Stores play music to change the way customers feel. Bookstores play classical music. It makes the customers feel intelligent. Clothing stores for teenagers play popular music. It is exciting and makes the customers feel happy. But music does more than change the way customers feel. It can change the way a person shops. What do store managers and owners think about when they choose music?

According to studies, the volume of music changes how people shop. Customers shop quickly when store music is very loud. They hurry through the store, but they buy just as much. The rate of sales per minute in loud stores is high. When music is quiet, customers shop slowly. Customers take time to look at the products and talk with the salespeople. Quiet music is good for products that take time and information to buy. Music volume changes how much time customers take to shop.

Some studies show that slow music makes people slow down. In restaurants with slow music, customers spend more time eating. Slow music also slows down customers in supermarkets. Customers notice more products as they walk through the store. With slow music in supermarkets, sales go up by 38 percent. Slow music makes customers buy more.

The kind of music a store plays can change a customer's sense of time. According to studies, familiar music gives shoppers a good idea of time. People know the beginning, middle, and end of a familiar song. When customers hear music that is familiar, they don't notice the time. When they don't notice the time, they spend more time shopping and buy more.

The type of music a store plays can have an effect on the shopper's thoughts and feelings. People remember past experiences and feelings when they hear familiar music. Many stores play old, happy music so customers feel good. When customers hear new music, they forget about the world outside of the store. Some stores use new music so their customers relax while they shop. There are good reasons to choose different kinds of music.

Stores choose music that fits their products. Sports stores play popular music that is fast and exciting. It sells products to people who have a lot of energy for playing sports. A bookstore plays quiet classical music and jazz. It gives the store a serious and intelligent feeling. The music in a store matches the store and its products.

Store music changes the way people shop. It can make a person shop quickly or slowly. It can change the way shoppers feel and the way they think about the store and its products.
1. Question: When does the rate of sales per minute go up?
   Answer: The rate of sales per minute goes up when people hear (①) music.

2. Question: When they hear familiar music in shops, what do customers tend to do?
   Answer: They tend to take more (②) shopping and (③) more as a result.

3. Question: What is important to think about when shops decide what type of music they play?
   Answer: The music they play should (④) the store and its (⑤).

問2 以下の文を一文で英語に訳しなさい。

1. 彼は自分の部屋でクラシック音楽を聞くときは一番幸せを感じるといつも言います。
2. 私は彼の言葉が世界中の人々の考え方を変えたのだと思います。
3. その店の音楽があまりにもうるさくて聴けないに気づきませんでした。

問3 以下の英文を読み、その内容に沿って次の各間に日本語で答えなさい。解答は主語と述語を備えた文の形で書きなさい。

Just because something is popular, or fashionable, doesn't mean that it is going to be good for your health. History is full of examples of unhealthy things people have been willing to do in the name of fashion, and today there are still many people who risk their health just to be in style. Many people are familiar with the neck ring custom of the Padaung people of Myanmar. At about the age of five, young girls begin to wear their first rings, which can weigh as much as 3 kilograms; over time, more rings are added. The weight of the rings pushes down the young girl's collarbone and upper ribs, making the neck appear to be very long. Unfortunately, the rings also cause the muscles of the neck to become so weak that they can no longer hold up the head. If the neck rings were removed, the woman would not be able to sit or stand up.

The ancient Chinese practice of foot binding is another example of beauty at the price of health. This very painful procedure began when a young girl was between the ages of three and six. During the procedure, the four smaller toes on each foot were broken and turned under, and the feet were wrapped tightly with a bandage. Each day, the bandage was tightened a little more to make the foot smaller and smaller. After several years, the child's feet were just 8 to 10 centimeters long, making it impossible for her to walk naturally. The procedure itself was hazardous, with perhaps as many as 10 percent of the girls dying from infection or circulation problems caused by the tight bandages.
While the binding of feet might seem absurd to us today, women continue to do damage to their feet in the name of beauty. Wearing high heels, for example, shortens the muscles of the lower leg and can cause the back to arch unnaturally. This can lead to serious back problems and nerve damage. Ultra-high platform shoes used to be very popular in Japan. At that time, police officials warned that such shoes caused many car accidents. They said that the thick soles of the shoes slowed the response time of drivers, especially when they had to brake in an emergency.

Cosmetics have been in use for thousands of years, and while many types of cosmetics are harmless, there are some that can be dangerous. In the 16th century, for example, white skin was the ideal, and many women put white makeup on their faces to be in style. Unfortunately, the makeup was made with the poisonous metals, lead and mercury. Used over a long period of time, the makeup could eventually remove layers of skin, cause teeth to fall out, and sometimes poison people, leading to death. At other times in history, women were willing to drink small amounts of the poison arsenic because it made them look fashionably pale.

The popularity of corsets in Europe in the 16th century provided another opportunity for women to exchange health for beauty. A corset is a tight-fitting piece of clothing that women wore to change the shape of their body. Made of steel, leather, and bone, corsets were supposed to provide every woman with the tiny waist that was so fashionable at the time. Unfortunately, corsets were also known to break ribs, puncture lungs, cause indigestion, and bring on shortness of breath. In fact, when corsets became popular again in the 19th century, a new type of furniture known as a fainting couch became popular as well. A fainting couch looked like a narrow bed, but it was placed in living rooms and other public places. At a time when women frequently fainted because of their tight-fitting corsets, it was useful to have a convenient place for them to lie down.

While corsets are not fashionable today, there is no shortage of hazardous things that people are willing to do to be in style. In some parts of the world, people are willing to pay for a procedure known as leg stretching just to become 8 centimeters taller. This procedure involves breaking the leg bones and then slowly, over a period of months, stretching the legs. The risks include nerve damage, bones becoming too weak to support the body, and uneven legs. Lying out in the sun to change the color of your skin is still a popular activity in many parts of the world, despite the fact that too much sun can cause skin cancer. Body piercing has been a custom in many parts of the world for centuries, but now we know about some of the health risks that go along with this fashion. Piercing the skin can cause infection, and piercing the tongue can cause gum damage and even broken teeth.

Throughout history, people have done extraordinary things to their bodies just to be fashionable. Pain, medical complications, and even the risk of death have not discouraged people from trying to become more beautiful.
注）collarbone：鎖骨  upper rib：上位肋骨  procedure：施術方法
bandage：巻き布  arch：曲がる  platform：厚底
lead：鉛  mercury：水銀  arsenic：砒素
puncture：破裂した  faint：気絶する  gum：歯茎

1 A fainting couch（失神ソファー）とは、どのようなもので、なぜ当時の女性の役に立って
いましたか。説明しなさい。

2 16世紀のヨーロッパの女性たちは、どのような方法で肌白さを追求しましたか。説明しなさ
い。

3 Foot binding（縛足）は、どのようにして行われていましたか。具体的に説明しなさい。

4 Leg stretching（骨延長術）はどのような手順で行われましたか。説明しなさい。

5 バドゥン族は首にリングをつける習慣がありますが、このことが体にどのような影響を及ぼ
していますか。詳しく説明しなさい。

問4 健康を保つためにどのようなことを心がけていますか？または、心がけようと思いますか？自
分の経験に基づいて、70字から100字程度で英語で詳しく説明しなさい。

次の観点から探点を行います。
（1）語数制限（最低語数）を満たしているかどうか。
（2）質問に対する答えになっているかどうか。
（3）内容を説明するための適切な具体例が使われているかどうか。
（4）自分の言葉で表現しているかどうか（ただ本文の内容をコピーしていないかどうか）。
（5）正確な文法と適切な語彙が使われているかどうか。
コミュニケーション英語I・II解答用紙

受験番号

問1
1  ① 
2  ②  ③ 
3  ④  ⑤ 

問2
1 

問3
1 
2 

1