

問題11

(1)

ちゅう
(注 1 ~ 5)

め ^こ目が肥えている = Eyes are fat. → have a good eye for

* 肥えている = <plain-style-nonpast-affirmative> of 肥えています = be fat

* 肥えます = grow fat, gain weight

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /

よい ^{もの}物 = good thing /

を <direct-object particle> /

見慣れていて = 見慣れている。そして、 = become used to seeing and

* 見慣れている = <plain-style-nonpast-affirmative> of 見慣れています = become used to seeing

* 見慣れます g2 = become used to seeing, be familiar with

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /

^{もの}物の ^{かち}価値 = worth (value) of a thing /

が = <direct-object particle> of わかります

わかる = <plain-style-nonpast-affirmative> of わかります g1 = understand /

→ You get used to see a good thing and know the value of a thing /

ぬくもり = warmth /

あたたかい ^{かん}感じ = warm feeling /

^{かんせい}感性 = sensitivity, sensitiveness, sense /

^{かん}感じ ^{かた}方 = how to feel /

^{きかく}規格 = standard, norm, model, average /

^{きじゆん}基準 = standard, model, criterion; norm /

^{そあくひん}粗悪品 = inferior goods /

^{そまつ}粗末で = (X) is crude (rough, plain, humble, poor) and

* '[stem of i-adjective] <て, [stem of na-adjective] で, [noun] で' is used to join the sentences which end '[adjective / noun] desu' or to join adjectives. /

^{しつ}質が ^{わる}悪いもの = the thing whose quality is bad

→ the thing which has rough and poor quality

「^{にほん}日本の ^{しょうひしや}消費者 = Japanese consumers /

は <topic particle> /

^{せかいいち}
世界一、 = best in the world /

目が肥えている」 = Eyes are fat. → have a good eye for

* 肥えている = <plain-style-nonpast-affirmative> of 肥えています = be fat

* 肥えます = grow fat, gain weight

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /

という ^{ことば}言葉 = the word which is ~

* (X) という (Y) = (Y) called (X), (Y) named (X), (Y) which is (X) (It is used to supplement the contents of some noun. In '(X) to iu (Y)', (X) illustrates (Y) concretely.) /

に <existence particle> /

は <topic particle> /

^{ふた} ^い ^み
2つの意味 = two meanings /

が <subject particle> /

ある。 = <plain-style-nonpast-affirmative> of あります g1 = there is ~, have ~, exist //

There are two meanings in the word which is 'Japanese consumers have a best eye for things in the world'.

^{だい}
第1 = the first (one)

は <topic particle>

^{きのう} ^{あじ}
機能や味など = a function, a taste, etc /

へ <direction particle> /

の <possession particle> /

^{ようきゅうすいじゆん}
要求水準 = the standard of a request (a demand) /

^{たか}
高い = high, expensive /

こと。 = <plain-style-nonpast-affirmative> of ことです。 = (X) is that ~

* Here 'koto' is used to make a noun phrase (to change a verb to a noun). //

The first meaning is that their (the Japanese) standards of request for an function, a taste, etc is very high.

^{だいに}
第2に = secondly, in the second place /

は <topic particle> /

わずかな = a few, a little /

^{きず}
傷 = an injury, a wound / a defect, a flaw, a crack, a chip /

^{ゆる}
許さない = don't forgive = <plain-style-nonpast-negative> of 許します g1 (forgive, allow, permit) /

など = etc., and the like /

^み^め
見た目 = appearance /

へ <direction particle> /

の <possession particle> /

こだわり ^だ = <plain-style-nonpast-affirmative> of ^{です} = (X) is obsession (fixation, hangup, determination, fastidiousness, pickiness about (trait, style, etc.)), be particular about ..., be stick to //

The second meaning is that they (the Japanese) are particular about (are stick to) appearance such as they don't allow even a small defect (flaw, damage).

^{しょうひしゃ}
消費者 = consumer /

は <topic particle> /

^{こうしゃ}
後者の ^だ = the latter obsession (fixation, hangup, determination, fastidiousness, pickiness about (trait, style, etc.)) /

を <direct-object particle> /

^す
捨てつつ ある = <plain-style-nonpast-affirmative> of ^す捨てつつ あります = gradually throw away N2 No.98

* ^す捨てます g2 = throw away, cast aside, dump, abandon, jettison //

Consumers are throwing away the latter (^だ = to be particular about, to stick to) gradually.

それでは = in that situation, well then ... /

^{しょうひしゃ}
消費者 = consumer /

は <topic particle> /

^{いやいや}
嫌々 = unwillingly, reluctantly /

^{きずもの}
傷物 = a defective article /

に <recipient particle> /

^め^む目を ^め向け = ^め目を ^む向けて = ^め目を ^む向ける。そして、 = turn one's eyes towards and

* ^む向ける = <plain-style-nonpast-affirmative> of ^む向けます g2 = face, go towards, turn toward /

^{がまん}我慢して = ^{がまん}我慢する。そして、 = tolerate and

* ^{がまん}我慢する = <plain-style-nonpast-affirmative> of ^{がまん}我慢します g3 = endure, abide, tolerate; brook

* ^{がまん}我慢 = patience, endurance, perseverance, self-control /

^か買っている = <plain-style-nonpast-affirmative> of ^か買っています = be buying now

* ^か買います g1 = buy

* [te-form] ^かいます = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /

のか。 = <plain-style-nonpast-affirmative> of [plain-style (but, 'da' of '[na-adjective / noun] da' becomes 'na'.)] の ですか。 =, I wonder? → の can be changed to ん。

if that is the case, (then,) so consumers turn their eyes towards 'a defective article' unwillingly, tolerate it, and buy it?

かならずしも = not always, not necessarily

そうではない = <plain-style-nonpast-affirmative> of そうではありません = (X) is not so

It is not always like that.

いりょうひん か く
衣料品や家具など = clothing (articles of clothing), furniture, etc /

で <particle which shows the place where the action takes place.> /

は <topic particle> /

ちゅうこひんしじょう しょうひしゃどうし こうかん
中古品市場や消費者同士の交換 = secondhand goods market (used articles market), an

exchange, give-and-take between (among) consumers /

が <subject particle> /

さか さか
盛んだ = <plain-style-nonpast-affirmative> of 盛んです。 = (X) is prosperous (popular). //

Regarding clothing, furniture, etc, secondhand goods market and give-and-take between consumers are popular.

さいりょう
再利用で = by means of reuse (recycling) /

減り = 減って = 減る。そして、 = decrease and

* 減る = <plain-style-nonpast-affirmative> of 減ります g1 = decrease /

かんきょう
環境 = environment /

に /

も = also /

いい。 = <plain-style-nonpast-affirmative> of いいです。 = (X) is good //

Rubbish will decrease by recycling and it is also good for environment.

しょうひん きず
商品の傷 = the scratches (defects) of goods (merchandise, commodity, ware, article of commerce, goods, stock) /

も = also /

まえ しょうしや
前の 使用者の ぬくもり = the warmth of the previous user /

と <quotation particle> /

プラスに = positively /

とらえる 感性 = the sensitivity which (X) grasp

* とらえる = <plain-style-nonpast-affirmative> of とらえます g2 = とらえます (seize, grasp, capture, arrest) or 捉えます (perceive, catch sight of, grasp) /

わか ひと ちゆうしん
若い人を 中心に = with making young people a center (a core, a hub), among young people who are the core people of the activity N2 No.15 /

ひろ
広がっている = <plain-style-nonpast-affirmative> of 広がっています = be spreading now

* 広がります g1 = spread, extend; lengthen; stretch; widen, enlarge; get around; unfold

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> //

The sensitivity which you positively perceive the defects of goods as the warmth of the previous user has spread among young people (they are the core people who think this way).

き かくがい のうさくぶつ
規格外の 農作物 = crops (farm products, agricultural produce) which is out of a standard /

も = also /

に
似ている = <plain-style-nonpast-affirmative> of 似ています = look like, be like, resemble

* 似ます sg2 = look like, be like, resemble

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> //

Farm products which are out of a standard are also like that.

ごみになるはずのもの = the thing which is sure to become rubbish /

* なる = <plain-style-nonpast-affirmative> of なります g1 = become

* [stem of i-adjective] くなります ; [na-adjective] になります = become [adjective]

* [noun] になります = become [noun]

* [plain-style (but, 'da' of '[na-adjective] da' and '[noun] da' becomes 'na' and 'no' respectively)]

はずです = (X) must be ~, (X) is sure to ~, (X) ought to ~, (X) is expected to /

を <direct-object particle> /

やす
安く = cheaply /

つか
使い、 = 使って、 = 使う。そして、 = use and

* 使う = <plain-style-nonpast-affirmative> of 使います g1 = use /

エコロジーと 節約 = ecology and economizing (saving, thrift) /

を <direct-object particle> /

りょうりつ
両立させる こと = to make ~ compatible, making ~ compatible

* ^{りょうりつ}両立させる = <plain-style-nonpast-affirmative> of 両立させます (make ~ compatible) which is the causative-verb of ^{りょうりつ}両立します g3 = be compatible, coexist, reconcile

* Here 'koto' is used to make a noun phrase (to change a verb to a noun). /
に <existence particle> /

^{まえむ}前向き ^{かち}の 価値 = the positive (to face the front) worth (value) /

を <direct-object particle> /

^み見だしている = <plain-style-nonpast-affirmative> of ^み見だしています = be finding out now, be discovering now, be detecting now

* ^み見だします g1 = find out, discover

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /

.....の ではないか。 = <plain-style-nonpast-affirmative> ofの ではありませんか。 =, don't you think so? ;, I want to confirm with you. //

They find out the positive worth in the fact that they buy the thing which is sure to become rubbish cheaply, and make ecology and economy compatible, don't you think so?

^{ふぞろ}不揃い ^{やさい}な 野菜 = uneven (irregular, odd) vegetables → unsorted vegetable /

は <topic particle> /

むしろ = rather /

^{てづく}てづく ^{ひん}ひん
手作品 = handmade articles /

を <direct-object particle>

^{おも}思わせる ^{ちようしょ}長所 = a strong point (a good point, a merit, an advantage) which make (a person) think

* 思わせる = <plain-style-nonpast-affirmative> of ^{おも}思わせます (make (a person) think) which is the causative-verb of ^{おも}思います g1 (think) //

I would rather say that an unsorted vegetable is a good point which makes us think that it is handmade.

^{しょうひしゃ}消費者 ^{あら}の ^{かちかん}新たな 価値観 = new senses of values of consumers /

に <arrival particle> /

^{きぎょう}企業 = a business, an enterprise, a company, a corporation, a firm /

が <subject particle> /

ようやく = at last, finally /

^お追いついて きた。 = began to catch up with, began to overtake = <plain-style-past-affirmative> of ^お追いついて きます (begin to catch up with, begin to overtake) /

* ^お追いつきます = catch up with, overtake

* [te-form] きます = 1. go there to do and will be back 2. start to do, begin to do 3. (with the past tense,) have been doing ... so far //

Companies finally have begun to catch up with new senses of values of consumers.

しじょう
市場 = the market /

が <subject particle> /

ひろ
広がれば、 = if (X) spread = conditional-form of 広がります g1 (spread, extend; lengthen; stretch; widen, enlarge; get around; unfold) /

そあくひん ふりょうひん
粗悪品や 不良品 = inferior goods, a defective article, a flawed article /

が <subject particle> /

でまわ
出回る = <plain-style-nonpast-affirmative> of 出回ります g1 = appear, be in season, be everywhere /

かのうせい
可能性 = possibility /

が <subject particle> /

たか
高まる。 = <plain-style-nonpast-affirmative> of 高まります g1 = get higher, heighten, rise //

If the market becomes bigger, there is a high possibility that defective articles, inferior goods, etc. appear on the market.

なぜ = why /

やす
安いのか。 = <plain-style-nonpast-affirmative> of 安いのですか。 = Is (X) cheap, I wonder?

* のか。 = <plain-style-nonpast-affirmative> of [plain-style (but, 'da' of '[na-adjective / noun] da' becomes 'na'.)] のですか。 =, I wonder? → の can be changed to ん. //

Why are they cheap?

ほんらい かち
本来の 価値 = original (primary) worth (value) /

は <topic particle> /

そこ
損なわれて いない = be not spoilt = <plain-style-nonpast-negative> of 損なわれています (be spoilt)

* 損なわれます = be spoilt, be ruined, be hurt, be marred = passive-verb of 損ないます g1 (spoil, ruin, hurt, mar)

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action>

か <question particle> //

Isn't an original value spoilt?

きぎょう せきにん
企業の責任 = responsibility of a company /

は <topic particle> /

おも
重い。 = <plain-style-nonpast-affirmative> of 重い です。 = (X) is heavy //

Companies own great responsibilities.

しょうひしゃ
消費者 = consumer /

に <recipient particle> /

も = also /

げん め
「厳しい目」 = strict eyes /

を <direct-object particle> /

きちんと = properly, regularly, exactly /

も
持つこと = to hold, holding /

* 持つ = <plain-style-nonpast-affirmative> of 持ちます g1 = hold, possess, carry /

もと
求められる = <plain-style-nonpast-affirmative> of 求められます which is the passive-verb (be requested, be asked, be demanded, be looked for, be sought) or the potential-verb (can request, can ask, can demand, can look for, can seek) of 求めます g2 = request, ask, demand, look for, seek //

Having proper 'strict eyes' are requested to consumers as well.

にほんけいざいしんぶん
日本経済新聞 = Japanese economy newspaper /

にせんきゅうねんはちがつにじゅうななにちづけ
2009年8月27日付 = the date of the 27th of August, 2009 /

ちょうかん
朝刊による = by morning edition (paper) /

P25

□60

いぜん くら いぜん くら
以前と比べ = 以前と比べて = compared with the past (before), in comparison with the past
(before) N2 No.6 (similar expression) /

しょうひしゃ
消費者

は <topic particle> /

どうのよう^に = in what way, how /

変^かわった = changed = <plain-style-past-affirmative> of 変^かわります g1 (change) /

か <question particle> //

How did consumers change in comparison with what they used to be?

1

しょうひん きのう あじ
商品の機能や味 = functions, tastes, etc of goods /

を <direct-object particle> /

じゅうし
重視しなくなった。 = have reached the point where (X) don't attach greater importance =
<plain-style-past-affirmative> of 重視^{じゅうし}しなくなり^{ます} (reach the point where (X) don't attach
greater importance)

* 重視^{じゅうし}します g3 = attach greater importance (to), place much emphasis (on)

* [dictionary-form] ようになり^{ます} = reach the point where (X) do ~

* [nai-form ない → なく] になり^{ます} = reach the point where (X) don't do ~ //

They (Consumers) have reached the point where they don't attach greater importance to functions and tastes of goods.

They (Consumers) don't attach greater importance to functions and tastes of goods now (although they use to do so before.)

2

しょうひん きのう あじ
商品の機能や味 = functions, tastes, etc of goods /

を <direct-object particle> /

じゅうし
重視するようになった。 = have reached the point where (X) attach greater importance =
<plain-style-past-affirmative> of 重視^{じゅうし}するようになり^{ます} (reach the point where (X) attach
greater importance)

* 重視^{じゅうし}します g3 = attach greater importance (to), place much emphasis (on)

* [dictionary-form] ようになり^{ます} = reach the point where (X) do ~ //

They (Consumers) have reached the point where they attach greater importance to functions and tastes of goods.

3

しょうひん きず
商品の傷など = scratches (defects) of goods, etc /

の <possession particle> /

み め
見た目 = appearance /

を <direct-object particle> /

きに しな くな った = have reached the point where (X) don't care (mind, worry) = <plain-style-past-affirmative> of 気に しな くなり ます (reach the point where (X) don't care (mind, worry))

* 気に します g3 = care, mind, worry /

* [dictionary-form] ように なり ます = reach the point where (X) do ~

* [nai-form ない → なく] なり ます = reach the point where (X) don't do ~ //

They (Consumers) have reached the point where they don't care about the appearance such as defects of goods, etc.

They (Consumers) don't care about the appearance such as defects of goods, etc. now (although they use to do so before.)

4

しょうひん きず
商品の傷など = scratches (defects) of goods, etc /

の <possession particle> /

み め
見た目 = appearance /

を <direct-object particle> /

きに する ように な った。 = have reached the point where (X) care (mind, worry) = <plain-style-past-affirmative> of 気に する ように なり ます (reach the point where (X) care (mind, worry))

* 気に します g3 = care, mind, worry

* [dictionary-form] ように なり ます = reach the point where (X) do ~ //

They (Consumers) have reached the point where they care about the appearance such as defects of goods, etc.

□61

ひっしや
筆者 = author /

は <topic particle> /

しょうひしや いしき へんか
消費者の意識の変化 = changes of consciousnesses of consumers /

を <direct-object particle> /

どのように = in what way, how /

とらえて いる = <plain-style-nonpast-affirmative> of とらえて います = be catching now

* とらえます g2 = catch, seize, capture, grasp

* [te-form] います = 1 be doing now 2 <situation, state> 3 <habitual repeated action> /
か <question particle> //

How does the author grasp (the meaning of) the change of consumers' consciousnesses?

1

^{すこ}
少し ぐらい /

^{しつ}
質 = quality /

が <subject particle> /

^さ
下がっても、 = even if (X) fall,

* 下がります g1 = hang down; fall; abate; retire; step back

* [te-form] も = even if ~ /

^{やす}
安い ほうが いい = <plain-style-nonpast-affirmative> of ^{やす}安い ほうが いいです = had better be
cheap, ; the cheaper, the better /

と <quotation particle> /

^{かんが}
考える ように なった。 = have reached the point where (X) consider = <plain-style-past-
affirmative> of ^{かんが}考える ように なります (reach the point where (X) consider)

* 考える = <plain-style-nonpast-affirmative> of ^{かんが}考えます g2 = consider, think over

* [dictionary-form] ように なります = reach the point where (X) do ~ //

Even if the quality lowers a little, they (consumers) have reached the point where they think that the cheaper it is, the better it is.

2

もの に対する ^{たい}要求 ^{ようきゅうすいじゆん}水準 = the standard of a request towards things /

が <subject particle> /

^さ
下がって = 下がった。そして、 = fell and

* 下がった = fell = <plain-style-nonpast-affirmative> of ^さ下がります g1 (hang down; fall; abate; retire; step back) /

どの ^{しょうひん}商品に も = towards any goods, towards no matter which goods they are /

^{かち}
価値 = value, worth /

^{みと}
認める ように なった = have reached the where (X) admit = <plain-style-past-affirmative> of

^{みと}
認める ように なります (reach the point where (X) admit)

* 認める = <plain-style-nonpast-affirmative> of ^{みと}認めます g2 = admit, recognize

* * [dictionary-form] ように なります = reach the point where (X) do ~ //

The standard of a request towards goods became lower, and they (consumers) have reached the point where they admit the value for any goods.

3

^{たしょう}多少 = a little, some /

^{もんだい}問題 = problem, question /

あっても = even if there is ~, even if (X) have ~

* あります g1 = there is ~, have ~, exist

* [te-form] も = even if ~ /

^{かんきょう}環境の ために = because of environment, for the purpose of environment, for the sake of environment /

^{がまん}我慢する ほうが いい = <plain-style-nonpast-affirmative> of ^{がまん}我慢する ほうが いいです = had better endure /

* ^{がまん}我慢する = <plain-style-nonpast-affirmative> of ^{がまん}我慢します g3 = endure, abide, tolerate; brook

* [ta-form] ほうが いいです = had better do ~ /

と <quotation particle> /

^{おも}思う ようになった。 = have reached the point where (X) think = <plain-style-past-affirmative>

of ^{おも}思う ようになります = reach the point where (X) think

* ^{おも}思う = <plain-style-nonpast-affirmative> of ^{おも}思います g1 = think /

Even if there are some problems, they (consumers) have reached the point where they think that they had better endure (tolerate) it for the sake of environment.

4

^{いま}今まで ^{もんだい}問題がある と ^{おも}思われた もの = the thing which was thought that there was a problem so

far 🥲

* ある = <plain-style-nonpast-affirmative> of あります g1 = there is ~, have ~, exist

* ^{おも}思われた = was thought = <plain-style-past-affirmative> of ^{おも}思われます (be thought) which is the passive-verb of ^{おも}思います g1 (think) /

に <existence particle> /

も = also /

^{ちが}違った ^{かち}価値 = different value

* ^{ちが}違った = differed = <plain-style-past-affirmative> of ^{ちが}違います = differ, be different, be wrong,

be mistaken /

が <subject particle> /

ある = <plain-style-nonpast-affirmative> of あります g1 = there is ~, have ~, exist /

と <quotation particle> /

^{おも}思う ようになった。 = have reached the point where (X) think = <plain-style-past-affirmative>

of ^{おも}思う ようになります = reach the point where (X) think

* ^{おも}思う = <plain-style-nonpast-affirmative> of ^{おも}思います g1 = think /

They (consumers) have reached the point where they think that the thing which they thought that there was a problem so far has a different value. 😓

□62

^お追いついて きた = began to catch up with, began to overtake = <plain-style-past-affirmative> of

^お追いついて きます (begin to catch up with, begin to overtake) /

* ^お追いつきます = catch up with, overtake

* [te-form] きます = 1. go there to do and will be back 2. start to do, begin to do 3. (with the past tense,) have been doing ... so far /

と <quotation particle> /

ある = <plain-style-nonpast-affirmative> of あります g1 = there is ~, have ~, exist /

が、 = but, /

^{きぎょう}企業 = enterprise, company, business /

が <subject particle> /

どう = how

なって きた = started to become = <plain-style-past-affirmative> of なって きます = start to become

* なります g1 = become

** [te-form] きます = 1. go there to do and will be back 2. start to do, begin to do 3. (with the past tense,) have been doing ... so far /

か <question particle> //

There is began to catch up with in the passage, how did companies start to change?

1

^み^め見た目 = appearance /

に /

こだわらなく なった = have reached the point where (X) is not particular about = <plain-style-past-affirmative> ofこだわらなく になります = reach point where (X) is not particular about

- * こだわります g1 = be particular about, stick to, be obsessive
- * [dictionary-form] ようになります = reach the point where (X) do ~
- * [nai-form ない → なく] になります = reach the point where (X) don't do ~

They (Companies) have reached the point where they don't care appearance.

2

かんきょう せきにん おも
環境への責任の重さ = heaviness of responsibility towards environment /

を <direct-object particle> /

かん はじ
感じ始めた = stated to feel = <plain-style-past-affirmative> of かん はじ
感じ始めます (start to feel)

- * [masu-form] 始めます g2 = start to do ~ /

They (Companies) started to feel heavy responsibility to environment.

3

しょうひしゃ きび め
消費者の厳しい目 = strict eyes of consumers /

を <direct-object particle> /

いしき
意識するようになった = have reached the point where (X) sense = <plain-style-past-affirmative> of 意識する ようになります (reach the point where (X) sense)

- * 意識する = <plain-style-nonpast-affirmative> of 意識します g3 = sense, apprehend, understand, be conscious
- * [dictionary-form] ようになります = reach the point where (X) do ~ //

They (Companies) have reached the point where they sense strict (severe) eyes of consumers.

4

しょうひしゃ いしき へんか
消費者の意識の変化 = the changes of consciousnesses of consumers /

を <direct-object particle> /

くみとる ようになった = have reached the point where (X) dip up = <plain-style-past-affirmative> of くみとる ようになります = reach the point where (X) dip up

- * くみとる = <plain-style-nonpast-affirmative> of くみとります g1 = dip up, ladle out, pump out
- * [dictionary-form] ようになります = reach the point where (X) do ~ //

They (Companies) have reached the point where they understand the changes of consciousnesses of consumers.

----- the end of page 25 -----