

No2.For Teachers: Please have the students read the sentences one at a time and correct their pronunciation of each sentence then have them repeat after you. Wait until after they read the sentence (use the number in place of the missing word) to have the students choose the correct answer to fill in the blank. When the students finish the article, move on to the further questions.

4[B] – A Challenge for Bookstores

13.2(4B)AP2E

～の間 (あいだ) 最近 (さいきん) の

Over the past few years, many bookstores in the United States and Europe have been having a hard time staying in business. More and more people have started buying books on the Internet, and new technologies such as electronic books have become very popular. (36), the number of books sold in bookstores has gone down, and many small bookshops have had to close. However, some bookstores are finding a new way to attract customers.

*Choose the correct answer to fill in the blank from these choices.

(36) 1 Even so 2 By the way 3 Once again 4 As a result

Further Questions

*Ask student to answer the question on their own at first. If the student can't answer correctly, have him look at the last page and read the "example answer" for the question. Have the student try to memorize the answer, if it's too long or difficult, you should divide the sentence into 2 or 3 parts to make it easier to remember. Once they have memorized the answer, the teacher should ask the question one last time so that the student can practice answering. Also if you find any mistakes, please mark the page and let me know ASAP.

1) Why have many bookstores been having trouble staying in business?

なぜ多くの本屋は、事業を続けることが難しいのですか？

More and more people have started buying books on the Internet and new technologies such as electronic book have become very popular.

ますます多くの人々がインターネットで本を買い始め、電子版の本のような新しいテクノロジーがとても人気になってきたから。

2) Why have many small bookshops had to close?

The number of books sold in bookstores has gone down. 本屋で売られている本の数が減ったから。

Some of these bookstores now sell coffee and have places where customers can sit and relax. Other have started to sell items like wine or children's toys along with the books. One bookstore owner in Massachusetts began offering Spanish classes in his store. Another bookseller rents the space in his store to people that want to have parties. However, many bookstore owners do not like these (37). They say that using them does not actually help the stores to sell their main products—books.

*Choose the correct answer to fill in the blank from these choices.

(37) 1 reasons 2 magazines 3 ideas 4 machines

Further Questions

3) What things have bookstores started to sell? 本屋は、どんなものを売り始めましたか?

They have started to sell items like wine or children's toys along with books.

それは、ワインや、本の内容に沿った子供のおもちゃのようなものを売り始めました。

4) What are other ways bookstore owners have used their bookstores?

本屋のオーナーたちの、彼らの本屋のその他の使い道は何ですか?

One bookstore owner began offering Spanish classes in his store, another bookseller rents the space in his store to people that want to have parties.

ある本屋のオーナーは、自分のお店でスペイン語の授業を提供し始め、また別の本屋の経営者は、自分の店のスペースを、パーティーを開きたい人々に賃貸しています。

5) Does this help them sell books? このことは、彼らが本を売ることに役立っていますか?

No. They say that using them does not actually help the stores to sell their books.

いいえ。彼らが言うには、それらを使うことは、実際には彼らの本を売ることに役立ってはいません。

Now, there might be a new way to help bookstores. Researchers from Hasselt University in Belgium did an experiment on smells in bookstores. They found that when the smell of chocolate is in their air, people take their time and look at more books. In their experiment, the sales of popular genres such as romance novels and books about food and drink went up by 40 percent when the store used the smell. The experiment suggests that this could be an inexpensive way to help bookstores stay (38).

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*Choose the correct answer to fill in the blank from these choices.

(38) 1 open 2 warm 3 free 4 dry

Further Questions

6) What did researchers from Hasselt University in Belgium do? ベルギーにあるハッセル

ト大学の研究者たちは、何をしましたか?

They did an experiment on smells in bookstores. 彼らは、本屋における匂いについて実験を行いました。

7) What happened when the smell of chocolate was in the air? 空気中にチョコレートの匂

いがしたとき、何が起きましたか?

People took their time and looked at more books. The sale of popular genres such as romance novels and books about food and drink went up by 40 percent when they used the smell.

人々は時間をかけてより多くの本を見ました。彼らが匂いを利用したときには、ロマンス小説のような人気のあるジャンルや、飲食に関する本の売り上げが、40パーセント上がりました。

8) How often do you go to bookstores? あなたはどれくらいの頻度で本屋に行きますか?

I go to bookstores very rarely. I haven't bought a book in over a year.

私は本屋にはめったに行きません。私は1年以上一冊も本を買っていません。

***Vocabularies:** Try to memorize these words yourself without looking at the Japanese translations.

For Teachers: Have the student read the word in English, correct their pronunciation then say it together. Then have the student say it in Japanese before saying again in English. After you have done this for each line, go back to the first word and have the student translate it.

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|------|---|---------|---|------------|---|------------|---|-------------|
| (36) | 1 | Even so | 2 | By the way | 3 | Once again | 4 | As a result |
| (37) | 1 | reasons | 2 | magazines | 3 | ideas | 4 | machines |
| (38) | 1 | open | 2 | warm | 3 | free | 4 | dry |

Example sentences: *It must take a long time but Try to use these vocabularies one by one in the sentences of your original one. Teacher must show them your for example sentence before ask.

- (36) 1 He has some ^{欠点 (けってん)} faults; **even so**, he is a good man.
2 **By the way**, have you read this book?
3 Say it **once again**.
4 **As a result** of the accident, Tom couldn't walk for six months.
- (37) 1 There are **reasons** to believe he is ^{うそをつく} lying.
2 Her designer clothes were from the pages of a glossy fashion **magazines**.
3 The book will give you some **ideas** of life in London.
4 An ^{人工 (じんこう)} artificial ^{腎臓 (じんぞう)} kidney ^{この頃 (ごろ)} these days still means a ^{冷蔵庫 (れいぞうこ)} refrigerator-sized ^{透析 (とうせき)} dialysis **machine**.
- (38) 1 What time does he **return**?
2 Please **wash** your face and hands.
3 I **forgot** to answer the letter
4 Money cannot **buy** happiness.

Answers for "Vocabularies".

- | | | | | | | | | |
|------|---|-----------|---|---------|---|-----------|---|--------------|
| (36) | 1 | strange | 2 | clean | 3 | difficult | 4 | gentle |
| (37) | 1 | Therefore | 2 | Luckily | 3 | Before | 4 | Surprisingly |
| (38) | 1 | return | 2 | wash | 3 | forget | 4 | buy |

Answers for "Further Questions"

- 1) Why have many bookstores been having trouble staying in business?
More and more people have started buying books on the Internet and new technologies such as electronic book have become very popular.
- 2) Why have many small bookshops had to close?
The number of books sold in bookstores has gone down.
- 3) What things have bookstores started to sell?
They have started to sell items like wine or children's toys along with books.
- 4) What are other ways bookstore owners have used their bookstores?
One bookstore owner began offering Spanish classes in his store, another bookseller rents the space in his store to people that want to have parties.

5) Does this help them sell books?

No. They say that using them does not actually help the stores to sell their books.

6) What did researchers from Hasselt University in Belgium do?

They did an experiment on smells in bookstores.

7) What happened when the smell of chocolate was in the air?

People took their time and looked at more books. The sale of popular genres such as romance novels and books about food and drink went up by 40 percent when they used the smell.

8) How often do you go to bookstores?

I go to bookstores very rarely. I haven't bought a book in over a year.

解答: (36) 4 (37) 3 (38) 1