

## 第70回 (令和4年10月) 文章入力スピード認定試験 (英語) 問題

In an old village, there lived an old woman who played the guitar and loved her cat. One day, she came up with an idea to teach how to dance to her cat. She set an iron pot on the fireplace and let the cat sit in the pot. Then she put a bit of charcoal fire in the fireplace and heated the iron pot not until the cat burnt her foot.

As the pot got a little hotter, the cat stood up, and started to move her hands and legs as if she danced to the guitar music that the old woman began to play. The dance was good, very good. The cat raised her hand and the old woman strummed the guitar. When the cat jumped, the old woman plunked, and when the cat lowered her hands and foot, the old woman thrummed very well. As they practiced little by little, the cat finally remembered the melody of the guitar, and the cat could dance by herself without being in the iron pot. The cat also sang along the melody. It was so pretty.

The reputation of this dancing cat was soon spread, and people asked to show the dance of the cat from all over the place. However, because the cats danced so well, some people got jealous and started to think that the cat must be a monster. Since then, the old woman stopped to show the dancing of the cat, and just enjoyed herself.

Let us take up an article of advertising. The average person sees nearly three thousand advertisements every day. That seems scarcely incredible, but to make public has become so common that ads are seen virtually every place we look. Moreover, most ads today do not seem like giving publicity. Papers and television are no longer the only way for companies to reach their target audience. Advertisers today are far subtler in their selling.

Take a look around you. Your clothes may have a brand name or logo on them. Many famous designer brands display their logo prominently on their clothes and bags. Branding is also very important for big sports companies

and professional sports teams. A company, for example, has spent hundreds of millions of dollars creating and promoting their instantly recognizable logo.

Your favorite forms of entertainment are also filled with advertisements. Companies actively seek to sponsor concerts and television shows. For example, one of the biggest beverage companies has sponsored one of the most popular shows on American television, since its first season. Similarly, many sports tournaments would be impossible to hold if there were so many sponsors, who want their ads clearly visible in stadiums. Even in movies, you will see characters driving a particular brand of car or eating a popular snack because companies pay for their products to be there. In a very popular spy movie, the car manufacturer paid about twenty-two million dollars for him to drive one of its cars, for only three minutes.

The problem for advertisers is that people have learned to ignore traditional advertising such as television ads and billboards. Advertisers must find new ways to get the public to notice them, and continue noticing them. The key word now is engagement. Companies are trying to create deeper, more interactive experiences, which could be anything from contests to parties to charity runs, and link the experience with the brand.

Companies have started using the Internet to reach a much wider audience. For example, brand websites can be accessed by anyone, anywhere and anytime. Advertisers are using social networking sites to post videos and entertaining stories that feature products of the company. Their goal is for people to share these posts with their friends and eventually reach millions of people. Let us take one good example. The energy drink company has been very successful in creating online content that viewers respond to. By sponsoring and making short films focused on extreme sports such as skateboarding and surfing, the company has attracted hundreds of

millions of views on its web channel.	3,969
Advertisers are finding new and different ways to grab attention of many more people. As a results, ads are getting more creative. Instead of telling us what is so special about a product, advertisers are making products part of our lives.	4,038 4,114 4,184 4,214
Take a walk down the street and count the number of advertisements you see. With so many brands and companies competing for your attention, advertisers have to work harder than ever. One popular method of engaging consumers is by holding competitions where consumers come up with their own commercials or slogans. These have proven to be successful, and they increase the number of people who come into contact with the brand. But allowing strangers to be active in the identity of the brand can lead to great problems. Here are two cases of advertising gone wrong.	4,286 4,356 4,431 4,507 4,577 4,650 4,723 4,788
When a fashion brand company introduced its new range of plus-sized clothing, the company held a contest to find new models. In the contest, women could submit photos of themselves that showed off how nice clothes of the company look on larger women. But when the company advertised that it looked for the next big model, some women were offended because they thought the company was being disrespectful to women.	4,857 4,931 5,007 5,082 5,151 5,207
An actress decided to enter the contest to show the world how insensitive the company was. She took photos of herself in poses that made fun of the contest. She wore clothes of the company and copied the style of their ads, but also ate junk food, like burgers, in the photos. The photos became an Internet hit and she won the popular vote. While the company did not recognize her as the winner, her photos started a big discussion about how bigger women were treated in fashion and she became a hero to many.	5,270 5,346 5,420 5,492 5,563 5,633 5,708 5,721