

第 5 問 (配点 16)

You are an exchange student in the US and have joined the festival committee in your community. You read the following article and use last year's survey results to create a memo for the upcoming meeting.

Festival Fundamentals

by Kandi Russell

Local communities hold festivals for a variety of purposes. They often include stands selling local products, performances, and workshops where visitors can try new things. For festivals to run smoothly, organizers usually follow the “SLA Festival Model”: *Scheme*, *Location*, and *Assistance*.

Scheme relates to how easy it is to arrange, co-ordinate, and hold the event within a specific time frame. Do you have enough time to plan and advertise your event? Do the local sellers have enough time to prepare items that people will want to buy? Is there time to arrange for workshops that visitors will be interested in? We suggest allowing at least two months to organize your festival. During this time, you should arrange for sellers, performers, and people to give workshops.

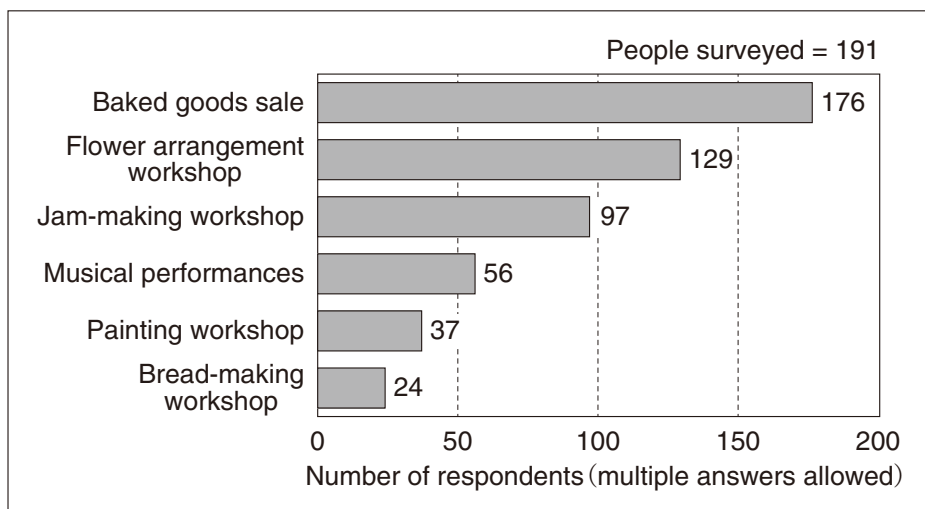
Location relates to the actual place of the festival. Some locations are far superior to others because they are accessible, visible, and large enough to accommodate all of the stands, workshop areas, and your visitors. Also, the festival organizer must check with local authorities as there are often regulations: trash disposal and recycling, areas for medical attention, and food handling and storage. Especially for health and safety, some local authorities require clear labels for people with food allergies.

Assistance relates to making sure there are enough people to help you prepare, organize, and run the event. Festivals can usually last all day and generally have lots of visitors, so things can get untidy. It is therefore very important to clean up properly afterward. This means having a large enough group of assistants is essential.

Nothing guarantees a successful festival, but it is vital to consider the scheme, the location, and the assistance required. The last secret ingredient for success is having a positive attitude!

Survey Results

- What event (s) did you attend at the festival?



- What did you think about the festival?

Main comments:

Comment 1: It was fun for all the family, but how about having small animals for children to play with?

Comment 2: The florist who gave the workshop was fantastic! I'm already looking forward to next year. I'm sure more people will want to join.

Comment 3: The cakes and cookies looked really good but I didn't know what they were made of. I have some food allergies, so I was sad that I couldn't buy anything.

Comment 4: Just like last year, the bread-making workshop wasn't crowded. It's time for something new! Butter making might be fun.

Comment 5: I had a great time, but I was disappointed that all of the vending machines were out of drinks. Provide more vending machines.

Comment 6: The ground was uneven and I twisted my ankle while walking. Thankfully, the medical staff were very kind.

Plan for This Year's Festival

The SLA Festival Model

- What is it for?
 - 18
- Three components & key questions
 - Scheme: 19
 - Location: Where will the festival be held?
 - Assistance: Who can assist with the festival?

Based on the Survey Results 20

- A. Fewer respondents joined bread making than jam making.
- B. Flower arrangement was the most popular workshop.
- C. More than 50 respondents attended musical performances.
- D. Most respondents visited the baked goods stand.
- E. The painting workshop was the least popular event.

Things to Consider

- Plan new events based on 21 and 22.
- Give the flower arranging workshop a bigger space.
- Check local regulations and 23.

問 1 Which of the following best describes the purpose of the SLA Festival Model? 18

- ① It helps to achieve successful events.
- ② It helps to learn about new festival trends.
- ③ It helps to revive local communities.
- ④ It helps to understand the history of festivals.

問 2 According to the SLA Festival Model, which of the following is the best option for 19?

- ① How can we encourage more festival advertisers?
- ② How much time is needed to arrange the festival?
- ③ What is the main purpose of the festival?
- ④ What time will the festival start and finish?

問 3 In the Survey Results section in your memo, you have noticed an error. Which statement should you remove? 20

- ① A
- ② B
- ③ C
- ④ D
- ⑤ E

問 4 For this year's festival, you want to add new events. Which two comments would be most helpful? (The order does not matter.)

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- ① Comment 1
- ② Comment 2
- ③ Comment 3
- ④ Comment 4
- ⑤ Comment 5
- ⑥ Comment 6

問 5 Based on both the article and comments from last year's festival, which of the following is the best option for

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- ① ensure food labels list all ingredients
- ② food should be stored in fridges
- ③ have a medical station on site
- ④ make sure trash is properly separated