

CBS NewsBreak 2

CBSニュースブレイク 2

Nobuhiro Kumai Stephen Timson

S SEIBIDO

はじめに

このテキストはアメリカの3大ネットワークのひとつ、CBSの看板報道番組“CBS Evening News”の中で取り上げられたニュースを主に収録したものです。この番組では時々刻々と変化する社会情勢や様々な事件などが報道されますが、本テキストではそうした生々しいニュースというよりも、最新のトレンド、健康やライフスタイル、ハイテク、経済、ポップカルチャー、エンターテインメントなどの日常的な話題を取り上げ、今アメリカで実際に何が起きているのか、何が問題になっているのか、人々の興味関心は何かなどについて紹介します。個性豊かなアンカーやレポーターたちが様々な話題について報告しているため、その内容は英語を外国語として学んでいる学習者にとってもたいへん興味深いものがあります。本テキストでは特に日本人英語学習者にとって身近で親しみやすく、アメリカ人の生活や文化を直接反映しているニュースの中から、できるだけ放映時間の短いコンパクトなニュースを厳選しました。

このテキストではニュースを付属のDVDで視聴し、映像をヒントにしながらナチュラルスピードの英語を聞いてその内容を理解することが第1の目標となりますが、十分理解したあとでニュースの音声（またはスピードを少し遅くした音声）に合わせて「シャドーイング」を行うことによって、英語の音声面の強化をはかることもめざしています。アンカーやレポーターたちは限られた時間内にできるだけ多くの情報を盛り込もうとしているため、1分間に150語から200語程度の速さで話しています。スピードが速いため、英語を外国語として学んでいる学習者がそれと同じように真似てシャドーイングするにはかなり無理がありますが、本テキストでは最新の話速変換技術を用いて、生の素材を生かしながらそのスピードを少し遅くした音声や動画も併せて提供しています。ニュースに登場する人々の英語には生の感情がそのまま込められていますので、それをくりかえし練習することによって、英語のリスニングの能力を高めるとともに、英語特有の強弱のリズムやイントネーションをぜひ体感してください。また、各ユニットの最後には理解したニュースについて、「あなたならどう思いますか、どうしますか？」というように、問題を自分の立場に置き換えて考える活動が用意されています。多量のインプットに加えていくらかのアウトプットをすることにより、学習した言語項目を使いながら身につけることができるようになっていきます。ニュースを理解するだけにとどまらず、様々な話題について自ら考え、それを英語で表現できる力をつけていただければ幸いです。

Nobuhiro Kumai & Stephen Timson

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UNIQLO Aims High



I Before You Watch

Look at the title and photos and then answer the questions.

1. What do you think the title means?
2. Why is UNIQLO popular? Do you think it can become popular in other countries? Why?



II Word Match

Match each word or phrase with its definition below.

- () 1. My company hopes to **conquer** new markets abroad.
- () 2. She is **eager** to start her new job in the sales department.
- () 3. He got a **glimpse** of the movie star through the car window.
- () 4. My sister bought a **brand new** hybrid car.
- () 5. It's cold outside. Take this **scarf** with you.
- () 6. Nike is one of the world's largest sportswear **retailers** of sportswear.
- () 7. UNIQLO's managers created a **lofty** business plan for their new store.
- () 8. All women's **apparel** is on sale today.
- () 9. I have no **intention** of going to the meeting in New York next week.
- () 10. The Beatles' style of singing **revolutionized** the music industry.

- a. a person or business that sells goods directly to customers
- b. a quick look at someone or something
- c. to become successful in a place or situation
- d. clothing
- e. very good or having a high level and quality
- f. very excited and interested
- g. to make a big change
- h. completely new
- i. a plan or idea to do something
- j. a piece of cloth that you wear around your neck to keep warm

III Getting the Gist (First Viewing) [DVD 02:14]



Watch the news and then choose the right word or phrase in each statement.

1. (No / Few / Many) New Yorkers are interested in the new Japanese clothing store on Fifth Avenue.
2. UNIQLO wants to be the largest clothing company in (North America / the U.S. / the world) in the near future.

IV Getting into Details (Second Viewing) [DVD 02:14]



Watch or listen to the news again. Fill in the blanks and choose T or F for each statement in the boxes.

be out to ~
~しようとして一生懸命である

flagship store
旗艦店 (中心的な存在の主力店舗)

block
(両側を道路で囲まれた) 街区

Chief Operating Officer
最高業務執行責任者

Super Walmart
米国の大手スーパーマーケットチェーンで最大級の面積を持つ店舗

meticulously organized selection of ~
~の商品 (品揃え) がきちんと並べられている

Nancy Cordes: Welcome back. Well, despite the tough economy, a clothing store company is out to **conquer** the world. They just opened a huge flagship store here in New York, and they hope to be coming to a neighborhood near you very soon. CBS correspondent, Debbye Turner Bell was there when UNIQLO, () on Fifth Avenue, here in New York.



5

Debbye Turner Bell: The line of **eager** shoppers stretched a full New York City block, waiting to get a **glimpse** of the largest single brand clothing store on Fifth Avenue.

10

Comprehension Check

- [T / F] A big clothing store just opened on one of the busiest streets in New York City.
- [T / F] Many New Yorkers stood in a long line waiting eagerly for the store to open.

Turner Bell: When people walk in, you want them to have what reaction?

Yasunobu Kyogoku (Chief Operating Officer, UNIQLO, U.S.): Wow. I ()!

15

Turner Bell: It's called UNIQLO, and the **brand new** flagship store is 89,000 square feet, about the size of a Super Walmart, with 100 fitting rooms, 50 cash registers and a seemingly endless, meticulously organized selection of () and scarves.

20

Woman: It's huge. It's... — just there is so much. I walked into another part of the store and I think, there's more?



Man: Hi, welcome to UNIQLO. How are you guys doing today?

Comprehension Check

3. [T / F] The new flagship store is smaller than a Super Walmart.
 4. [T / F] One of the customers is very surprised at how large the store is.

Turner Bell: Right now, the clothing chain has 1,000 stores worldwide. But UNIQLO, owned by the Japanese company Fast Retailing, hopes to increase that four-fold. Simply stated,
 5 UNIQLO wants nothing less than to be the largest clothing **retailer** in the world by decade's end.

Kyogoku: Our chairman has said that he would like to be
 4 () in sales by the year 2020, 10 billion of which is to be here in the United States.

10 **Turner Bell:** A **lofty** goal for an **apparel** company that sold exactly that amount globally last year.

Dana Telsey (Retail Analyst): And when you think of \$50 billion, you can think of Best Buy, which is a 50-billion-dollar company, or Home Depot and Lowe's. You don't think of apparel retailers
 15 5 ().



Turner Bell: GAP, the largest clothier in the U.S., has recently closed
 20 nearly 200 stores, which may be just the opening UNIQLO needs to get a foothold on their way to dominance in the American market.

Kyogoku: It is a statement of our **intention** to **revolutionize** retailing in the United States.



25 **Turner Bell:** Debbye Turner Bell, CBS News, New York.

~ -fold ~倍に

Simply stated

端的に言えば

nothing less than

まさしく~にはかならないもの

Best Buy

米国大手家電
チェーン店

**Home Depot
/ Lowe's**

いずれもDIYホーム
センターチェーン店

clothier

洋服小売店

get a foothold on ~

~への足掛かりを
得る

statement

声明、表明

Comprehension Check

5. [T / F] UNIQLO wants to have 4,000 retail stores worldwide by 2020.
6. [T / F] UNIQLO made \$10 billion in sales in the U. S. last year.
7. [T / F] A retail analyst thinks that UNIQLO wants to be as big as other large-scale American apparel companies.
8. [T / F] UNIQLO has a big chance to become popular since many GAP stores have closed.

V Summary



Fill in the blanks with the appropriate words in the box below. Then listen and check your answers.

A Japanese clothing store wants to ₁() the world. UNIQLO has opened a brand new flagship store in New York City. American customers are amazed by its ₂() size and the variety of clothing. UNIQLO's ₃() plan is to be the largest clothing retailer in the world by 2020. It aims to have \$50 billion in sales ₄(), with \$10 billion in sales in the U.S. America has large stores like Walmart, Home Depot and Lowe's. However, it is the first time for an ₅() retailer to open such a big store. Since GAP, an American clothing store, has recently ₆() 200 stores, it could be a good opportunity for UNIQLO to get a ₇() in the American market. The company intends to ₈() retailing in the U.S.

lofty	apparel	closed	foothold
revolutionize	globally	huge	conquer

VI Conversation in Action



Put the Japanese statements into English. Then listen to check your answers.

Yuka: Did you check out the , _____ on Fifth Avenue?
(新しい衣料店)

Jack: You mean that Japanese retailer? Uh, what's its name?

Yuka: UNIQLO. It's a combination of unique and clothing.

Jack: Yeah, that's it! Not yet. I hear it's pretty good.

Yuka: It's amazing. The store is huge, and they have a wide selection of clothes ₂ _____. They say they want to ₃ _____
(手頃な値段で) (アメリカ市場を変革する)

Jack: Wow, that sounds awesome!

Yuka: Why don't we go this weekend? They're having a big sale.

Jack: Great idea! I can't wait!

VII Critical Thinking

Discuss the following questions with your partner or group. Give reasons to support your opinions.

1. What does "flagship store" mean? Where is UNIQLO's flagship store located in Japan?
2. Do you think UNIQLO's plan will succeed? Why/Why not?

What would you do?

1. You are visiting your American friend in New York. How would you explain UNIQLO to your friend and persuade him/her to shop there?
2. What other Japanese brands/stores do you think would be successful overseas? Why/Why not?