

本文

- 幅広いジャンルから500～600語程度のしっかりした英文を採用しています。
- Part 2 では入試出題英文も多く採用しています。
- パラグラフ単位の読みを意識し、パラグラフごとに番号を付けてあります。

Lesson 9 Buy and Buy! 9

New words 1
 digital [dījɪtl]
 portable [pɔr'tabl]
 apparent [əp'rent]

New words 2
 obsolescence [əb'zlesəns] persuade [pər'swād] upgrade [əp'grād] automobile [ət'mobil] high-tech [hītēk] cycle [sīkl]

11. obsolescence 12. build A into B 13. persuade A to do 14. upgrade A 15. put A on sale

New words 3
 decade [dēkād, dīkād] stretch [stētʃ] historian [hītōriən]

16. get into A 17. go back 20. Stone Age 石器時代の 23. for decades 23. at a stretch 25. to within ~ ~ の範囲内で 25. ... or so

1 When was the last time you bought a cellphone, a digital camera, or a portable music player? If it wasn't the first one that you've ever owned, maybe you bought a new one because you lost the earlier one or dropped it in water. Or maybe it stopped working one day for no apparent reason. Maybe, but probably not. There's a very good chance that you bought a new one because it could do more than your old one — take more photos, send longer text messages, produce higher quality sound — or just because your old one was... well, *old* and your friends all had newer kinds. +10

2 In the modern world, obsolescence is built into nearly everything we buy. Before a company even starts selling a new product, it's already designing the next model of the same product and thinking of ways to persuade people to upgrade from the first version to the second. Automobile companies put new models on sale once a year, but for many high-tech items, the cycle is shorter, with fresh models appearing every six months. +15

3 How did we get into this situation? Has the world always been this way? Of course not. The farther you go back in history, the more slowly fashions changed. Stone Age people probably looked and dressed exactly the same way for generations. Even a few centuries ago, hairstyles and clothing styles remained more or less the same for decades at a stretch. A historian can look at a picture from the Edo Period and guess when it was painted only to within fifty years or so, but he can look at a photo from the Showa Period and guess when it was taken to within five years. +20

4 As a result of the ever-increasing speed of change, nowadays we don't often keep things until they've stopped working; instead we get rid of them as soon as we're tired of them and want the latest and greatest. Some of the perfectly usable stuff that we throw away ends up in "recycle shops," and some gets exported to developing countries, where people are delighted to have it. But a shocking amount of it just ends up being abandoned, left by the side of a road or in a forest to fall apart slowly. +25

5 Is this really a healthy way to live? Let's examine the question from the economic side first. Consumer demand drives a large part of Japan's economy. When demand goes up, production has to be increased, and that means more jobs, more orders for machinery, and more economic activity in general. So from an economic point of view, this endless buying is something to be encouraged. +30

6 Now from a philosophical point of view, is it good for us to get caught up in a never-ending race to own the newest, the most, the best — in other words, never to be satisfied with what we already have? If you took a survey on a busy city street, almost everybody would answer that question with a firm "No." However, they would then go right on shopping for this season's clothes or a new, larger-capacity, higher-speed computer with a bigger, more colorful screen. +35

7 Next time you find yourself standing in front of a store window, staring at the products inside, try asking yourself, "Do I need that, or do I just want it? Should I really buy it, or should I try to be happy with what I have?" +40

Attention Pointer
 1. ⑤で結果、⑥で対比のディスコースマークに下線を引きなさい。

Attention Pointer
 2. ②～⑥のトピックセンテンスに下線を引きなさい。

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Attention Pointer

- Part 1 で学習した Reading Skill に慣れるための設問です。
- そのレッスンの本文を理解する上で有効なリーディング・スキルの問題を採用しています。