

Main Reading

次の英文を読んで、設問に答えよ。

The sheer amount of information has also affected the quality — or character — of that information. Over the course of the last century or so, the nature of information has changed. Messages have become shorter. When messages become shorter, they lose the detail that can provide people with a
5 context for interpreting those messages.

Almost all media messages are fleeting, quick, and superficial. ⁽¹⁾The length of messages is kept short to minimize the demands on us and thus to increase the chance that we will attend to the message. But the shortness of messages forces them to be superficial. Ideas presented in a 15-second
10 advertisement cannot be developed in any depth. Nor can the ideas in a 60-second news story.

When messages become shorter, the context we ourselves bring to the understanding of those messages becomes more important. However, the superficiality of the messages makes it harder for us to construct a good
15 context. For example, it used to be easy to categorize messages as being either information, entertainment, or ads. But now, news shows are using the entertainment formula, so they provide (2A) information and (2B) entertainment. Ads are becoming (2C) like information and entertainment to mask their purpose. For example, *infomercials on television look like
20 information shows but are really half-hour paid ads. Entertainment vehicles, such as Hollywood films and TV shows, are becoming advertising vehicles as ads are embedded in them. There are 30 companies operating in Hollywood to place products within movies and TV shows. For example, ⁽³⁾in *Santa Claus — The Movie*, McDonald's paid \$1 million to the filmmakers to have a scene set
25 in a specially constructed McDonald's restaurant; McDonald's also spent \$18 million on promotion and network advertising related to the film. CBS-TV's