

# 第4講 社会



## 演習問題 A

1 次の英文を読んで、あとの設問に答えなさい。(目安時間 5分)

(甲南大・一部略)

With the internet everyone talks about networking as the new key skill which everyone needs to learn. In fact, networking is as old as politics. The basic skills of networking are all about creating relationships that allow people to take care of each other. These relationships require mutual respect and kindness to work well. But why is networking valuable?

5 Business shows that people with large networks of colleagues are more successful at work and in their community than people who do not put effort into networking. These people approach networking in a social rather than self-promoting way. They are interested in others and focus as much on how they can help people they know as how those people can help them. In fact, the best networkers think mainly about their contribution to others. They are driven by a way of  
10 thinking that truly asks, “What can I do for you?” and “How can I be of help?” Here networking is not about selfish gain. It is about a generous exchange of knowledge, skills, talent, know-how and, sometimes, such basic traditional things as time and effort.

So what do you need to do to become the center of a network? Before you make an effective start, you have to learn many things about networking. But do not expect instant results.  
15 Networking is a slow, gradual process: It takes time and patience.

No matter how, where or when you network, it is always a good idea to thank everyone who helps you. People always appreciate a short thank-you note. Follow up an email with a hand-written card. The email may prompt your contact to make another quick connection on your behalf by immediately emailing on to someone else. However, the card will say — (A) — that you care  
20 enough to take the time and effort to thank that special someone in a way that is purely personal to them. (約 320 語)

(1) (A) に入る最も適切なものを、ア～エから1つ選びなさい。

- ア. in a way that no email ever can      イ. in the same way as email  
ウ. so far as email is concerned      エ. less than email ever can      (      )

(2) 第1, 2段落の内容と一致するものを、ア～エから1つ選びなさい。

- ア. The basic knowledge about networking on the internet is not said to be very helpful.  
イ. People who work very effectively are able to be kind to each other.  
ウ. In the business world, forming a larger network is not usually a successful strategy.  
エ. Paying at least as much attention to other people’s needs as to one’s own is key to successful networking.      (      )

(3) 第3, 4段落の内容と一致するものを、ア～オから2つ選びなさい。

- ア. Even if you have not learned much about networking, you can still start to affect a network.  
イ. By working very hard, you can achieve immediate success in networking.  
ウ. Wherever you network, you should express your gratitude to people who helped you.  
エ. You had better send a letter of thanks, and then send a few more words in an email.  
オ. Sending a handwritten note shows the person you send it to that he or she is worth your time.      (      )

2 次の英文を読んで、内容に最もよく合うものを、ア～エから1つずつ選びなさい。(目安時間 8分)

〈京都産業大〉

Born and raised on the very poor island of Makoko in Nigeria, Noah Shemedede can still remember when he first held a bottle of Coca-Cola in his hand. He tasted the drink ten years ago, on his ninth birthday, after his parents had made a special trip just to buy a bottle of it for him. However, he did not enjoy that first mouthful. “I thought it was awful,” Noah said  
5 laughing.

Across Africa, global brands like Coca-Cola were once rarely seen in places such as Makoko, where people were too poor to buy expensive brand-name goods. Now though, things are changing. Sub-Saharan Africa has experienced ten years of strong economic growth, and people’s standard of living has risen as a result. The brand-name goods that you can see in the  
10 supermarkets of rich countries are becoming more common. Big global companies expect Africa to keep on developing in the future.

Today, Noah Shemedede’s sister Fatima sells Coca-Cola, Fanta and Sprite, along with home-fried snacks, from her canoe. The price is still high for local people. “These are not drinks for everyday drinking. Adults buy them for special occasions,” she said. Another sign of change in  
15 Makoko that she tells us about is that families sometimes eat Nissin instant noodles rather than traditional food like cow-tongue soup with rice.

All over the African continent, global companies interested in Africa’s growth are trying to increase their sales. In Cameroon, Irish Guinness beer, famous for its rich flavor, has become an unexpected hit even in the countryside. Villagers like to mix it with local wine, to give it more  
20 taste and color. In Kenya and Nigeria, Samsung’s solar-powered mobile phones are very popular. In Ivory Coast’s cities, and even in the poor districts, it is common to see youths selling Nestlé coffee in small cups, so that locals can afford to buy some.

Swiss-based Nestlé, which is one of the biggest global coffee and sweets companies, has been very successful in Africa recently. One reason for this is that it has used local sales agents. The  
25 people who own the family-run shops, which are so common in Africa, prefer to deal with people they know. In this way, Nestlé has doubled the number of African shops selling its products during the last year. Now, nearly half of its yearly profits come from developing countries, and Africa is an especially important market.

This trend is not all positive. Not everyone thinks it is a good thing for the world’s richest  
30 companies to make their profits in the world’s poorest countries. After all, these companies can damage local producers of similar products, and probably poor people would be better off spending their limited money on health, education, and technology rather than on costly brand-name products. But all the same, the increasing consumption of global brands does show that Africa is getting richer, and this can only be good for its many poor people. (約 490 語)

- (1) According to the passage, in the past, people in poor parts of Africa (\_\_\_\_\_).
- ア. often drank Coca-Cola
  - イ. always followed the latest fashions
  - ウ. traditionally enjoyed brand-name goods
  - エ. almost never saw famous international brands ( )
- (2) The international companies are targeting Africa because (\_\_\_\_\_).
- ア. the economy continues to grow there
  - イ. local people want to try out different tastes
  - ウ. the number of supermarkets has increased dramatically
  - エ. global brands have produced unique products for local people ( )
- (3) According to Fatima, Coca-Cola (\_\_\_\_\_).
- ア. is not enjoyed daily
  - イ. goes well with traditional food
  - ウ. is inexpensive if bought locally
  - エ. is so special that adults will not drink it ( )
- (4) In Ivory Coast's cities, Nestlé coffee is popular among poor people because they (\_\_\_\_\_).
- ア. like the rich flavor
  - イ. can sell it to young people
  - ウ. can buy it in small amounts
  - エ. often mix it with the local wine ( )
- (5) One of the reasons Nestlé has hired many locals in Africa as salespeople is (\_\_\_\_\_).
- ア. the cost of hiring local people is high
  - イ. people would rather not do business with strangers
  - ウ. the company's treatment of local staff is outstanding
  - エ. family-run shops there are more stable than supermarkets ( )
- (6) This passage shows us that global brands can (\_\_\_\_\_).
- ア. change local economies only for the better
  - イ. increase the popularity of traditional food and drink
  - ウ. have both positive and negative effects on developing countries
  - エ. contribute to local people's health and education by selling their products ( )
- (7) What would be the best title for this passage?
- ア. Africa: the Last Resort
  - イ. Global Brands in Africa
  - ウ. Disadvantages of Global Brands
  - エ. Where Global Brands Came From ( )

## 演習問題 B

1 下の英文を読んで、あとの設問に答えなさい。(目安時間 10分)

(中央大・一部略)

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, well-known as the father of \*psychoanalysis. Bernays was well aware of the importance of psychology and used it  
5 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  
10 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. 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  
15 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  
20 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  
25 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. ① “It made it possible for the  
30 soap they hated to become something they loved,” 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  
35 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 ② the invisible control of public relations experts over the masses. Some people believe that even the Nazis took advantage of Bernays’ book. If that is  
40 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. \*Life magazine included him in the list of the one hundred most influential Americans of the twentieth

century. (約 600 語)

[注] Sigmund Freud (1856-1939) : オーストリアの精神医学者      psychoanalysis : 精神分析学  
propaganda : プロパガンダ, 宣伝  
Life magazine : 1936 年に創刊された, アメリカの週刊時事雑誌

(1) 本文の内容と一致するように, 1~3 の語句に続く最も適当なものを, ア~エから 1 つずつ選びなさい。

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

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

イ. he understood the importance of Sigmund Freud's theories.

ウ. a sister of his father married Freud, while his father himself married Freud's sister.

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

2. Edward Bernays was not

ア. rich when he was a little boy.      イ. an American citizen by birth.

ウ. given a good education.      エ. confident about his career when he was young.

( )

3. In the demonstrations Bernays organized, young actresses started smoking on street corners so that

ア. people had a better image of Lucky Strike.

イ. the phrase "torch of freedom" became famous.

ウ. people got used to the idea of women smoking in public.

エ. sales of Lucky Strike increased. ( )

(2) 下線部①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。

(3) 下線部②の内容と合致する説明はどれですか。最も適切なものを, ア~エから 1 つ選びなさい。

ア. 大衆は指導者に盲従すること。

イ. 大衆の心理を理解するのに心理学が有効であること。

ウ. 広報の専門家が大衆を彼らの気づかない間に操ること。

エ. 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。 ( )

(4) 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, ア~エから 1 つ選びなさい。

ア. People who made the law for the hairnets did not know they were controlled by Bernays.

イ. This campaign implies that Bernays thought public health very important.

ウ. Bernays relied on people influential in society.

エ. Bernays's campaign attracted people who needed hairnets. ( )

(5) この文章では, Bernays はどのように評価されていますか。最も適切なものを, ア~エから 1 つ選びなさい。

ア. 社会を好ましい方向に変革した偉大な革新者である。

イ. 社会に好ましくない変化をもたらした人物である。

ウ. 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。

エ. 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。

( )

In the nineteenth century, canned foods were a mixed blessing, and one not necessarily adopted by the middle class or the wealthy. ① The processors' claims of labor-saving were accurate, but commercially canned foods had limited appeal because many thought they tasted like the can and implied laziness. Moreover, many women did not want to give up control over food processing 5 (A) they wanted the free time that processed food promised. Working-class women bought canned foods in the nineteenth century because they had neither the time nor the space to prepare and ② store foods, since many took in laundry and other jobs or worked outside the home.

By the 1920s major changes in the production and distribution of processed foods helped remove the negative image attached to them, ③ if not necessarily the quality problems of earlier years. 10 Food became very big business. Between 1914 and 1929, capital investment in the food industry more than tripled, making it the largest American manufacturing industry. Growers and manufacturers formed institutes and associations to promote their goods and their particular foods, and became the second-largest purchasers of newspaper advertising in the 1920s. "New" 15 foods were introduced, or at least marketed as such to a national and largely middle-class audience. Orange growers pushed their products as never before, taking advantage of the "vitamin" boom. Asparagus was virtually unknown until California growers launched a promotional campaign in the early 1920s. Pineapple became a craze in 1923 when Del Monte began to market the fruit aggressively.

The food processing industry also became more mechanized, as assembly lines and machines 20 (B) hand operations in meat processing plants and commercial canneries, and prices of many goods dropped. Mass-produced bread also became a staple food in American homes by World War I. Baking at home usually took four to six hours, depending on the quality of the yeast, the amount of sugar, the type of the flour, and the number of times a recipe called for rising. By 1915 commercial bakeries in most American cities used huge coal- and gas-fired ovens, high-pressure 25 steam, and automatic slicers and packagers to produce the soft white bread that became the American standard.

Many immigrants were accustomed to buying a commercially baked loaf every day or two, and the soft American packaged version was an unpleasant surprise to them. As a result many continued to support small-scale local bakers, who made thicker and heavier loaves of rye and 30 other breads. The home bakers and fans of these breads were, (C), a declining minority: by 1939 the value of mass-produced bread was estimated by the U.S. government to be \$514 million, while the value of privately baked bread was estimated at \$20 million.

Dietary reform was a powerful force for bringing immigrant groups into mainstream middle-class culture. In part the newcomers' acceptance of commercially processed foods was a solution 35 to the twin responsibilities of wage-earning and meal preparation that many immigrant and working-class women faced. For them products such as white bread, canned soups, bottled sauces and quicker meals such as sandwiches may not have been as satisfying as old-country cuisine, but they shortened the day's work.

More instruction in and more information about mainstream middle-class cooking was reaching 40 immigrant households as states and the federal government began to impose more limits on children's labor and required longer attendance in schools. Having become unable to (D) school to earn wages or do housework until their mid-teens, immigrant and working-class women learned about Anglo-American cooking and processed foods in home economics classes. In addition, mass circulation magazines, which by the 1920s were more common in working-class



45 homes than they had been before the war, were also vehicles for the transmission of ideas between classes and ethnic groups. Information about Anglo-American cooking thus flowed into workers' homes from ④ two new fronts after 1915, publicizing the benefits of new methods and new nutrition, making these changes both a cause and an effect of more time spent (E). (約 650 語)

(1) 下線部 ① The processors' claims of labor-saving were accurate の言い換えとして最も近いものを、ア～エから 1 つ選びなさい。

- ア. The processors justly complained about their working conditions.
- イ. The processors rightly insisted that they could make housework easier.
- ウ. It was helpful for the processors when the factory workers were punctual.
- エ. It was doubtful that the processors contributed to the reduction of meal preparation time. ( )

(2) (A) ～ (E) に入れるのに最も適切なものを、ア～エから 1 つずつ選びなさい。

- |     |                        |                       |     |
|-----|------------------------|-----------------------|-----|
| (A) | ア. as long as          | イ. even if            |     |
|     | ウ. now that            | エ. to the extent that | ( ) |
| (B) | ア. replaced            | イ. replaced by        |     |
|     | ウ. to replace          | エ. were replaced by   | ( ) |
| (C) | ア. however             | イ. moreover           |     |
|     | ウ. namely              | エ. thus               | ( ) |
| (D) | ア. commute to          | イ. enter              |     |
|     | ウ. leave               | エ. return to          | ( ) |
| (E) | ア. among ethnic groups | イ. around gas ranges  |     |
|     | ウ. away from kitchens  | エ. between classes    | ( ) |

(3) 下線部 ② store の文中での意味に最も近いものを、ア～エから 1 つ選びなさい。

- ア. dispose    イ. keep    ウ. purchase    エ. sell ( )

(4) 下線部 ③ if not necessarily the quality problems of earlier years と同じ意味になるように、次の ( ) に入れるべき語句を、ア～エから 1 つ選びなさい。

- = although the quality problems of earlier years ( )
- ア. were fully investigated    イ. were widely known
- ウ. weren't serious at all    エ. weren't solved completely ( )

(5) 下線部 ④ two new fronts が示す内容を、ア～コから 1 つ選びなさい。

- (a) children's labor    (b) home economics classes
- (c) mass circulation magazines    (d) World War I
- (e) ethnic groups

- ア. (a)と(b)    イ. (a)と(c)    ウ. (a)と(d)    エ. (a)と(e)    オ. (b)と(c)
- カ. (b)と(d)    キ. (b)と(e)    ク. (c)と(d)    ケ. (c)と(e)    コ. (d)と(e) ( )

(6) 次の1, 2について, 最も適切なものをア~エから1つずつ選びなさい。

1.

- (a) By the end of the 1920s, the food industry grew larger than any other industry in terms of its newspaper advertising cost.
- (b) Oranges and pineapples were widespread owing to the growers' advertising campaigns, whereas asparagus wasn't successfully promoted.

ア. (a)と(b)の両方が本文の内容に合致している。

イ. (a)は本文の内容に合致しているが, (b)は合致していない。

ウ. (b)は本文の内容に合致しているが, (a)は合致していない。

エ. (a)と(b)の両方が本文の内容と合致していない。 ( )

2.

- (a) By the time of World War I, huge coal- and gas-fired ovens became the standard in the American households.
- (b) People from other countries were slow to get used to the mass-produced bread, which was unpleasantly soft, compared to the bread sold at small-scale local bakeries.

ア. (a)と(b)の両方が本文の内容に合致している。

イ. (a)は本文の内容に合致しているが, (b)は合致していない。

ウ. (b)は本文の内容に合致しているが, (a)は合致していない。

エ. (a)と(b)の両方が本文の内容と合致していない。 ( )