

GETTING READY TO CHANGE THE WORLD

— NEW CHALLENGES, NEW OPPORTUNITIES —

グローバル時代を生き抜く変革への視点

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 **SEIBIDO**

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アリゾナ州立大学にて歴史学および政治学の2つの学士号を最優秀で修めたのち、プリティッシュ・コロンビア大学大学院にて政治学の修士号と博士号を取得。日本および北米の大学で政治哲学や国際関係論の授業を担当し、学術論文の執筆や国際学会における発表を行ってきた。本書は、『民主主義の歩みと現代国家』(2012年)、『現代世界を理解するための視点』(2014年)、『グローバル社会を読み解く新たな視点』(2017年)に続く成美堂からの4冊目の教科書。

About the Author

Dr. François de Soete graduated summa cum laude from Arizona State University, where he received a B.A. in political science and a B.A. in history. He then pursued his graduate studies at the University of British Columbia, where he earned an M.A. and a Ph.D. in political science. He has taught university courses on political philosophy and international relations in Japan and North America, and has published research articles and presented papers at academic conferences on these topics. This is now his fourth textbook with Seibido, the prior three being: *Democracy Around the World: Ancient Origins and Contemporary Practices* (2012), *Making Sense of the World: Wisdom Through Knowledge* (2014), and *Thinking About Our Place in the World: New Questions, New Answers* (2017).

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Getting Ready to Change the World —New Challenges, New Opportunities—

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Preface

The only constant in life is change. This statement is often attributed to the ancient Greek philosopher Heraclitus, and given that since the dawn of the twentieth century we have witnessed change at a pace previously unseen in the history of human civilization, it is a saying that seems especially apt today. After all, in the span of just a little over a hundred years, we have gone from weeks at sea, to just hours in the air to cross oceans; from sending telegrams, to sending text messages; and from the ever-present risk of war between major powers, to largely economically interdependent countries. We have gone from a field of medicine that could not even cure a simple bacterial infection, to one where surgery deep inside the brain is possible. We have gone from the first powered flight that barely left the ground, to landing on the Moon. In short, our world has undergone an unprecedented level of change over the past century, and we may well end up experiencing an even more dramatic level of change in the coming decades.

One relatively recent change that we can already see progressing rapidly is that companies and universities are increasingly internationalizing. Most people simply do not have time to learn many different languages in order to communicate with people from various parts of the world, and so at this point in time English serves as a common second language that allows people with different linguistic backgrounds to communicate with one another. However, it is not enough to merely have the language skills needed to communicate with others, but rather, it is also important to develop informed perspectives in order to be able to communicate intelligently about a wide variety of topics. This textbook therefore features a diverse array of chapters that strike a balance between casual topics, like tourism, and more serious topics, like genetic engineering. Although each chapter includes certain technical terms, colloquial phrases, and advanced vocabulary, Hokkaido University professor emeritus Katsunosuke Namita has added numerous Japanese annotations to help readers understand these terms and phrases. Having had the opportunity to once again work with Professor Namita was a great pleasure, and as this now marks the fourth time that we have collaborated on a textbook for Seibido, it is important to note that his tireless efforts on this latest book are immensely appreciated.

While only a few notable people may have the power to profoundly transform the world, each and every person will nevertheless have at least some small impact on the world in which we live. This book therefore aims to impart the kind of knowledge and language skills that can prove useful to readers, who are, whether they realize or not, getting ready to change the world.

François de Soete

はしがき

この世で唯一不変のものは変化である（万物は流転する）。これはギリシャの哲学者ヘラクレイトスの言葉である。20世紀の初めから、人類の文明史においてこれまで類を見ないほどの速さで変化するのを目の当たりにしてきたことを考えると、この格言はとりわけ今日にふさわしいと言える。わずか100年ちょっとの間に、大洋を渡るのに海上を何週間もかけていたのが、空中をわずか数時間で飛び越えるようになり、電報を送っていたのが、テキストメッセージを送るようになり、大国間で戦争勃発の危機が絶えず存在していたのが、主として経済的に相互依存する関係へと変化した。医療分野においても、単なる細菌感染さえ治療することができなかったのが、脳の深部における手術も可能になった。地面からわずかに浮き上がったかどうかという初の動力飛行から、月面着陸まで達成した。要するに、私たちの世界はこの100年の間にかつてないほどの変化を経験し、次の数十年間でさらに飛躍的な変化が待ち受けているかもしれないのだ。

比較的最近、急速に進んでいることが目に見える変化の1つは、企業や大学がますます国際化している点だ。多くの人は世界各国の人々とコミュニケーションを取るためにいくつかの言語を習得する時間がないので、現時点では言語が異なる人々が互いに意思疎通を図る際には英語が共通の第2言語として用いられている。しかしながら、単に語学力があるだけでは不十分で、様々な話題に関して知的なコミュニケーションを取るためには、確かな情報に基づいたものの見方を養うことが大事である。従って本書は、観光のような身近なテーマから遺伝子工学などの重い内容まで、多様なトピックをバランスよく扱っている点が特徴である。各章には専門用語やくだけた表現、上級の語彙が含まれることもあるが、読者の皆さんが理解しやすいように、北海道大学名誉教授の浪田克之介先生が丁寧に注釈を付けてくださっている。浪田先生と再び一緒に仕事できたことは大変光栄であった。成美堂の教科書に共同で取り組むのはこれが4冊目であるが、本書の刊行に当たっても多大なご尽力をいただいたことに、感謝の気持ちを述べたい。

世界を劇的に変える力を持っているのはごくわずかの著名人だけかもしれないが、社会を構成している人々の誰もがこの社会に何らかの影響を与えている。従って、自ら意識しているかどうかにかかわらず、世界を変える準備をしつつある皆さんに、本書で有用な知識や語学力を身に付けてもらえれば幸いである。

最後に、本書の企画・編集に当たりお世話になった成美堂編集部の佐藤公雄氏に謝意を表したい。

François de Soete

本書の使い方

各章の構成は以下の通りとなっている。

導入文

各章の冒頭に、本文のトピックに関する簡単な導入説明や問いかけが日本語で書かれている。学生にとってこれまであまりなじみのないテーマであったとしても、この導入文を読むことで興味関心をもってリーディングに取り組むことができる。

Getting Started

本文を読み始める前に、その準備として関連内容について学生が自分で考えることのできる質問を3つ用意してある。個人の意見や体験を問うものであるので、下調べの必要はない。一文で答えを書くよう指示してあるが、授業内でディスカッションの題材として利用することも可能である。

Reading

明快な英文で書かれた本文は、文化、社会、メディア、自然科学、テクノロジーなど多様な身近なトピックを扱っている。予備知識がなくても、本文を読めば十分に理解できる内容となっている。また、基本的には5000語レベル以上の単語や固有名詞に注釈を付けている。

Vocabulary

本文で使用された単語の意味を選択する問題。知らない単語であっても、辞書を使うのではなく、文中で使用されている箇所を読みながら解答を推測するよう指示している。単語の類義語を学習することにもつながる。

Comprehension

本文の内容理解を問う問題。本文の該当箇所を特定すれば答えられる易しい問題だけではなく、本文の内容全体と問題文の意味をよく理解していなければ解答できない難しめのものも用意してあるので、内容分析やクリティカル・リーディングの力を養うことができる。

Summary

CDを聴きながら空欄になっている単語を書き取る問題。Getting Startedの変化の聞き取りと、つづりの練習になっている。リスニングの文章は、本文全体の要旨になっており、本文の内容理解のチェックにも利用することができる。

Discussion

本文で扱うトピックに関連する質問を1つ用意してある。Getting Startedの質問と同様に、学生自身の意見や体験を問うものであり下調べは必要ないが、なぜそのように考えたのか、自分の意見を人にわかりやすく説明する形で答えるよう指示してある。ライティングあるいはディスカッションに利用できるようになっている。

Point of Interest

本文で扱っているトピックや人物に関連した、おもしろい豆知識を平易な英文で紹介したコラム。本文の関連箇所に、日本語でこの欄への参照指示が掲載されており、学生自身が関心に応じて読み進めることができる。教科書の問題や小テストなどには、このコラムの内容は含まれていないが、楽しみながら各章のテーマに関する知識や理解を広げるのに役立つ。

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Going Viral

How are some people getting so famous online?

現代では、有名性を測る基準はソーシャルメディアでどれだけのフォロワーがいるかどうかになったようだ。有名人がファンとの交流のためにソーシャルメディアを使うこともあれば、ソーシャルメディアを利用して有名になる一般人もいる。極めて多くの人々がソーシャルメディアを使うこの時代に、ネットで拡散されるコンテンツを作り人気を得ている人は、一般のユーザーと何が違うのだろうか。

The desire to get great photos leads some photographers to take serious risks, like getting right next to a perilous flow of rushing water. With the rise of social media, some people are willing to do even more dangerous things to post attention-grabbing photos.

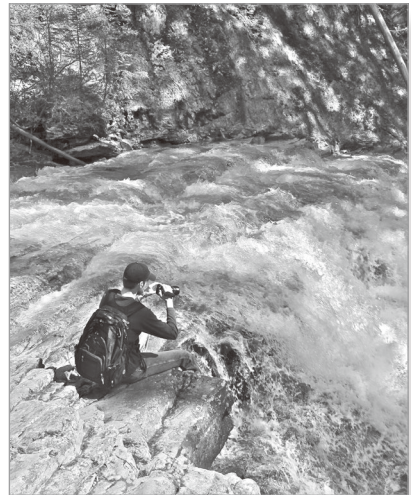


Image credit: The author

Getting Started

To help you connect with this chapter's topic, take a moment to think about the questions below, and then write a short sentence to answer each one.

1. How often do you post content on your social media accounts?

2. How many followers would you like to have on social media?

3. Approximately how many people do you follow on social media?



Reading

02

1 Most social media users have only a modest number of followers on their accounts, but some celebrities, sports stars, and even some politicians have millions of followers. Superstar celebrities like Katy Perry and Justin Bieber, for instance, have over a hundred million followers. The number of followers

5 celebrities have on social media largely reflects the fame they have achieved as entertainers. For others, social media serves as a ticket to fame. Sites like YouTube, Instagram, Facebook, and Twitter make it possible for anyone to attempt to become an Internet celebrity, which does not require dealing with

10 talent agencies, movie studios, or publishers. Being able to bypass the traditional route to celebrity makes it seem as though becoming a cyberstar is easy, but getting noticed online often requires creating something that goes viral—which for most people is far from easy.

世界中でソーシャルメディアを利用する人はどのくらいいるのか、章末の Point of Interest を読んでみよう。

03

2 When someone uploads a video, for example, and the number of people who

15 reshare it begins to rise rapidly, we can say that this person's video is going viral. We use the expression “going viral” because the video seemingly spreads in a way that is similar to the way a highly contagious virus like influenza spreads. Basically, a few people watch the video and find it so attention-grabbing that they feel compelled to forward the video's link to their friends, and those friends forward it to their friends, and so

20 on. If a sequence such as this grows to involve thousands of people over the course of a relatively short period of time, then we can say that the video is going viral. Any type of content online, whether it is a video, an image, or something written like a blog or tweet, has the potential to go viral.

04

3 This raises an obvious question: why do certain things go viral while most

25 content goes largely unnoticed? Part of it comes down to one's personal traits and social media savvy. Different types of people have different traits and talents that can help them get noticed. Some people are naturally funny, for instance, and others have great

30 charisma, while some have amazing gaming skills, and others are especially insightful. If someone has particularly **appealing**¹ traits or talents, and he or she knows how to use social media effectively, then the things this person posts online are likely to get noticed

35 and reshared. Part of it also comes down to the appeal of the content itself. An old saying in journalism



Smartphones, useful social media tools
Image credit: @iStockphoto

applies here: “dog bites man” is not news, but “man bites dog” is news. In other words, commonplace events simply do not **capture**² anyone’s attention, but unusual events do. Things that can go viral include: a really bizarre incident in public that happens to be caught on video, a controversial tweet, or a photo of an especially cute dog or cat making a funny face. In some cases, things a bit more profound go viral, like a timely 5 blog post that offers unique insight on something that affects many people, a story about something like an amazing act of generosity, or a heart-wrenching tragedy.

05 

4 There is unfortunately another old saying that applies to this discussion: “there is no such thing as bad publicity.” Some people are willing to do things that are shocking, possibly dangerous, and maybe even illegal in order to get attention 10 online. Some risk serious injury and possibly death by doing, for example, incredibly dangerous daredevil stunts. Others do things that most people consider shocking, like eating something really disgusting. Some break the law by doing things like filming themselves driving dangerously on public roads. Some will even create situations that look real, but are actually staged, like one person pretending to surprise a friend and 15 that friend giving an over-the-top reaction. More nefariously, though, some people make up tragic stories or fabricate stories of amazing human kindness in an effort to not only go viral, but to also make money by fraudulently starting crowdfunding campaigns based on their viral content.

06 

5 We often read about ordinary people who start using social media, build a 20 sizeable following, monetize their social media feeds, and become rich cyberstars. These success stories entice some people to set their sights on social media as a ticket to fame, but it is important to remember that with so many people posting things online every day, it is quite difficult for the average social media user to create something that stands out and goes viral. The good news, though, is that trying to make it big on 25 social media does not require the same level of sacrifice and commitment as trying to become, for example, a movie star or a professional athlete. This means that people can **pursue**³ full-time careers as salaried employees, and yet still spend time on social media after work in an effort to create something that ends up going viral, which could end up setting them on the path to online stardom. 30

NOTES

Katy Perry 「ケイティ・ペリー (1984-) 米国のシンガーソングライター」 **Justin Bieber** 「ジャスティン・ビーバー (1994-) カナダの歌手・俳優」 **bypass** 「無視する」 **cyberstar** 「インターネット上の有名人」 **go viral** 「(インターネットなどを介して) 急速に拡散する」 **reshare** 「再共有する」 **contagious** 「感染性の」 **forward** 「転送する」 **trait** 「特性」 **savvy** 「能力」 **post** 「載せる」 **bizarre** 「奇怪な」 **generosity** 「気前のよさ」 **heart-wrenching** 「胸を締め付けられるような」 **bad publicity** 「悪評」 **daredevil** 「度が過ぎた」 **disgusting** 「気分が悪くなるような」 **staged** 「仕組まれた」 **over-the-top** 「度が超えた」 **nefariously** 「極悪なまでに」 **fabricate** 「作り上げる」 **fraudulently** 「不正に」 **crowdfunding** 「クラウドファンディング (不特定多数の人からインターネットを介して資金を集めること)」 **sizeable** 「相当な」 **monetize** 「(ウェブサイト

などから) 広告収入を得る」 **feed** 「(Web サイトの) 配信情報」 **entice** 「そそのかして～させる」 **make it big** 「大いに成功する」

Vocabulary

Use the context in the reading section to figure out the meaning of each underlined word below.

1. ... has particularly appealing traits or talents ...
a. honorable b. good c. artificial d. attractive
2. ... events simply do not capture anyone's attention ...
a. catch b. share c. trust d. decide
3. ... people can pursue full-time careers as ...
a. undertake b. suggest c. lead d. persuade

Comprehension

Read each statement below carefully, and then based on the information presented in this chapter, write "T" if it is true or "F" if it is false.

1. _____ The expression "going viral" is based on the similarity between the way some things spread online and the way viruses spread.
2. _____ "Dog bites man" is an example of a unique news story that gets people's attention.
3. _____ Efforts to make videos and other social media content go viral can lead people to engage in dangerous behavior.
4. _____ Some people make up stories in an effort to go viral and get money from crowdfunding campaigns.
5. _____ According to the author, becoming a social media star is easy because there is so much content posted daily on social media.

Summary

Listen carefully to the audio recording for this section and fill in the blanks in the paragraph below.

It ¹⁾_____ that social media has become the ultimate measure of fame, for the more followers someone has, the more famous he or she must be. While people like movie stars and professional athletes have many followers due to their celebrity status, others have ²⁾_____ to use social media to emerge from obscurity to become famous. For those who use social media in hopes of achieving fame, sometimes all it takes to get on the ³⁾_____ to fame is simply posting something that ends up going viral. In some cases people draw on their ⁴⁾_____ talents to create appealing content, but in other cases people behave irresponsibly in an effort to get noticed. Either way, with so many social media ⁵⁾_____ posting countless videos, tweets, blogs, and photos online every day, creating content that goes viral is the exception, not the norm.

Discussion

Write a short response to the question below. Be prepared to discuss your answer out loud with fellow students if your instructor asks you to do so.

What is the most recent viral content that you have seen online? Explain why you think this content went viral.

.....

.....

.....



Point of Interest

There are literally billions of people on social media today. At the end of 2018, for example, over 2.6 billion people a month were using apps in the Facebook family, which includes Facebook, WhatsApp, Instagram, and Messenger.