# 小論文 I

## （医学部保健学科）

**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（6 頁），解答用紙は 4 枚，下書用紙は 1 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. 問題冊子と下書用紙は持ち帰ってください。

1　次の英文を読んで，問1～4に日本語で答えなさい。

　　When was the last time you said hello to someone with a little wave of your hand? When was the last time you used both hands to wave goodbye to someone? If you're like any of my adult students, chances are you did this in an online English class recently. Using one or both hands to wave hello or goodbye is usually reserved for in-person greetings and farewells with children. However, in the last year and a half, I, like many others, have found myself both the giver and receiver of these hand waves. <u>Teaching online has changed a lot of our behaviors.</u>(1)

　　Since the beginning of the pandemic, I have spent at least four hours a day teaching online. On top of that, I spend a similar amount of time planning lessons and responding to work emails. All of this time is also in front of a screen. It used to be that my downtime was spent doing something fun or relaxing on my smartphone. <u>But these days, all I ever seem to be doing is looking at a screen.</u>(2) All this screen time has not only had an effect on everyone's physical and mental fitness, but also on our behavior. While we are all connected via the internet, it's not quite the same as being in the same room. There's still <u>something else missing</u>(3), which is why I think everyone's hand-waving has increased — we all just want that extra bit of human connection.

　　Technical issues aside, <u>so much is lost when teaching online.</u>(4) The first is what is communicated on a person's face. When some of my students call in from the same room, I don't see their full faces as they keep their masks on. Being able to read a student's facial expressions helps me get a sense of how they're feeling about the material in the class. Also being able to see how they're pronouncing something is incredibly helpful. Being able to use your body to communicate is another major loss when teaching online. My hand gestures, which used to be subtle, are now no longer visible — unless I

lift my arms up so that they're in view of the camera. I've noticed that I sometimes over-exaggerate my body language just in case it's not visible. I've had to watch that I don't end up looking like an animated octopus when I'm talking.

While there have been many benefits to teaching online, I look forward to being back in the classroom. I look forward to teaching and learning a language being a full-body experience, and not just one from the chest up. When that's possible, I will no doubt say a goodbye to online classes — probably with both hands.

（Samantha Loong, The Japan Times Alpha Online, 24 September 2021, "The online wave" より一部改変して引用）


（注）　in-person　　　　　　　対面，直接
　　　　downtime　　　　　　　コンピューターを使用していない時間
　　　　extra bit of　　　　　　ちょっとした，余分な
　　　　over-exaggerate　　　　～を大げさにする，誇張した
　　　　octopus　　　　　　　　蛸（タコ）
　　　　chest　　　　　　　　　胸


問 1　下線部⑴の具体例をあげなさい。

問 2　下線部⑵の筆者の行動は１日どのくらいの時間か，答えなさい。

問 3　下線部⑶で筆者は何が欠けていると考えているか，答えなさい。

問 4　下線部⑷の具体例を２つあげなさい。

次の英文を読んで，問1〜5に日本語で答えなさい。

At last week's annual tech expo, consumer electronics giant LG decided not to use a company executive or widely-known person to present its latest products during its live-streamed speech. Instead, it chose a social media influencer called <u>Reah Keem</u>. The remarkable thing about Keem is not her
(1)
follower count — she only has around 7,000 Instagram followers at the time of writing — it is that she is not a real person. In fact, she is a unreal character created using computer-created images.

Reah Keem is a virtual influencer, an artificial social media personality which can be hired — or even created — by brands to promote their goods. Virtual influencers have come out in the last few years as, probably, the next big thing in influencer marketing. Characters like Lil Miquela (2.9 million Instagram followers) and Knox Frost (848,000 followers) have worked with all sorts of brands and organizations, from Calvin Klein and Dior to the World Health Organization.

Virtual influencers have quickly gained popularity within the industry. Technology is enabling studios and advertisers to create virtual influencers that seem almost real, giving them personalities and lives that they share with consumers, to try and form a connection with people. And brands have found that they offer <u>certain advantages over real influencers</u>.
(2)

First, they are cost-effective, and content can be produced relatively quickly — it is very simple for a graphics designer to give virtual influencers new clothes and place them in any location on Earth, compared to having to transport a real influencer to a destination for photo taking.

Second, they seem to be relatively effective. Influencer marketing is already one of the most effective methods to bridge the gap between a brand and its audience by using a social media influencer's authenticity and engagement with their fans. Our research finds that virtual influencers have

almost three times the engagement rate of real influencers, indicating that their followers seem to be more likely to like and comment on their content compared to the content produced by their human counterparts.

Third, and perhaps most important, is that they cause a potentially lower risk to a brand's reputation. As virtual influencers are controlled by their creators, there's much less chance that they will embarrass their client by posting something offensive or controversial online.

LG's use of a virtual influencer shows just how far this innovation has come. However, brands would be wise not to get too caught up in the advertisement, as there are some issues around virtual influencers. For example, while virtual influencers have a higher engagement rate than human influencers, our research found that 48 per cent of virtual influencers had negative follower growth in 2020, meaning that they are losing followers. This may be because their audience simply did not like the content and stopped following them.

Another concern is about regulation. Many have questioned if virtual influencers violate the rules set by advertising watchdogs. For instance, the (3) Federal Trade Commission in the US has said that the most important principle of an endorsement is that it must "represent the accurate experience and opinion of the endorser." Obviously, virtual influencers have not and can never try the products they promote. Consumers may start to question this, potentially leading to accusations that virtual influencers are being deceptive or misleading.

The fact that some virtual influencers look so real could also potentially mislead the public. One survey of Instagram users in 2019 found that 42 per (4) cent of millennials and Generation Z have followed influencers on the platform without realising that they are computer-created. Because of this, we predict that the rising popularity of virtual influencers will also lead to calls for them to be regulated, so that they don't deceive the public or mislead

their followers.

Influencer marketing has huge potential in the advertising industry, as it enables brands to form much more human connections between themselves and their audiences. While there is certainly a place in advertising campaigns for virtual influencers to create engaging content, brands would be wise not to forget about their human counterparts.

（City A.M., 23 January 2021, "A virtual what? Humans prefer their influencers to have real pulses"より一部改変して引用）　　Alexander Frolov

（注）
| | |
|---|---|
| authenticity | 真正性，信ぴょう性 |
| engagement rate | 投稿に対する閲覧者の反応度合いを示す指標 |
| watchdog | 監視人，監視機関 |
| Federal Trade Commission | |
| | 連邦取引委員会 |
| endorse | 承認する，支持する |
| accusation | 告訴 |
| deceptive | 人をだますような |
| mislead | 間違った方向に導く |
| millennials and Generation Z | |
| | ミレニアル世代とＺ世代 |
| deceive | だます |

問 1　筆者によると，下線部⑴の Reah Keem に関して注目すべきことは何か，答えなさい。

問 2　下線部⑵に関して，写真撮影の費用が安くすむ理由として virtual influencer は何が可能だと述べているか，答えなさい。

問 3　下線部(2)に関して，筆者が virtual　influencer を利用する最も重要な利点
　　　だと述べていることは何か，その理由と併せて答えなさい。


問 4　下線部(3)に関して，委員会における最も重要な指針が virtual　influencer
　　　によって守られないのはなぜか，答えなさい。


問 5　下線部(4)は何を表す数字か，答えなさい。