

2021 年度  
京都精華大学大学院  
マンガ研究科 博士後期課程

入学試験問題

外国語(英語)

- \*試験時間 13:00～14:00
- \*試験開始後30分以内は退出できません。
- \*辞書の持ち込み可。ただし電子辞書の持ち込みは不可。
- \*問題用紙は試験終了後に回収します。
- \*解答は解答用紙に記入すること。

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[設問 1] 以下の文章を読んで、問い①②に答えなさい。

The eleventh episode of the *Tetsuwan Atomu* anime, “The Time Machine,” is of some interest for thinking about the question of transmedia connectivity. Broadcast on March 12, 1963, this episode follows a boy’s pursuit of his father through time, each traveling in his own separate time machine. Atomu and his private detective friend, Higeoyaji, join the boy (unnamed in the anime) in his search across the ages for his errant father, who plans to steal people and animals from the past to construct a “Zoo of Antiquity” for his future present. One scene stands out for the way it raises prescient questions about anime’s own transmedial travel. Here Atomu Higeoyaji and the boy arrive at the father’s first destination: the Ice Age. As they disembark through the vacuum-operated slot on the side of the time machine, a box of Meiji Seika’s Marble Chocolates emerges from the exit shoot instead of Higeoyaji. The voice of Higeoyaji yells, “Cut!” and the scene goes black. After a moment, the scene starts again (apparently a retake), and Higeoyaji emerges from the exit, landing on the ground none too gently.

What is the meaning of this gag? More to the point, what are Marble Chocolates, and what is the connection between these chocolates and *Tetsuwan Atom*? The short answer is that Meiji Seika is a company that specializes in candy products and was this first television anime series’s sole sponsor; Marble Chocolates was Meiji’s main product at the time. The scene described would seem to be a kind of inquiry, in the form of a visual gag, into the relationship between *Tetsuwan Atom* and its sponsor. More than a simple product placement, Mushi Production animators seem to be asking, what exactly is the relationship between Meiji Seika and *Tetsuwan Atomu*? And what is to be the relationship between television anime and its sponsors’ products?

[出典]

Anime’s Media Mix: Franchising Toys and Characters in Japan by Marc Steinberg, © 2012 by the Regents of the University of Minnesota.

問い① 上記の文章の内容を、日本語で要約しなさい (200 字以内)。

問い② 上記の文章の内容について、あなたの考えを日本語で自由に述べなさい (300 字以内)。

〔設問 2〕以下のマンガに関する単語①～④を、マンガと関連のある意味で和訳しなさい。

- ① Story
- ② Character
- ③ Frame
- ④ Speech Balloon