

次の「書く技術」についての英文を読んで、後の設問に答えよ。(50点)

1 Just ① as a company won't connect with its customers if it fails to consider their needs and attitudes, you won't connect with readers if you don't understand them, their desires, and the way they prefer to receive information.

( ② ) If readers understand what you are trying to convey and what their next  
5 steps should be, their jobs will be much easier.

Why is a reader-centered approach important? Consider the true story of a company that failed to analyze its audience when writing what seemed to be a simple postcard announcing a change of address. Neglecting to put itself in its readers' shoes, the company forgot to include one of the most vital pieces of information: the date of the  
10 move. Customers knew where to reach the company, but not ( ③ ) they should use the new address.

④ Once you identify the purpose of your document and have considered your audience, isolate the key message you want your readers to remember. This message should be clear and concise — usually stated in only one or two sentences. For example,  
15 “To meet our customer's delivery deadline, we must complete the product design by May 1.”

In many cases, your key message will be stated at or near the very beginning of the document; the rest of the document will be used to \*flesh out the details and to answer the question “Why?” or “What are the implications of what I am proposing?”

20 For greatest clarity, stick to one topic per document. If you find that you have two unrelated key messages, write two documents.

Busy readers ( ⑤ ) concise documents. In fact, shorter is better as long as the document communicates the required information. Keeping your document short ensures that your key message stands out. Economy of words also saves your readers valuable  
25 time. Consider the following example:

*At her boss's suggestion, and with the help of \*corporate counsel, Joan wrote an apologetic letter to the five \*disgruntled customers who threatened to \*sue.*

As a writer, your challenge is to know when a sentence has reached its \*optimal carrying capacity. In the preceding example, knowledge of the audience is a useful  
30 guide. Do the readers need to know that Joan's boss suggested the letter or that corporate counsel was brought in? Is it relevant that there were *five* disgruntled customers or that they threatened to sue? If these bits of information are not necessary, consider cutting them.

Your sentence would then read as follows:

35 *Joan wrote an apologetic letter to the disgruntled customers.*

\*flesh out ~ : 「～ (= 構想など) を肉付け [具体化] する」

\*corporate counsel : 「(企業の) 顧問弁護士」 \*disgruntled : 「不満 [不機嫌] な」

\*sue : 「訴訟を起こす」 \*optimal carrying capacity : 「最適な情報量」

(★およそ 430 words)

*Writing for Business*

- (1) 下線部①と同じ意味の *as* を含む文を次の中から 1 つ選び、記号で答えよ。(5 点)
- a *As* animals need food, plants need light.
  - b *As* he grew older, his memory became poorer.
  - c *As* I have a car, we won't have to walk.
  - d Rich *as* he is, he is not happy.
- (2) 空所②に入れるのに最も適当なものを次の中から 1 つ選び、記号で答えよ。(6 点)
- a Getting closer to your readers and obtaining more detailed information on them enables you to fulfill their needs.
  - b Ignoring the readers' reaction ends up in misunderstanding, so you have to be ready to explain to them again and again.
  - c Thinking, drafting, organizing and editing from your reader's point of view improves clarity and drives action.
  - d When you set out to write a business document, the first thing you should ask yourself is, "When must the work be done?"
- (3) 空所③に入れるのに最も適当なものを次の中から 1 つ選び、記号で答えよ。(5 点)
- a how                      b when                      c whether                      d why
- (4) 下線部④を和訳せよ。(16 点)
- (5) 空所⑤に入れるのに最も適当なものを次の中から 1 つ選び、記号で答えよ。(6 点)
- a accept                      b appreciate                      c dislike                      d thank
- (6) 第 7 パラグラフに挙げられている例 (*At her boss's suggestion ... threatened to sue.*) は、どんな情報が余分な可能性があると考えられるか、日本語で 4 つ記せ。(各 3 点)

⇒この問題のヒントは、この回の添削問題の最後に掲載しています。  
悩む問題があれば、ヒントを参考に解いてみましょう。