

名前 _____ 日付 _____ / _____

QUESTION

Read the article below and summarize it in your own words as far as possible in English. Summarize it between 60 and 70 words.

以下の記事を読み、できる限り自分の言葉を使って英語で要約しなさい。60～70語で要約しなさい。

READING

In recent years, companies have been trying to build emotional connections with customers by encouraging them to become dedicated fans, instead of focusing only on selling products. Such a business strategy is called fandom marketing, and it has gained attention. Through online communities and social media, fans can interact not only with companies but also with one another. Many businesses see fandom marketing as an effective way to build long-term relationships with customers.

Supporters of fandom marketing point out several advantages. Fans who feel a strong emotional connection to a brand are more likely to continue purchasing its products and supporting its activities over time. For example, devoted fans of an idol group tend to continue spending money on related products and activities. As a result, companies can expect steady profits. There is another advantage. Passionate fans often share information, reviews, and personal experiences on social media. This allows companies to promote their brand effectively, as information about the brand spreads quickly and reaches a wide audience at a low cost.

However, opponents say that there are also risks associated with fandom marketing. Since fans have strong expectations, they may react negatively if a company makes a mistake or acts in a way they disagree with. This can cause criticism to spread rapidly online. As a result, the company may face significant damage to its reputation.

要約は2ページ目を書きます。記事の和訳は載せていません（読む練習のため）。答え合わせはQRから。

スマホで読み取ると、書いた英文をその場でAIが添削します。

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1ページ目の記事を、45～55語の英語で要約します。記事の言葉をそのまま写さず、自分の言葉で言い換えましょう。

解答欄

目安 60～70語（1行に8～9語ほど）

メモ（要点を3つ書き出してから、まとめます）

