

P14

問題7



plain-style-nonpast-affirmative = dictionary-form

plain-style-nonpast-negative = nai-form

plain-style-past-affirmative = ta-form

plain-style-past-negative = nai-form without the last 'i' + 'katta'

<sup>しゅし</sup>  
趣旨 = object, meaning, gist, point

<sup>ふ</sup>  
踏まえます g2 = be based on, have origin in; make allowances for, take into account

<sup>もっと</sup>  
最も = most, best, extremely, farthest

-----  
(注1) petty, small-minded, stingy : sly, cunning

(注2) make (a person) lose his interest (inspiration) : make (a person) lose the interest which he has about something

-----  
<sup>こうこくぬし ひんい</sup>  
広告主の品位 = advertising sponsor's dignity (grace, grade, nobility, quality)

きょう = today /

は <topic particle> /

CMの<sup>なかみ</sup>中身 = the contents of CM (commercial message)

ではなく = , not ~ /

CMの<sup>だかた</sup>出し方 = how to show CM /

について、 = about, concerning, regarding /

<sup>こうこくぬし ひと</sup>  
広告主の人たち = advertising sponsor's people /

に <recipient particle> /

<sup>ねが</sup>  
お願いをしたい。 = <plain-style-nonpast-affirmative> of お願いをしたいです = want to ask a favor //

Today, I want to ask the advertising sponsor's people a favor about how to show CM, not the contents of CM.

-----  
<sup>ばんぐみ とちゅう</sup>  
番組の途中 = on the way of the TV program, in the middle of the TV program /

に <recipient particle> /

CM /

が <subject particle> /

□41□ //

It is OK for us that CM is inserted in the middle of the TV program.

-----  
が、 = But, /

モンダイ /

the problem は <topic particle> /

その 入り方の タイミング = the timing of that way of being inserted of CM 🥲 /

だ = <plain-style> of [na-adjective / noun] です = is, are, am, etc //

But, the problem is the timing of how they insert it (CM).

-----  
たとえば、 = For example, /

うた 歌や ものまねの うまさ = cleverness (intelligence; felicity) of singing and mimicry (imitation) /

を <direct-object particle> /

きそ あ 競い合う = <plain-style-nonpast-affirmative> of 競い合います g1 = compete with, vie for,  
contend against another /

\*競います g1 = compete with, emulate

ばんぐみ なか 番組の 中で、 = during the TV program /

いざ、 = now, come (now), well, crucial moment /

しんさいん てんすう 審査員の 点数 = the scores (marks, points) of judges (examiners) /

が <subject particle> /

出よう と する = <plain-style-nonpast-affirmative> of 出よう と します = be about to come out  
volitionally /

その しゅんかん 瞬間に = just before that /

ポンと = pop; generously, open-handedly /

CM /

が <subject particle> /

わ はい 割って 入る。 = <plain-style-nonpast-affirmative> of 割って 入ります g1 = interfere, meddle,  
force one's way through//

For example, just before the scores of judges are about to come out (and it is a crucial moment) during the TV program which they compete skills of singing and mimicry, CM suddenly interferes (the program).

-----  
あるいは、 = or, /

クイズ番組ばんぐみの中で = during the quiz show /

正解せいがい = correct answer /

が <subject particle> /

発表はっぴょうされようとする = <plain-style-nonpast-affirmative> of 発表されよう と します = be about to being announced /

その瞬間しゆんかんに、 = at that moment /

サッと = suddenly, rapidly, quickly, smoothly, unexpectedly /

画面がめん = the screen, the field (in TV)

が <subject particle> /

CM /

に /

入れ替いわかる。 = <plain-style-nonpast-affirmative> of 入れ替いわかります g1 = change places, relieve one another, take over the post of, switch places; switch roles, switch parts //

Or, at right moment when the correct answer is about to expose during the quiz show, the filed (in TV) switches to CM quickly.

-----  
ああ いう = like that /

せこい = petty, small-minded; stingy, ungenerous /

こと = thing, matter /

は <topic particle> /

□42□ //

I want them to stop doing the ungenerous (small-minded) thing like that.

-----  
あれ = that /

は <topic particle> /

広告主こうこくぬし = advertising sponsor /

が <subject particle> /

やっている = <plain-style-nonpast-affirmative> of やっています = be doing now /

わけではなく = it doesn't mean that ~, I don't mean to say that ~ N2 No.112 /

番組ばんぐみ = the program /

を <direct-object particle> /

つつくっている = <plain-style-nonpast-affirmative> of 作つくっています = be making now /

テレビ局きょくの人の考えひと かんがで = because of (by means of) the thinkings of the people of the television station

→ because of the thinkings of the people of the television station who are making the program / やっているんだらう。 = <plain-style> of やっているんでしょう。 = probably (X) will be doing ~ now //

It is not that an advertising sponsor does it, and probably they will do it because of the thinkings of the people of the television station who are making the program. 🥲

-----  
が、 = But, /

それだったら = if it is like that, /

そういう = like that /

いやらしい = unpleasant, disagreeable /

CMの入れ方い かた = how to insert CM /

は <topic particle> /

しないでほしい = <plain-style-nonpast-affirmative> of しないでほしいです = don't want (a person) to do ~ /

と <quotation particle> /

テレビ局きょくの人 = the people in the television station /

に <recipient particle> /

注文ちゅうもん = order, request for something /

を <direct-object particle> /

つけてもらいたい。 = <plain-style-nonpast-affirmative> of つけてもらいたいです = (X) attach ~ and I want to receive a favor from him //

But, if it is like that, I want them (advertising sponsors) to order the people in the television station that they (advertising sponsors) don't want them (the people in the television station) to insert CM in an unpleasant manner like that, and I want to receive a favor from them (advertising sponsors).

-----  
□43-a□, /

みんな = everybody /

が <subject particle> /

テレビの前まえで = in front of TV /

身を乗り出み の だしている = <plain-style-nonpast-affirmative> of 乗り出しています = be leaning forward now

身の<sup>み</sup>の<sup>の</sup>前<sup>だ</sup>に身を乗り出します g1 = lean forward /

瞬間<sup>しゅんかん</sup>に = at the right moment /

CMを<sup>い</sup>入れれば、 = if (X) insert CM, /

見<sup>み</sup>られる = <plain-style-nonpast-affirmative> of 見<sup>み</sup>られます = be seen [passive-verb], can see

(watch, look) [potential-verb] /

□43-b□ //

Surely (certainly), if they (the people in the television station) insert CM at the right moment when everybody is leaning forward in front of TV, it is certain that it (CM) is seen by everybody. (I have no doubt that it (CM) is seen by everybody.)

-----  
が、 = But, /

わざわざ = expressly, specially, doing something especially rather than incidentally /

番組<sup>ばんぐみ</sup>の<sup>なが</sup>流れ = the flow (stream, current) of the program /

を <direct-object particle> /

断<sup>た</sup>ち切<sup>き</sup>り = cut off and ....

断<sup>た</sup>ち切<sup>き</sup>ります g1 = sever, break off, cut asunder, cut off, block, disconnect /

視<sup>し</sup>聴<sup>ちやう</sup>者の<sup>かんきやう</sup>感<sup>かん</sup>興<sup>きやう</sup> = the interest of viewers ((television) audiences) /

を <direct-object particle> /

そいで<sup>そ</sup>まで = even if (X) go so far as to chip (slice off, thin down, reduce, sharpen, weaken)

N1 P137 No.28

そぎ<sup>そ</sup>ます g1 = chip, slice off; thin down, reduce; sharpen; weaken /

強<sup>ごう</sup>引<sup>いん</sup>に = forcibly, by main force, vigorously, forcefully /

CM /

を <direct-object particle> /

見<sup>み</sup>せようとする = <plain-style-nonpast-affirmative> of 見<sup>み</sup>せよう<sup>と</sup>し<sup>ま</sup>す = be about to show  
～ volitionally /

やり<sup>かた</sup>方 = way, method, means manner, manner of doing, mode; style /

→ the way which they show CM forcibly even if they go so far as to take the the trouble to cut off the flow of the program and make the audiences lose their interests

って、 = the thing that ～, the fact that ～, the matter that ～ \*～って = ～というのは

さもしくない = be not selfish, self-seeking, self-interested, mean /

だろうか。 = [use to ask yourself] //

But, isn't the way which they show CM forcibly even if they go so far as to take the trouble to cut off the flow of the program and make the audiences lose their interests self-seeking?

みっともなく ない だろうか。 Isn't it shameful (indecent, disgraceful, dishonorable, infamous)?

-----  
CMの センス = the sense of CM /

は <topic particle> /

企業の センスの あらわれ = the appearance (expression, embodiment, materialization) of the sense of a company (enterprise) /

である。 = <plain-style> of [na-adjective / noun] であります = is, are, am, etc //

The sense of CM is the embodiment of the sense of the company.

-----  
それ = That /

は <topic particle> /

CMの <sup>なかみ</sup>中身 だけでなく、 = not only the contents of CM /

CMの <sup>だ</sup><sup>かた</sup>出し方にも = but also how to show CM /

<sup>い</sup>言える こと = the thing which we can say /

だ。 = <plain-style> of [na-adjective / noun] です = is, are, am, etc //

That is the thing which we can say regarding not only the contents of CM but also how to show CM.

-----  
せっかく = with trouble, at great pains, long-awaited /

いい CM = good CM

を <direct-object particle> /

<sup>つく</sup>作っても、 = even if (X) make (creat) /

ああ <sup>だ</sup><sup>かた</sup>いう 出し方を されると、 = (X) have the way of taking out like that done (by a person) and naturally, .... → if (X) have it shown in that way (by a person), /

なんと ~ だろう = What ~ ! How ~ ! /

<sup>しちようしゃ</sup>視聴者 = audiences

を <direct-object particle> /

ばかに した = <plain-style-past-affirmative> of ばかに します g3 (make fun, look down, make light of, belittle) /

<sup>きぎよう</sup>企業 = enterprise, company, business /

なんと ~ だろう = What ~ ! How ~ ! /

→ What a company! It makes fun of audiences! 😓 /

と <quotation particle> /

<sup>おも</sup>思われてしまう。 = <plain-style-nonpast-affirmative> of 思われて しまいます = to one's regret, it is thought (by a person) //

Even if they (advertising sponsors) create a good CM, if audiences have CM shown in that way [by the people in the television station], they (audiences) think that 'What a company! It makes fun of us!' 🥲

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いやおうなしに = whether one likes it or not, compulsorily, by force, coercively, forcibly /

□44□ /

ああいうやり方<sup>かた</sup> = the way (method, means, style) like that /

は <topic particle> /

<sup>きょくたん</sup>極端に = extremely, very, highly, very much; in a radical manner /

<sup>い</sup>言えは = if (X) say, /

<sup>ぼうりよく</sup>暴力 みたいなもの = the thing which looks like violence (mayhem) /

であって、 = is (are, am, etc) and ..... /

<sup>しょうひしゃ</sup>消費者 = consumers /

を <direct-object particle> /

<sup>たいせつ</sup>大切に <sup>おも</sup>思う = <plain-style-nonpast-affirmative> of 大切に 思います g1 = treasure, cherish /

<sup>きぎょう</sup>企業 = enterprise, company /

の <possession particle> /

やること = the thing which (X) do /

じゃない。 = <plain-style> of [na-adjective / noun] じゃありません = is not, are not, am not, etc

/  
→ (It) is not the thing which the company that treasures consumers do //

The way which they make (audiences) see (CM) by force like that is the thing which looks like violence if I say it extremely, and it is not the thing which the company that treasures consumers do. (, and the company which should treasure consumers must not do the thing like that.)

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<sup>ちか</sup>近ごろ = lately, recently, nowadays, in recent times /

ハヤリの言葉<sup>ことば</sup>で = by means of the popular expression (buzzword) /

<sup>い</sup>言えは、 = if (X) say, /

これ = this

は <topic particle> /

<sup>きぎょう</sup>企業の <sup>ひんい</sup>「品位」 = dignity (grace, grade, nobility, quality) of a company /

に /

かかわる = <plain-nonpast-affirmative> of かかわります g1 = concern oneself in, have to do with, affect, influence, stick to (opinions) /  
モンダイ = problem, question /

である。 = <plain-style> of [na-adjective / noun] であります = is, are, am etc. //

If I say it with the popular expression, this is the problem which affects 'the dignity' of a company.

-----  
45-a /

だけ じゃ ない、 = not only ~ (but also ~) /

45-b /

だいぶ<sup>まえ</sup> 前から = since quite a long time ago /

「品<sup>ひん</sup>が ねえぞ」 = 'Indelicate!' /

と <quotation particle> /

怒<sup>おこ</sup>ってる よ。 = <plain-style-nonpast-affirmative> of 怒っています よ。 = I am angry, you know?

//

Not only me but also advertising sponsors have been angry since quite a long time ago, you know? 'How indelicate they are!'

-----  
あまの ゆうきち  
天野 祐吉

あさひしんぶん  
朝日新聞

にせんはちねんしがつじゅうごにちづけちょうかん  
2008年4月 15 日付朝刊による

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41

はい  
入<sup>はい</sup>ります g1 = enter, break into, join, enroll, contain, hold, accommodate, have (an income of)  
いる

1. It is good (OK) in order to enter.
2. Is it good (OK) to enter, I wonder? Is entering good (OK), I wonder?
3. It is good (OK) to enter. Entering is good (OK).
4. Is is good (OK) with the state that (X) enter, I wonder?

42



1. I think that I will to stop (end, cease, resign, quit)
2. I want (a person) stop (end, cease, resign, quit). I strongly want to say so.
3. Do (X) stop (end, cease, resign, quit)? (ask yourself)
4. I warn you that you cannot stop (end, cease, resign, quit). N2 No.110C

□43

1. a as I thought, after all    b {見られる} ところ だった = (X) was about to be seen [by a person] / (X) was about to be able to see
2. a {what} on earth ~? {what} the hell ~?    b {見られる} の か = Is (X) seen [by a person], I wonder? / Can (X) see, I wonder?
3. a even if I say that ~    b {見られる} わけでもない = it doesn't mean that (X) is seen [by a person] / it doesn't meant that (X) can see    N2 No.112
4. a surely, certainly    b {見られる} ことは <sup>まちが</sup>間違いはない = it is certain that (X) is seen [by a person] / It is certain that (X) can see    \*similar to N2 No.104

□44

1. to one's regret, he make (a person) see    \*[te-form] しまいます = 1. finish doing ~ completely    2. To one's regret, he does ~
2. (X) make (a person) lean forward    \*causative-verb
3. to one's regret, he has ~ seen [by a person] (to one's regret, his (thing) is seen by [a person]) / to one's regret, he can see ~
4. (X) lean forward and I have a problem (I get in trouble)

□45 x

----- the end of page 15 -----