn

問10 下線部(k)を和訳しなさい。

問11 下線部(l)に“havens for their school-age children”(彼らの学齢期の子供たちにとって安全な場所)とあるが、どのような点でそうなのか、具体例を3つ挙げて日本語で説明しなさい。

問12 下線部(m)の“Such an episode”は具体的に何を指すのか，本文に即して日本語で説明しなさい。

問13 下線部(n)の“missed”の意味に最も近いものを以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) 機会を逃した
- (イ) 不在を寂しく思った
- (ウ) 的を外した
- (エ) 理解ができなかった

2 次の英文はニュースが私たちに与える影響について述べたものである。これを読んで下記の設問に答えなさい。解答は解答用紙の所定の欄に書きなさい。(①～⑥の数字は段落番号を表す。)

- ① We are all familiar with the saying “you are what you eat”: a simple but effective summary that has made us increasingly aware of the impact that food has on our physical health. We have learned that the consequences of excessive consumption of junk food include obesity, diabetes and heart disease. As a result of this acquired knowledge, we are equipped to move from being consumers to becoming *conscious* consumers. We are able to reason past our immediate desire to satisfy cravings in the short term and reduce junk food from our diet, while at the same time include foods such as fruit, vegetables and wholegrains in our diet, which will lead to long-term benefits.
- ② Well, food is to the body what information is to the mind. The information that we imbibe will turn into emotions, thoughts, actions and behaviors. The consequences are less visible but just as potent. The news is one of the most powerful and most negative streams of information we inescapably consume. Watching the news affects our mood, our beliefs, our understanding of the world, our relationship to other people and our politics, but its impact remains largely unquestioned by the consumers who are affected by its content.
- ③ It is time we examine the news industry to expose the effects of the negativity bias in the news on our mental health and on the health of our democracy and our society. There are some steps you can take to help you navigate your way through the news to be able to take greater control of your mind, world view and psychological well-being. But the real power lies not in asking *how* we can change, but by asking *why* we should change. This is at the heart of behavioral change: those who know the

why of anything will always find the how.

- ④ So let us begin by briefly looking at why we should be more critical (f) the way we consume the news and why we should perhaps be more proactive in our use of it. We all imagine that we create our own beliefs and opinions about what we read in the news. In reality, many of these beliefs and opinions are created (g) us, depending on where we have learned about the issue being reported. We all have a paper we enjoy reading, a program we enjoy watching — but more to the point, who has the time to cross-reference each news story to gain different perspectives and analyze all the information to be able to draw our own conclusion? In our fast-paced daily lives, this kind of news consumption fits in well: we like to “know” what is going on in the world so we are not caught off-guard for being ignorant, and one source is more than enough at any given time for most people to feel they have a sense of what is going on.^(h)
- ⑤ With this in mind, I would like to ask you when was the last time you went on a personal journey to find out more about a story you were introduced to in the news. Have you spared any additional effort to understand the behind-the-scenes mechanics of a story? Have you ever been curious about a story you heard five months ago and followed up on its progress (or demise)? These questions are not designed to shame you into spending hours on Google. Instead, I want to highlight how much of the information we retain has been *fed* to us rather than researched and concluded ourselves.⁽ⁱ⁾
- ⑥ I use the word *fed* because of the somewhat inescapable nature of the news. Its presence is so well established that it has become a natural part of our democratic lives. It is a sizeable force that, in theory, helps society work together by informing citizens (j) national and international affairs, thus enabling people to act (k) this information. Its most

prestigious purpose is holding power to account to ensure that corruption, exploitation and abuses of power are kept at bay. It is so well stitched into the fabric of our society that we can find ourselves (to varying degrees) forming opinions without really knowing *why* we think what we think. This is because the news is an invisible but powerful influence on our thoughts, telling us not only *what* to think about but also *how* to think about it. Because we often mimic the views of the news we watch or read, these stories shape our knowledge, beliefs and opinions.

(Jodie Jackson, *You Are What You Read: Why Changing Your Media Diet Can Change the World*, 2019 から一部内容を変更して引用)

注

- 第①段落 obesity 肥満
diabetes 糖尿病
craving 切望, 熱望
wholegrains 全粒粉で作ったパン, パスタ, シリアル, 玄米など
- 第②段落 imbibe 受け入れる
potent 力強い, 効力のある
inescapably 否が応でも, 必然的に
- 第③段落 negativity bias ネガティビティ・バイアス(人がネガティブな情報に注意を向けやすい傾向)
navigate 案内する
- 第④段落 proactive 進取の気性に富む
cross-reference 相互参照する
be caught off-guard 不意をつかれる
- 第⑤段落 mechanics 力学, 仕組み
demise 消滅, 終結
- 第⑥段落 sizeable かなり大きな

prestigious 評判の高い
exploitation 私的利用, 搾取
be kept at bay 寄せつけない
stitch 縫いつける
fabric 布地
mimic まねる

設 問

問 1 下線部(a)の“this acquired knowledge”は具体的に何を指すのか, 本文に即して日本語で説明しなさい。またこれがどのような変化を私たちにもたらすのかを日本語で説明しなさい。

問 2 下線部(b)を和訳しなさい。また下線部(b)のようなことが言える理由を本文に即して日本語で説明しなさい。

問 3 下線部(c)について“its”の指す内容を明らかにした上で和訳しなさい。

問 4 下線部(d)を和訳しなさい。

問 5 下線部(e)の“This”は具体的に何を指すのか, 本文に即して日本語で説明しなさい。

問 6 空欄(f)に入る最も適切な単語を以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) at
- (イ) of
- (ウ) to
- (エ) under

問 7 空欄(g)に入る最も適切な単語を以下の選択肢の中から1つ選んで記号で答えなさい。

- (ア) at
- (イ) by
- (ウ) for
- (エ) with

問 8 下線部(h)の“this kind of news consumption”は具体的に何を指すのか、本文に即して日本語で説明しなさい。

問 9 下線部(i)の“These questions”を読者に尋ねる目的は何であると述べられているか、本文に即して日本語で説明しなさい。

問10 空欄(j)と(k)に入る最も適切な単語の組み合わせを以下の選択肢の中から1つ選んで記号で答えなさい。

	(j)	(k)
(ア)	by	in
(イ)	by	on
(ウ)	on	in
(エ)	on	on

問11 下線部(l)を和訳しなさい。

3 次の日本語(1)と(2)を英訳しなさい。解答は解答用紙の所定の欄に書きなさい。

(1) A：来週フランスではストライキで多くのフライトがキャンセルされますが、彼女は遅くとも木曜日までにパリからやって来ます。

B：彼女のために、私の友だちと歓迎会を開きたいのですが、あなたも私たちと一緒にどうですか。

A：はい、喜んで。

(2) このウェブサイトには、視聴可能な何万もの映画があるので、たとえ毎日アクセスしても、すべて見ることはほとんど不可能だろう。もちろんそれは無料でないが、料金は妥当である。