

Japan Explained: Japanese Culture through Authentic Texts

日本文化の魅力と多様性

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はじめに

ひらがなタイムズは、1986年の創刊で、100ヶ国以上の人に読まれている外国人の会話に役立つ情報や内容を解説する日英バイリンガルマガジンです。本書 Japan Explained: Japanese Culture through Authentic Texts 「日本文化の魅力と多様性」は、同紙の中から、選りすぐりの話題を取り上げ、日本事情を学びながら、英語の技能を向上させることを目標とした教材です。必ずしも、ユニットの順にしたがって進めなければならないわけではありません。各ユニットの構成は次のようになっています。

Warm-up Question

このユニットで学ぶトピックについて考える問題です。

*日本語でも、英語でも構わないので考えてみましょう。

Check Your Vocabulary

このユニットで学ぶ語彙について、定義や綴りを学びます。

Note-taking

音声を聴いて、聞こえたフレーズを書き取ってみましょう。

Dictation

二回目以降のリスニングでは、細部を聞き取って、空欄を埋めます。答え合わせをしたら、音読やシャドーイングをすると良いでしょう。

Speed Reading

1分間でどのくらいの速さで読めるか、測り、記録しておきましょう。

Comprehension Check

本文の理解度を確認するための問題です。ペアやグループで確認しても良いでしょう。

Extension Activities

重要語彙や表現を学んでみましょう。

Write or Speak about Yourself

このユニットを振り返り、英語で自己表現してみましょう。

最後に、本書の構想から出版に至るまで、佐々木元氏、下村幸一氏をはじめとして、英宝社の皆様には大変お世話になりました。心より感謝の意を表します。

著者一同

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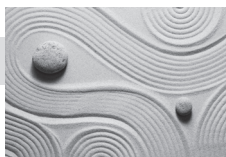
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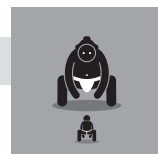
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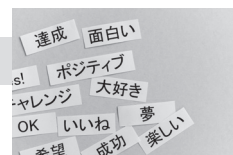
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Chapter 1

嘘レビュー

Fake Reviews



▶ Warm-up Question


Have you ever left a review for something you bought online?

Do you read online reviews before you purchase anything on the internet or via an app? Do you trust those reviews?

▶ Check Your Vocabulary

左側の単語にもっとも近い意味をもつ表現を右から選びましょう。

- | | | |
|--------------------|-----|--|
| 1. thriving (adj.) | () | a. good or useful |
| 2. positive (adj.) | () | b. very successful |
| 3. bot (n.) | () | c. a formal statement saying that something is true |
| 4. competitor (n.) | () | d. a computer program that works automatically |
| 5. testimony (n.) | () | e. a person, team, or company that is trying to be more successful than others |

Note-taking  **2** 本文を聴きながらノートを取りましょう。(英語でも日本語でも構いません)



2

1 Stores, such as department stores and convenience stores, which used to be the main commercial outlets in Japan, are now decreasing in numbers. On the other hand, online shops are increasingly thriving. Nowadays it is said that customers' comments about the
5 products on sale play an important role in buyers' ₅₀ decision-making processes. However, it was recently reported on TV and in other media outlets that most of these reviews are fake. It was revealed that there are many people writing reviews for products they have not purchased, working part-time for websites that give rewards in
10 exchange for positive reviews. Among ₁₀₀ these was the case of a company in a certain foreign country that was writing and posting them in great volumes using bots. The following are characteristics of fake reviews: numerous five-star evaluations, many posts appearing on the same day for a product, and product descriptions
15 that are vague. When ₁₅₀ the Japanese expressions are somewhat unnatural, it can be an indication that they have been created overseas, and when there are many one-star reviews, that they were ordered by competitors. Some years ago, the news that some stores were hiring people to create "sakura" (fake queues) caused quite a
20 stir. ₂₀₀ It is said that the reasons for this kind of practice lie in the Japanese tendency to trust the testimony of others. (223 words)



3

▶ Dictation

音声を聴いて空欄を埋めなさい。一回目はスロースピード、二回目はナチュラルスピードで録音されています。答え合わせをしたら、音読しましょう。(/6点)

The (1) are characteristics of fake reviews: (2) five-star evaluations, many posts appearing on the (3) day for a (4), and (5) descriptions that are (6).

□ 1st Speed Reading

_____ wpm

▶ Comprehension Check

本文を読んで、以下の問いに答えなさい。

1. What used to be the main commercial outlets in Japan?
2. What are some websites giving people in exchange for positive reviews?
3. Having many one-star reviews indicates they were probably ordered by whom?

□ 2nd Speed Reading

_____ wpm

▶ Extension Activities

犯罪関係の重要単語

選択肢から選んでみましょう。

日本語	英語
殺人	
泥棒	
すり	
万引き	
放火	
贈収賄	
密輸	
誘拐	

pickpocket	smuggling	homicide	shoplifting
kidnapping	arson	bribery	theft

▶ Write or Speak about Yourself

以下の質問について、答えてみましょう。

Q: Describe a time you were very happy or very disappointed with something that you ordered online.

A: