

平成 22 年度（2010 年度）第 3 学年・第 4 学年 9 月編入学選抜検査  
Fall Entrance Examination 2010 for 3<sup>rd</sup> and 4<sup>th</sup> Grade Applicants

外国語作文（英語）  
Foreign Language Essay (English)

平成 22 年（2010 年）7 月 1 日（木）実施  
Thursday, July 1, 2010

Attention

1. Keep your test booklet closed until you are instructed to open this booklet.
2. You may freely use blank space in the booklet. Any marks in this booklet will not be scored.
3. There is a separate answer sheet. All answers should be written within the space provided on the answer sheet **in English**.
4. You will be given 45 minutes to complete Foreign Language Essay.
5. Remain silent during test time.
6. Write your name and registration number clearly on the test booklet. Write your registration number only on your answer sheet.
7. No questions concerning the test content will be answered.
8. Both your test booklet and your answer sheet will be collected after the test.

受検番号

Registration number

氏名

Name

東京学芸大学附属国際中等教育学校

TOKYO GAKUGEI UNIVERSITY INTERNATIONAL SECONDARY SCHOOL

## Read the text below and answer the following question.

Some goods sold in Japan come with fun, extra items. For example, candy might come with a small toy or an action figure might be attached to the lid of a plastic beverage bottle. Such free gifts are called “*omake*.” *Omake* included with magazines is called “*furoku*.”

Confectionary manufacturer Ezaki Glico Co., Ltd., was the first to pioneer the trend toward “goods with *omake*.” President EZAKI Riichi, who founded the company in 1922, thought “children need to both eat and play.” This prompted him to create items like beautiful cards and small medals that were included with the company’s candy when sold. These candies, with their free gifts, became extremely popular in helping Ezaki Glico grow into a large company.

Food companies are not the only ones that attach *omake* to their products. Mobile telecommunications providers offer their clients free gifts, including covers for toilet paper holders and slippers.

Similarly, *furoku* (*omake* for magazines) also became widely popular around the 1920s. *Furoku* were mostly packaged with children’s magazines, but now magazines for adults often carry *furoku* as well. These days many *furoku* are of such high quality that they are bought and sold on online auctions sites, with some extremely unique *furoku* even becoming the talk of the town.

Take the business magazine “Dime”, for example. The magazine usually sells for 400 yen, but when *furoku* is included, it can sell for around 500 yen. Dime’s *furoku* are practical items such as iPod speakers and ear picks, but recently they have been offering an increasing number of eco-friendly *omake* such as solar-powered keychain lights and mouse pads with built-in, solar-powered calculators.

Each issue of “Otona no Kagaku (Science for Adults) Magazine,” comes with a build-it-yourself gadget as its *furoku*. Those who buy the magazine make the item while reading the instructions. Moreover, you can even improve on the finished product. For example, in the case of camera *furoku*, you can buy either another lens to replace the original one, or a thin plate to insert for better film stabilization.

The magazine “Brand Mook” is famous for its stylish *furoku*. Each magazine issue features a famous fashion brand accompanied by a free brand sample. The *furoku* may include a wide variety of items from bags and pouches to housedresses or umbrellas. Sales of Brand Mook have been increasing on a yearly basis with the August 2009 issue, featuring Cher, selling 700,000 copies. The November 2009 issue featuring Yves Saint Laurent sold one million copies.

(adapted from *Hiragana Times*, No. 282, April 2010)

## QUESTION

Write an essay analyzing the practice of packaging goods with *omake* and *furoku*.



This image shows a blank sheet of lined paper. It features a solid black border at the top and a dotted line running horizontally across the page, creating a margin. The rest of the page is filled with horizontal lines, alternating between solid and dotted patterns, providing a template for writing.