

ベーシックセンター

英 語

脱文挿入(1)

次の文章の ～ に入れるのに最も適当なものを、それぞれ下の①～④のうちから一つずつ選べ。

The term LOHAS, which stands for “Lifestyles of Health and Sustainability,” was first introduced in Japan in 2002, when Dr. Paul Ray and Frank Lampe were invited to speak at a symposium to discuss designing a sustainable society. A sustainable society is one in which people use natural resources carefully, always thinking about how to replace them. Since then, the term LOHAS has and ultimately has led to many exclusive department stores promoting LOHAS. In the year 2005, there were at least five LOHAS fashion events in the nation’s major department stores in Tokyo, Nagoya and Osaka.

Improving health and achieving global sustainability are familiar issues in Japan. In July 2005, a study performed by a major Japanese advertising agency showed that 22 percent of the Japanese population over the age of 15 recognized the term LOHAS. Another study in 2005 also showed that almost a third (29.3%) of all Japanese adults can be classified as LOHAS consumers. Analysts agree the statistics are given the country’s lack of natural resources, emphasis on energy efficiency, and 99 percent literacy rate.

Although the concept of LOHAS has spread in Japan, the danger of “LOHAS-washing” has occurred. “LOHAS-washing” means using the word LOHAS simply as an advertising trick, without thinking about the basic concept of LOHAS. Some businesses may use the term purely to make money. We should examine carefully whether products really have the good points they advertise or only .

問1

- | | |
|------------------------|---------------------------|
| ① expanded its market | ② gained popularity |
| ③ increased efficiency | ④ raised health standards |

問2

- ① not familiar
- ③ not reliable

- ② not popular
- ④ not surprising

問3

- ① carry such a famous brand name
- ② have the LOHAS name in order to increase sales
- ③ promote the growth and popularity of its concept
- ④ strengthen the power of LOHAS-washing