

Examination 20 min

次の英文を読んで、以下の設問に答えなさい。

The images of America and the West that appear in contemporary Japanese advertising startle many Westerners when they come across them for the first time. (A) Their accidental encounter by an American tourist or businessperson on a visit to
5 Japan often evokes surprise, confusion, and misunderstanding. Such encounters were not the ones the makers of the advertisements had in mind when they constructed the images and ideas in them.

The extraordinary number of foreigners appearing in
10 contemporary advertising is one of the most distinctive features. First-time Western visitors to Japan notice this; even Westerners who have lived there a long time continue to talk about (B) it. But the foreign models do not cause so much reaction from the Japanese, who are accustomed to it.

15 In the years immediately following World War II, Western models and images were held in awe (C) icons of abundance and success. In the seventies, advertisers began to replace unknown Western models with celebrities. The first of these was Charles Bronson, who advertised toiletries for men. He was
20 followed in successive years (D) a long list that includes Paul Newman, Audrey Hepburn, Arnold Schwarzenegger, Sylvester Stallone, Madonna and more recently, Mark McGwire. Advertisements featuring these celebrities are seldom seen outside Japan. It would indeed be an oversimplification of the

25 current situation to say that the use of these celebrities is an effort
to further Westernize Japan. A more correct interpretation would
appear to be that in modern, cosmopolitan Japan these celebrities
are internationally known figures who happen to be Western.
(E)Their use lends a more international quality to the
30 advertisements in which they appear and to the products which
they support.

In contrast, the use of unknown Western models is somewhat
more complex. There seems to be a view within Japan that
Western clothes often look better on Western models and that
35 products associated with origins abroad create an exotic
atmosphere by association with foreigners. It is no simple matter,
and any effort to provide a single answer would not only be
simplistic but probably wrong.

The association of Western models with action, freedom, and
40 flexibility is also made in the signs and symbols contained in the
advertisement. The models might have been Japanese, but they
are not. They simply help construct the contrast between Japan
and the West, between order and flexibility, between studied
behavior and spontaneous action.

45 This use of Westerners to present (F) to the expectations
and conventions of Japanese society is repeated and significant. It
is emphasized in the wording of advertising as well as in the direct
imports of Western popular culture — films, television, and music.
It is also this freedom from the limitations of one's own customs
50 and traditions that constitutes the appeal of Europe and America

as tourist destinations for the increasingly wealthy traveling public.

And so it is that when we encounter Japanese advertisements for the first time, we are likely to react to them in various and
55 complex ways. (G)Most of all, we cannot but find a difference between how we are represented in these and what we think about ourselves. Although we recognize the aspects of our culture that are selected for use in the Japanese advertisements, the emphasis given to them is unusual. But like other stereotypes, these have
60 bases in reality. It is their exaggeration we are likely to reject. Therefore, as we react to such representations of America and the West, we must ask ourselves, “Is this not what we have done in our advertisements to (H)peoples and cultures that are defined as ‘other’?”

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設問(1) 本文中の下線部(A)は具体的にどういう内容を指しているか、日本語で説明せよ。

設問(2) 本文中の下線部(B)は具体的にどういう内容を指しているか、日本語で説明せよ。

設問(3) 本文中の空所(C)と(D)を補うのに最も適切な語を次の(イ)

～(チ)からそれぞれ一つ選び、解答欄に記号で答えよ。

(イ) from (ロ) to (ハ) as (ニ) of

(ホ) on (ヘ) with (ト) for (チ) by

設問(4) 本文中の下線部(E)の意味を日本語で表せ。

設問(5) 本文中の空所(F)を補うのに最も適切な語はどれか。(イ)～

(ホ)から一つを選び、解答欄に記号で答えよ。

(イ) an example (ロ) a support

(ハ) an objection (ニ) an alternative

(ホ) a condition

設問(6) 本文中の下線部(G)の意味を日本語で表せ。

設問(7) 本文中の下線部(H)はどのような人々や文化のことを指し

ているか、具体例を挙げて日本語で説明せよ。