

高校生英語 休講期間中の課題②～4月14日用～

●次の英文を読んで、あとの問いに答えなさい。

In Japan, there are *mascots for everything from sports teams to famous places. Many of them are called yurukyara. Among them, Kumamon is *one of the most famous characters. He is the bear mascot of Kumamoto *Prefecture. He has big round eyes and red *cheeks. He is often on *stage, and he introduces Kumamoto to many people. Shops have many different *types of *goods with his *image, *such as cookies, bags, and bed covers. *Amazingly, in 2013, people *spent 44.9 *billion yen on Kumamon goods. One of his fans said, “He is so cute! I love him. My room is *full of Kumamon goods!”

How did Kumamon become so *successful? There was one big *key to his *success. The office in Kumamoto Prefecture *gave many companies *permission to use Kumamon’s image. The companies didn’t need to pay any money to use it. Also, the *guidelines were not so *strict. Many shops, companies, and *communities in Japan began to use his image. After this, he became popular *all over the country. At first, his *designer only wanted to make Kumamoto more popular in Japan. Now, many people in other countries know Kumamon, too. *Japan Expo in *France invited him to *appear as an example of yurukyara. A world famous *British company designed a car with Kumamon’s image. Such things are *possible because the office in Kumamoto Prefecture shares him *freely.

Behind this success, there is another important thing. The *brand is *managed by a team in the *capital city of Kumamoto. Kumamon’s designer, Mizuno Manabu is one of the members. They work together for the success of Kumamon. They *want him to *remain popular for many more years. A *manager of the team says, “We’re just a group of *civil *servants. Working together is very important. Japan *is well known for its *excellent team-play. *Individual people have very little power. However, when all the team members do their own jobs well and share their ideas, the *impossible becomes possible.”

※ mascot マスコット one of 複数名詞 ~のひとつ prefecture 県 cheek 頬 stage ステージ、舞台
type タイプ、型 goods 商品 image 形、イメージ、像 such as ~ ~のような、等
amazingly 驚くべきことに spend ~ on ... ~を...に使う billion 10 億 full of ~ ~でいっぱい
successful 成功した key to ~ 解決のカギ、(成功の)秘訣 success 成功
give ~ permission to do ~に...する許可を与える permission 許可 guideline 指針、ガイドライン
strict 厳しい community 地域社会、共同体 all over ~ ~中 designer デザイナー
expo 博覧会 France フランス appear 現れる、出席(出演)する British イギリスの
possible 可能な feely 自由に、遠慮なく brand ブランド、商標 manage うまくやる、経営する
capital 主要な、政庁所在地の want 人 to do 人に~してほしい remain 残る
manager 経営者、マネージャー civil 市民の servant 召使い、公務員
be known for ~ ~で知られている excellent すばらしい individual 個々の、個人的な
impossible 不可能な

Q1 What does Kumamon's face have?

Q2 What does Kumamon do on the stage?

Q3 Why is one of Kumamon's fans' room full of Kumamon goods?

Q4 What must we do when we want to use Kumamon's image?

Q5 Where did "Kumamon" go for the Japan Expo?

Q6 Who manages the Kumamon brand?

Q7 What is Japan famous for?

Q8 What happens to impossible things when people work together?