

2019 年度
筆記審査
(問題)

注意事項

1. 問題冊子は試験開始の指示があるまで開かないこと。
2. 問題は2～12 ページに記載されている。試験中に問題冊子の印刷不鮮明、ページの落丁・乱丁および解答用紙の汚れ等に気づいた場合は、手を挙げて監督員に知らせること。
3. 試験開始後、すべての記述解答用紙の所定欄に受験番号および氏名（カタカナ）を記入すること。

記述解答用紙の所定欄の受験番号は正確に間違いに記入すること。読みづらい数字は採点処理に支障をきたすことがあるので、注意すること。

数字見本	0	1	2	3	4	5	6	7	8	9
------	---	---	---	---	---	---	---	---	---	---

4. 解答はすべて解答用紙の所定欄に HB の黒鉛筆またはシャープペンシルで記入すること。解答用紙の枠外への記入はすべて禁ずる。
5. いかなる場合でも、すべての解答用紙を必ず提出すること。
6. 試験終了後、問題冊子および下書き用紙は持ち帰ること。

I. AI Recruiting Takes the Human out of Human Resources

※この問題は、著作権の関係により掲載ができません。

※この問題は、著作権の関係により掲載できません。

※この問題は、著作権の関係により掲載ができません。

(Adapted from *The Guardian Weekly*, March 16, 2018)

- (1) Choose the THREE statements that are TRUE and mark them on your answer sheet.
- A) Nathan Mondragon believes that it is only necessary to identify a few key factors when hiring the best candidate for a job.
 - B) At present, AI programs are not good at recognizing when a candidate is engaged in creative thinking.
 - C) AI technology helps identify potential job applicants who have a profile similar to a company's own top employees.
 - D) Despite its limited success when used to fight crime, AI has so far proven helpful when companies use it to hire new employees.
 - E) Critics of using AI in the hiring process in the UK argue it is unnecessary because a decline in the number of job applicants means it is easier for humans to conduct interviews.
 - F) AI makes it easier for jobseekers to standardize their CVs to fit what multiple companies are looking for in an employee.
 - G) Job applicants who have been screened using AI often feel frustrated because of a lack of feedback as to why they were rejected by a company.
- (2) Based on the text, identify an advantage AND a disadvantage of using AI in the hiring process? Answer using your own words in the space provided on the answer sheet IN ENGLISH.

- (3) The passage refers to the impact of AI on the recruiting process. In which other areas of our lives are we potentially vulnerable to the abuse of information technology? Provide at least two examples. Answer using your own words in the space provided on the answer sheet IN ENGLISH.

II. Beauty and the Beast of Advertising

Advertising is a multi-billion dollar industry and affects all of us throughout our lives. We are each exposed to over 2,000 advertisements (ads) a day, constituting perhaps the most powerful “educational” force in society. The average American will spend one and one-half years of his or her life watching television commercials. The ads sell a great deal more than products. They sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be. Sometimes they sell addictions.

Advertising is the foundation and economic lifeblood of the mass media. The primary purpose of the mass media is to deliver an audience to advertisers, just as the primary purpose of television programs is to deliver an audience for commercials. Teenagers are particularly vulnerable because they are new and inexperienced consumers, and are the prime targets of many advertisements. They are in the process of learning their values and roles and developing their self-concepts. Most teenagers are sensitive to peer pressure and find it difficult to resist or even question the dominant cultural messages reinforced by the media. Mass communication has made possible a kind of national peer pressure that weakens private and individual values and standards.

The aspect of advertising most in need of analysis and change is the portrayal of women. Scientific studies and the most casual viewing yield the same conclusion: women are shown almost exclusively as housewives or sex objects. The housewife, obsessed by cleanliness, debates the virtues of cleaning products with herself and worries about stains on her husband’s white shirt. She also feels guilt for not being more beautiful, for not being a better wife and mother. The sex object is a mannequin, and conventional beauty is her only attribute. She has no lines or wrinkles (which would indicate she had the bad taste and poor judgment to grow older), no scars or blemishes. She is thin, generally tall and long-legged, and, above all, she is young. All “beautiful” women in advertisements, regardless of product or audience, conform to this norm. Women are constantly pressured to achieve this ideal, to feel ashamed and guilty if they fail, and to feel that their desirability and lovability are dependent upon physical perfection.

The image is artificial and can only be achieved artificially (even the “natural look” requires much preparation and expense). Beauty is something that is external; more than one million dollars is spent every hour on cosmetics. Desperate to conform to an ideal and impossible standard, many women go to great lengths to manipulate and change their faces and bodies. A woman learns to view her face as a mask and her body as an object, as things separate from and

more important than her real self, constantly in need of alteration, improvement, and disguise. She is made to feel dissatisfied with and ashamed of herself, whether she tries to achieve “the look” or not. Objectified constantly by others, she learns to objectify herself.

When *Glamour* magazine surveyed its readers in 1984, 75 percent felt too heavy and only 15 percent felt just right. Nearly half of those who were actually underweight reported feeling too fat and wanting to diet. Among a sample of college women, 40 percent felt overweight when only 12 percent actually were too heavy. Nine out of ten participants in diet programs are female, many of whom are already close to their proper weight, according to Rita Freedman in her book *Beauty Bound*.

Dr. Steven Levenkron, author of *The Best Little Girl in the World*, the story of an anorexic, says his blood pressure rises every time he opens a magazine and finds an ad for women's fashions. “If I had my way,” he said, “every one of them would have to carry a line saying, ‘Caution: this model may be hazardous to your health.’” It is estimated that one in five college age women has an eating disorder. In commercials, women’s bodies are separated into parts in need of change or improvement. If a woman has “acceptable” breasts, then she must also be sure that her legs are worth watching, and her hips are slim.

There have been some changes in the images of women. Indeed, a “new woman” has emerged in commercials in recent years. She is generally presented as superwoman, who manages to do all the work at home and on the job (with the help of a product, of course, not of her husband or children or friends), or as the liberated woman, who owes her independence and self-esteem to the products she uses. These new images do not represent any real progress but rather create a myth of progress, an illusion that reduces complex sociopolitical problems to simple personal ones.

This is the real tragedy: that many women internalize these stereotypes and learn their “limitations,” thus establishing a self-fulfilling prophecy. If one accepts these mythical and degrading images, to some extent one actualizes them. By remaining unaware of the hidden impact of advertisements, we ignore one of the most powerful “educational” forces in society – one that greatly affects our self-images, our ability to relate to each other, and effectively destroys any awareness and action that might help to change that climate.

(Adapted from an article by Jean Kilbourne in *Media and Values*, Issue 49, 1990)

※Web公開にあたり、著作権者の要請により出典追記しております。
Republished with permission of Center for Media Literacy,
from BEAUTY ... AND THE BEAST OF ADVERTISING;
permission conveyed through Copyright Clearance Center, Inc.

(1) Choose the THREE statements that are TRUE and mark them on your answer sheet.

- (A) Teenagers are easily influenced by images portrayed in ads because they have limited knowledge and experience as consumers.
- (B) In the passage, the term “mannequin” is used as a metaphor to criticize the promotion of ideal body images for women.
- (C) Today’s ideas about which images are acceptable in advertising mean fewer sexual images are used now than in the past.
- (D) The author of the article believes that, over time, models in advertisements have come to reflect a more accurate portrayal of the average consumer.
- (E) The survey of its readers by *Glamour Magazine* is meant to illustrate the negative power of advertising in relation to their self-image.

(2) The author identifies several problems with the portrayal of women in the passage. Identify the two problems that you think are the most important, and explain why. Answer using your own words in the space provided on the answer sheet IN ENGLISH.

(3) The passage suggests that advertising has a negative impact on how we perceive women. Can you think of DIFFERENT examples where advertising has a significantly negative impact? Identify one or two and explain the significance. Answer using your own words in the space provided on the answer sheet IN ENGLISH.

III. Why You See Swastikas in America but not in Germany

※この問題は、著作権の関係により掲載ができません。

※この問題は、著作権の関係により掲載ができません。

※この問題は、著作権の関係により掲載ができません。

(Adapted from vox.com August 16, 2017).

(1) Are the following statements true or false, according to the passage. Write “T” for “true” or “F” for “false” as appropriate in the boxes on the answer sheet.

(A) Immediately after WWII ended, German society moved to address its Nazi past through the education system.

(B) “Defensive democracy” includes the adoption of policies that may appear undemocratic in order to promote the preservation of freedom.

(C) American policies about hate speech reflect a stronger trust in the government’s ability to decide what is acceptable speech.

(2) Some argue that Confederate statues in the American South should remain as powerful reminders of a racist past, while others argue that they should be taken down so as not to honor that past. What do you think? Answer using your own words in the space provided on the answer sheet IN ENGLISH.

(3) Do you prefer the German or the American approach to freedom of speech? Explain why, in your own words. Answer using the space provided on the answer sheet IN ENGLISH.

