

令和4年度 入学試験問題

英語（後期）

試験時間	90分
問題冊子	1～16頁

注意事項

1. 指示があるまで問題冊子は開かないこと。
2. 問題冊子および解答用紙に落丁，乱丁，印刷の不鮮明な箇所があったら，手を挙げて監督者に知らせること。
3. 解答が終わっても，または試験を放棄する場合でも，試験終了までは退場できない。
4. スマートフォン等の電子機器類は電源を必ず切り，鞆の中にしまうこと。
5. 机には，受験票と筆記用具（鉛筆，シャープペンシル，消しゴム）および時計（計時機能のみ）以外は置かないこと。（耳栓，コンパス，定規等は使用できない。）
6. 問題冊子および解答用紙に受験番号と氏名を記入すること。
7. 解答はすべて解答用紙の所定の解答欄に記入すること。欄外には何も書かないこと。
8. この問題冊子の余白は自由に用いてよい。
9. 質問，トイレ，体調不良等で用件のある場合は，無言のまま手を挙げて監督者の指示に従うこと。
10. 中途退室時は，問題冊子および解答用紙を裏返しにすること。
11. 受験中不正行為があった場合は，試験の一切を無効とし，試験終了時間まで別室で待機を命じる。
12. 試験終了後，解答用紙は裏返し，問題冊子は持ち帰ること。

受験番号	
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氏名	
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受験番号	
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氏名	
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令和4年度(後期)

英語

解答用紙(記述用)

採点欄	1	3

[I]	問1	1	2	3
		4	5	6
	問2	ア	イ	
	問3	(1)		
		(2)		
	問4			
	記号			
問5				
	記号			

[III]			

[I] 次の英文を読み、設問に答えよ。設問のうち、問 1～問 5 は解答用紙(記述用)に記入すること。その後の問 6～問 13 は解答用紙(マークシート)に記入すること。

1. One day in the early 1900s, a prominent American executive named Claude C. Hopkins was approached by an old friend with a new business idea. The friend had discovered an amazing product, he explained, that he was convinced would be a hit. It was a toothpaste, a minty, frothy concoction he called “Pepsodent.” This venture, the friend promised, was going to be huge. If, that is, Hopkins would consent to help design a national promotional campaign.
2. Hopkins, at the time, was at the top of a booming industry that had hardly existed a few decades earlier: advertising. Hopkins was the man who had convinced Americans to buy Schlitz beer by boasting that the company cleaned their bottles “with live steam,” while neglecting to mention that every other company used the exact same method. He had seduced millions of women into purchasing Palmolive soap by proclaiming that Cleopatra had washed with it, despite the sputtering protests of outraged historians. He had turned dozens of previously unknown products—Quaker Oats, Goodyear tires, Van Camp’s pork and beans—into household names.
3. However, when his old friend approached Hopkins about Pepsodent, the ad man expressed only mild interest. It was no secret that the health of Americans’ teeth was in steep decline. As the nation had become wealthier, people had started buying larger amounts of sugary, processed foods. When the government started recruiting men for World War I, so many soldiers had rotting teeth that officials said poor dental hygiene was a national security risk. Yet as Hopkins knew, selling toothpaste was financial suicide. There was already an army of door-to-door salesmen selling dubious tooth powders and elixirs, most of ⁽¹⁾them going broke. The problem was that hardly anyone bought toothpaste because, despite the nation’s dental problems, hardly anyone brushed their teeth.
4. So Hopkins gave his friend’s proposal a bit of thought, and then ⁽²⁾declined. He’d stick with soaps and cereals, he said. “I did not see a way to educate the laity in technical tooth-paste theories,” Hopkins explained in his autobiography. The friend, however, was persistent. He came back again and again, appealing to Hopkins’s considerable ego until, eventually, the ad man 1 in.
5. Within five years of that partnership, ⁽¹⁾Hopkins turned Pepsodent into one of the best-known products on earth and, in the process, helped create a toothbrushing habit that moved across America with startling speed. Soon, everyone from Shirley Temple to Clark Gable was bragging about their “Pepsodent smile.” A decade after the first Pepsodent campaign, surveys found that toothbrushing had become a ritual for more than half the American population. Hopkins had helped establish toothbrushing as a

daily activity.

6. Throughout his career, one of Claude Hopkins's signature tactics was to find simple triggers to convince consumers to use his products every day. He sold Quaker Oats, for instance, as a breakfast cereal that could provide energy for twenty-four hours—but only if you ate a bowl every morning. He sold tonics that cured stomachaches, joint pain, bad skin, and “womanly problems”—but only if you drank the medicine at symptoms' first appearance. Soon, people were devouring oatmeal at daybreak and chugging from little brown bottles whenever they felt a hint of fatigue, which, as luck would have it, often happened at least once a day. To sell Pepsodent, then, Hopkins needed a trigger A . He sat down with a pile of dental textbooks. “It was dry reading,” he later wrote. “But in the middle of one book I found a reference to the mucin plaques on teeth, which I afterward called ‘the film.’ That gave me an appealing idea. I resolved to advertise this toothpaste as a creator of beauty. To deal with that cloudy film.”

7. In 2 on tooth film, Hopkins was ignoring the fact that this same film has always covered people's teeth and hadn't seemed to bother anyone. The film is a naturally occurring membrane that 3 up on teeth regardless of what you eat or how often you brush. People had never paid much attention to it, and there was little reason why they should: You can get rid of the film by eating an apple, running your finger over your teeth, brushing, or vigorously swirling liquid around your mouth. Toothpaste didn't do anything to help remove the film. In fact, one of the leading dental researchers of the time said that all toothpastes—particularly Pepsodent—were worthless. ⁽ⁱⁱ⁾That didn't stop Hopkins from exploiting his discovery. Here, he decided, was a cue that could trigger a habit. Soon, cities were plastered with Pepsodent ads. “Just run your tongue across your teeth,” read one. “You'll feel a film—that's what makes your teeth look ‘off color’ and invites decay.” “Note how many pretty teeth are seen everywhere,” read another ad, featuring smiling beauties. “Millions are using a new method of teeth cleansing. Why would any woman have dingy film on her teeth? Pepsodent removes the film!”

8. The brilliance of these appeals was that they relied upon a cue—tooth film—that was universal and impossible to ignore. Telling someone to run their tongue across their teeth, it turned out, was likely to cause them to run their tongue across their teeth. And when they did, they were likely to feel a film. Hopkins had found a cue that was simple, had existed for ages, and was so easy to trigger that an advertisement could cause people to ⁽³⁾comply automatically. Moreover, the reward, as Hopkins envisioned it, was even more enticing. Who, after all, doesn't want to be more beautiful? Who doesn't want a prettier smile—particularly when all it takes is a quick brush with Pepsodent?

9. After the campaign launched, a quiet week passed. Then two. In the third week, demand exploded. There were so many orders for Pepsodent that the company couldn't 4 up. In three years, the product went international. Within a decade, Pepsodent was

one of the top-selling goods in the world, and remained America's best-selling toothpaste for more than thirty years. Before Pepsodent appeared, only 7 percent of Americans had a tube of toothpaste in their medicine chests. A decade after Hopkins's ad campaign went nationwide, that number had jumped to 65 percent. By the end of World War II, the military downgraded concerns about recruits' teeth because so many soldiers were brushing every day.

10. "I made for myself a million dollars on Pepsodent," Hopkins wrote a few years after the product appeared on shelves. The key, he said, was that he had "learned the right human psychology." The psychology was grounded in two basic rules: First, find a simple and obvious . Second, clearly define the . Even today, Hopkins's rules are a staple of marketing textbooks and the foundation of millions of ad campaigns. However, it turns out that Hopkins's two rules aren't enough. There's also a third rule that must be satisfied to create a habit—a rule so subtle that Hopkins himself relied on it without knowing it existed.
11. Hopkins's experiences with Pepsodent weren't quite as straightforward as he portrays them in his memoirs. Though he boasted that he discovered an amazing cue in tooth film, and bragged that he was the first to offer consumers the clear reward of beautiful teeth, it turns out that Hopkins wasn't the originator of those tactics. Consider, for instance, some of the advertisements for other toothpastes that filled magazines and newspapers even before Hopkins knew that Pepsodent existed. "The ingredients of this preparation are especially intended to prevent deposits of tartar from accumulating around the necks of the teeth," read an ad for Dr. Sheffield's Creme Dentifrice that predated Pepsodent. "Clean that dirty layer!" "Your white enamel is only by a coating of film," read an advertisement that appeared while Hopkins was looking through his dental textbooks. "Sanitol Tooth Paste quickly restores the original whiteness by removing film." Dozens of other advertising men had used the same language as Pepsodent years before Hopkins jumped in the game. All of their ads had promised to remove tooth film and had offered the reward of beautiful, white teeth. None of them had worked. But once Hopkins launched his campaign, sales of Pepsodent exploded. Why was Pepsodent different?
12. Hopkins doesn't spend any of his autobiography discussing the ingredients in Pepsodent, but the recipe listed on the toothpaste's patent application and company records reveals something interesting: Unlike other pastes of the period, Pepsodent contained citric acid, as well as doses of mint oil and other chemicals. Pepsodent's inventor used those ingredients to make the toothpaste taste fresh, but they had another, unanticipated effect as well. They're irritants that create a cool, tingling sensation on the tongue and gums.
13. After Pepsodent started dominating the marketplace, researchers at competing

companies scrambled to 6 out why. What they found was that customers said that if they forgot to use Pepsodent, they realized their mistake because they missed that cool, tingling sensation in their mouths. They expected—they craved—that slight irritation. If it wasn't there, their mouths didn't feel clean. Claude Hopkins wasn't selling beautiful teeth. He was selling a sensation. Once people craved that cool tingling—once they equated it with cleanliness—brushing became a habit.

14. When other companies discovered what Hopkins was really selling, they started imitating him. Within a few decades, almost every toothpaste contained oils and chemicals that caused gums to tingle. Soon, Pepsodent started getting outsold. Even today, almost all toothpastes contain additives with the sole job of making your mouth tingle after you brush. “Consumers need some kind of signal that a product is working,” Tracy Sinclair, who was a brand manager for Oral-B and Crest Kids Toothpaste, told me. “We can make toothpaste taste like anything—blueberries, green tea—and as long as it has a cool tingle, people feel like their mouth is clean. The tingling doesn't make the toothpaste work any better. It just convinces people it's doing the job.”

15. Anyone can use this basic formula to create habits of her or his own. Want to craft a new eating habit? When researchers affiliated with the National Weight Control Registry—a project involving more than six thousand people who have lost more than thirty pounds—looked at the habits of successful dieters, they found that 78 percent of them ate breakfast every morning, a meal cued by a time of day. But most of the successful dieters also envisioned a specific reward for sticking with their diet—a bikini they wanted to wear or the sense of pride they felt when they stepped on the scale each day—something they chose carefully and really wanted. They thought about the craving for that reward when temptations arose, cultivated the craving into a mild obsession. And their cravings for that reward, researchers found, crowded out the temptation to drop the diet.

16. Cravings are what drive habits. And understanding how to spark a craving makes creating a new habit easier. It's as true now as it was almost a century ago. Every night, millions of people scrub their teeth in order to get a tingling feeling.

<Notes>

tingle: to have a feeling as if many sharp points are being put lightly into your body

次の問 1～問 5 に答えよ。

答えは解答用紙(記述用)に記入すること。

問 1 ～ に入れるのに最もふさわしい動詞を次の語群から選び、必要ならば適切な形に直して 1 語で書け。なお、同じものを 2 度以上用いてはならない。

bring	build	carry	clear	depend	figure
focus	give	hide	keep	look	use

問 2 文脈に照らし、 と に入れるのに最も適切な単語を本文中から選び、それぞれ 1 語で書け。

問 3 下線部(i)の状況をもたらした背景について、次のそれぞれに該当する内容を日本語で具体的に説明せよ。

- (1) what Hopkins believed was the cause of this
- (2) the actual cause, which was unknown to Hopkins

問 4 下線部(ii)は具体的にはどのようなことを意味しているか。that および his discovery の内容を明らかにして、日本語で説明せよ。

問5 本文の内容に合わないものを(あ)～(か)から2つ選び、その記号を書け。さらにそのように判断した理由を、本文および選択肢の具体的な内容に照らして日本語で説明せよ。

- (あ) Hopkins could hardly conceive of a way to sell Pepsodent when he was first offered the job.
- (い) Modern toothpastes still contain ingredients that cause tingling because they prevent tooth decay.
- (う) The claims Hopkins made in some of his advertisements were criticized by experts.
- (え) Prior to his work with Pepsodent, Hopkins was already successful in the advertising business.
- (お) Ten years after Pepsodent was first sold, a majority of Americans were using toothpaste.
- (か) The content that Hopkins created for Pepsodent ads was highly innovative.

次の問 6～問 13 の設問に答えよ。

答えは解答用紙(マークシート)に記入すること。各問の末尾に示された、
内の数字に対応する欄に解答せよ。

問 6 Choose ALL the statements that are true about Hopkins, according to the text. 1

- a. He appeared in an advertisement for Pepsodent.
- b. He invented a new toothpaste.
- c. He made a fortune on Pepsodent.
- d. He was humble about his achievements throughout his life.
- e. He wrote a book about his own life.

問 7 Choose ALL of the following that are mentioned in the text as products Hopkins was involved in advertising. 2

- a. bottled beer
- b. breakfast cereal
- c. film
- d. medicinal drinks
- e. toothbrushes

問 8 Which one of the following best completes the sentence below? 3

Before Pepsodent was introduced into the market,

- a. people would frequently buy dental products from salesmen.
- b. the issue of dental problems was not recognized in the United States.
- c. there was no other toothpaste on the market.
- d. toothpaste often contained mint oil and citric acid.
- e. toothpaste was not an essential household item.

問9 What does the word *them*, marked (1) in Paragraph 3, refer to? 4

- a. officials
- b. soldiers
- c. salesmen
- d. tooth powders and elixirs
- e. none of the above

問10 Which one of the following is closest in meaning to the word *declined*, marked (2) in Paragraph 4? 5

- a. decided
- b. diminished
- c. pondered
- d. refused
- e. responded

問11 Which one of the following would best fill A in Paragraph 6? 6

- a. in which his product was associated with science
- b. that would emphasize a benefit exclusive to his product
- c. that would justify the toothpaste's daily use
- d. to assure customers of long-standing facts about toothpaste
- e. to remind consumers of the importance of dental hygiene

問12 Which one of the following is closest in meaning to the word *comply*, marked (3) in Paragraph 8? 7

- a. catch
- b. disobey
- c. doubt
- d. follow
- e. trust

問 13 Choose ALL of the following that are true about the research on dieters. 8

- a. A majority of successful dieters ate breakfast at a certain time of day.
- b. Becoming obsessed with the reward led them to drop the diet.
- c. Cravings for food caused many of the people to give up the diet.
- d. Imagining the goal of the diet helped them stick to it.
- e. Seventy-eight percent of the dieters in the study lost more than 30 pounds.

1. 1950年11月11日
2. 1950年11月11日

1950年11月11日

1950年11月11日

1950年11月11日

1950年11月11日

1950年11月11日

1950年11月11日

[II] 以下の設問に答えよ。

解答用紙(マークシート)に記入すること。各問の末尾に示された、
内の数字に対応する欄に解答せよ。

問1 次の文の下線部の単語は、それぞれ音節が「-」で区切られている。最も強く発音される部分が第1音節にないものを、a～eから1つ選べ。 9

- a. He won the speech con-test.
- b. He works for a research in-sti-tute.
- c. In the word *Japan*, the ac-cent is on the second syllable.
- d. Workers stopped work as a pro-test.
- e. You should wear goggles to pro-tect your eyes.

問2 次のa～eの下線部の単語の第1アクセントが置かれる部分が、triumphの第1アクセントが置かれる部分と同じ母音をもつものをすべて選べ。 10

- a. I'm going to give you an outline of the story.
- b. Smallpox is caused by a virus.
- c. The Internet is a very powerful medium.
- d. The sun has risen.
- e. There is a wide variety of flowers in the park.

問3 次のa～eの下線部の単語の発音で、cleansingの下線部と同じ音を持つものをすべて選べ。 11

- a. a fire hose
- b. a loose tie
- c. an infectious disease
- d. housing problems
- e. psychological development

問4 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) to discover the presence or existence of something **12**

(2) to represent or show something in a story **13**

- a. deduct
- b. defeat
- c. delete
- d. depict
- e. detect

問5 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) the act of ending something by force **14**

(2) a number of people or things that follow each other in time or order **15**

- a. submission
- b. substitution
- c. succession
- d. suppression
- e. suspension

問6 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) a smell, especially an unpleasant one **16**

(2) the length of time that something lasts **17**

- a. despair
- b. duration
- c. herd
- d. odor
- e. prey

問7 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) to become smaller in size 18

(2) to hit someone with the flat part of your hand 19

- a. conceal
- b. penetrate
- c. preach
- d. shrink
- e. slap

問8 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) likely to be affected by something 20

(2) having a texture that is rough, not smooth 21

- a. coarse
- b. drastic
- c. frantic
- d. prone
- e. trivial

問9 次の英文の下線部 (a)～(d) のいずれか一か所において、文法的な誤りを含む場合はその記号を選べ。誤りが無い場合は、e を選べ。 22

Reusable medical devices are (a)devices that health care providers can reuse to diagnose and treat multiple patients, such as surgical forceps and stethoscopes. When (b)using on patients, reusable devices (c)become soiled and (d)contaminated with microorganisms.

- a. devices that
- b. using
- c. become soiled
- d. contaminated with
- e. NO ERROR

問 10 次の英文の下線部 (a) ~ (d) のいずれか一か所において、文法的な誤りを含む場合はその記号を選べ。誤りがない場合は、e を選べ。 [23]

To avoid any risk of infection by a (a)contaminated device, reusable devices undergo “reprocessing,” a detailed, multistep process to clean and then disinfect or sterilize them. (b)Adequately reprocessing of reusable medical devices is (c)vital (d)to protecting patient safety.

- a. contaminated
- b. Adequately reprocessing
- c. vital
- d. to protecting
- e. NO ERROR

問 11 次の英文の下線部 (a) ~ (d) のいずれか一か所において、文法的な誤りを含む場合はその記号を選べ。誤りがない場合は、e を選べ。 [24]

The risk of acquiring an infection from an inadequately reprocessed medical device is relatively low (a)given the large number of such devices in use, although the (b)potential for outbreaks of infection (c)associated with their use (d)remains an important public health concern.

- a. given
- b. potential for
- c. associated with
- d. remains
- e. NO ERROR

[III] 下記の指示にしたがって英文を書け。解答用紙(記述用)に記入すること。

State one particular habit that you or other people should adopt, but find difficult to adopt. Then, explain how this habit could be created by applying the rules described in the text in [I]. In your answer, do NOT use any of the examples of habits mentioned in the text. Write your essay in academic style, in one or two paragraphs.

(下書き用紙)

使用著作物：

Adapted from excerpts of a book by Charles Duhigg, *The Power of Habit*, Random House, 2014.

Adapted from an article entitled *Processing of Reusable Medical Devices* on the website of the U.S. Food and Drug Administration (<https://www.fda.gov/medical-devices/products-and-medical-procedures/reprocessing-reusable-medical-devices>), March 26, 2018 (accessed September, 2021).