

問4 Choose the best option for **37** to complete After WWII.

- ① the application of artificial intelligence to various types of software
- ② the design of the system to store computer programs
- ③ the improvement of the code-breaking machine he had invented
- ④ the management of a science education institution

問5 Choose the best option for **38** to complete Last Years and Legacy.

- ① The code-breaking machine invented by Turing is still in use.
- ② The "Turing Test" has had a major influence on the studies on artificial intelligence.
- ③ Turing refused the hormonal "treatment" for homosexuality.
- ④ Turing was declared guilty by Prime Minister Gordon Brown.

第6問 (配点 24)

A You are a member of the volunteer club at your school. You read the following magazine article to get some clues as to how you can get people to participate in activities. You are making summary notes to share the information with other club members.

How Effectively the Public Ashtray Works

By Mike Peterson

11 Feb. 2019



Cigarette butts are one of the most common types of litter in the world, with an estimated 4.5 trillion of them thrown away each year. They are a big source of marine litter, and are frequently found in the stomach of fish, whales and other sea creatures. Cigarette filters are made from plastic that takes more than ten years to break down. Butts can also release harmful chemicals into the soil or the water. Moreover, young children are at risk of eating them by mistake.

One innovative method to tackle the issue is the introduction of a special type of ashtray. In 2015, the Ballot Bin, or the voting ashtray was first installed on a street in London by Hubbub Foundation, a UK environmental charity to tackle the issue of littering cigarette butts. According to the Local Government Association in the UK, cigarette butts make up one-third of all litter and can be found on 99 per cent of town centre streets. First featured in a street cleaning campaign, the Ballot Bin successfully diverted smokers from their usual routine of throwing cigarette butts on the street, by having them vote for an answer to fun and competitive questions. Ballot Bins have been proven to reduce cigarette butt litter significantly.

The Ballot Bin takes advantage of the joy of participating in events. On the

Bin you can see a written question, like "Should the government do more to tackle garbage problems?" The Bin has two slots to vote, above which the answers like "YES" or "NO" are written. Smokers choose one of the two slots. They vote, or answer the question by throwing their cigarette butts in the slot under their preferred answer. Both slots have a clear glass window under them to display the butts piling up. The slot in which people can see more butts shows that more people agreed to the opinion. You might say it is a sort of opinion poll.

Hubbub placed the first Ballot Bin on a street for 6 weeks. It asked weekly questions on sporting matches and rivalries, the kinds that usually appeal to the popular taste. The questions included "Who is the best football player in the world, Ronaldo or Messi?", which especially attracted people's attention. It didn't take long for Hubbub to see the street with much fewer butts.

This trial allowed the Ballot Bin to be widely known across the world, with numbers of popular social media accounts covering it. As this new practice of reducing cigarette butts proved successful, other communities began to follow suit. Southend, a coastal city in the UK, installed 21 Ballot Bins in 2017. The council in Southend carried out a twelve-week evaluation of all sites and reported a 46 per cent reduction in cigarette litter. In the US, an environmental charity Keep America Beautiful tested 16 Ballot Bins in three sites. They measured the impact of the Bins on cigarette litter over six months and found that cigarette litter on busy streets had reduced by more than 70 per cent.

The demand for Ballot Bins has been increasing. In response to this, they have been made available online. Customers include city councils, governments, brands, leisure facilities, and global corporations. In the near future, you'll find one all around the world.

Your summary notes:

How Effectively the Public Ashtray Works

What is the Ballot Bin?

- It is a new type of ashtray introduced for the purpose of .

Example of Question:

"Who is the best football player in the world, Ronaldo or Messi?"

- The author mentioned this question probably because .

Details

- Hubbub, a UK environmental charity, started the programme.
- Southend followed, and reduced 46 per cent of cigarette litter.
- Keep America Beautiful found a 70 per cent reduction in cigarette butts on busy streets.

Movements

- With its growing popularity, the Ballot Bin .

For our book donation campaign

 We want to collect as many books as possible from students. Based on what we learnt from the article, we can .

問 1 Choose the best option for 39.

- ① discouraging people from smoking on the street
- ② having smokers dispose of their cigarette butts properly
- ③ making people aware of how cigarette butts harm the environment
- ④ reducing the number of ashtrays in public places

問 2 Choose the best option for 40.

- ① it is the kind of question many people would have interest in
- ② it shows political questions would attract more attention
- ③ most readers seriously want to know the result of voting
- ④ smokers especially like talking about football

問 3 Choose the best option for 41.

- ① has adopted the online voting system
- ② has been facing difficulties in expanding overseas
- ③ has been ordered by various organisations
- ④ has reduced half the number of cigarette butts in the world

問 4 Your volunteer club is launching a book donation campaign for your school library and collecting books from students. Choose the best option for 42.

- ① explain to students how donated books are going to be used in the library
- ② give a prize to those who donated books which turned out to be popular among students
- ③ let students place books in two donation boxes with different answers to a certain question labeled on each
- ④ show students how many books have been donated in total throughout the campaign period

B You are in a student group preparing a poster for an English presentation contest with the theme “The World of Intellectual Property Rights.” You have been using the following passage to create the poster.

You’ve probably seen products and services whose names are marked with the symbols below. These symbols have something to do with intellectual property rights and each has its own meaning. Intellectual property rights protect intangible creations of human intellect, such as artworks, inventions, and trademarks. Intangible creations refer to property that cannot be touched or felt, while tangible property includes goods that can be touched or felt.

Figure 1. Various marks

	TM	SM			
Registered Trademark	Trademark	Services Mark	Copyright Notice	PDO/PGI	Japan GI

First, ®, TM and SM all relate to trademarks. A trademark is a mark used by a business to distinguish its products or services from those of others. In order to obtain a trademark right, it is usually necessary to register a trademark.

The R mark (®) is a symbol that indicates that the logo or letter to which the mark is attached is a registered trademark. The mark stands for “Registered Trademark” and is commonly used in many countries, including the United States and the United Kingdom. Under the U.S. federal trademark law, even if a trademark is violated by others, no damages can be claimed for a trademark that does not bear this mark, even when it is registered. However, under the Japanese trademark law, it is recommended, but not necessary, to mark a registered trademark with the R mark. Therefore, claims for damages can be brought against violations of a trademark with or without the R mark in Japan.

The TM mark is a shortened form of “Trademark”, which is the symbol for the R mark “Registered Trademark” minus the word “Registered”. In other words,

it simply indicates that a product has a trademark and the presence of this mark does not necessarily mean that it is registered. It may therefore be used to indicate that you intend to apply for registration of the trademark in the future, or simply to indicate that you are using it in your business.

The SM mark is a shortened form of "Services Mark". Whereas the TM mark is used for a tangible product, the SM mark is for an intangible service, such as a restaurant, hotel or transport service. Like the TM mark, the SM mark does not indicate that the trademark is registered.

The C mark (©) means that the company or person to which it is attached has the "copyright" and is also called the "copyright notice". The "C" stands for the initial of "copyright". Unlike trademarks, copyright does not arise by some kind of procedure, but it arises at the same time as the creation of the work. According to the World Intellectual Property Organization (WIPO), copyright describes "the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings". For example, even a picture drawn by a child on a wall can be a copyrighted work.

PDO and PGI are the registration systems introduced in EU countries including the U.K. They protect the right to use the name which shows the origin of agricultural products on an exclusive basis. The names of the products used in this way are called "Geographical Indications" and are one of the intellectual property rights. For example, sparkling wine is produced in many parts of the world, but only sparkling wine produced in the Champagne region of France can call itself *Champagne*. The difference between PDO and PGI is that the former has stronger ties with the community, while the latter has relatively loose ties. *Champagne* is an example of PDO. Japan has followed the EU in introducing a system for the protection of geographical indications and has established Japan GI mark. One of the most famous GIs in Japan is *Yubari Melon*.

There are differences between a trademark and a geographical indication. Notably, the former allows the trademark owner to prevent others from using it, whereas it is up to the government to take action against violations of the latter.

By learning about various types of marks you will understand more about intellectual property rights.

Your presentation poster draft:

The World of Intellectual Property Rights

What are these marks?

®

TM

SM

©





These marks are all related to rights that 43.

Types of marks

Marks	Attachments	Descriptions
®	registered trademarks	Laws protect the trademarks with ® though the systems are different by country.
TM		44
SM	45	
©		

Marks with common features

- 46
- 47

問1 Your group wants to introduce the marks under the first poster heading.
Choose the best option for .

- ① allow governments to take immediate action against their violations
- ② allow their owners to produce artworks and inventions
- ③ protect consumers who use intellectual property
- ④ protect the owners of property that cannot be touched or felt

問2 You have been asked to fill in **Types of marks** table. Choose the best options for and .

Description of TM

- ① The product which has the TM mark cannot be touched or felt.
- ② The product which has the TM mark may be tangible or intangible.
- ③ The TM mark indicates it is a trademark though not necessarily a registered trademark.
- ④ The TM mark indicates the registration process of the trademark has been completed.

Attachments of SM and ©

- ① SM : both registered and unregistered trademarks
© : both registered and unregistered trademarks
- ② SM : both registered and unregistered trademarks
© : companies and persons
- ③ SM : registered trademarks
© : both registered and unregistered trademarks
- ④ SM : registered trademarks
© : companies and persons

問3 You are making statements about some marks which share common features. According to the article, which two of the following are appropriate?
(The order does not matter.) ·

- ① Both ® and Japan GI are used only in Japan.
- ② Both ® and TM can be used for intangible services.
- ③ ©, PDO, and PGI all indicate they are registered products.
- ④ ©, TM, and SM can all be attached without registration.
- ⑤ PDO, PGI, and Japan GI are all related to the origin of agricultural products.
- ⑥ The government takes action against violations of both TM and SM.