

- Sustainable Words and Tamable Worlds -

"Sustainable" is a **booming** word.// At first,/ it meant "the bearable."// A fighting man/ may sustain many **injuries**/ before he falls.// By 1680/ it included **metaphorical** defense of truth:/ **arguments** can be sustained.//

The next great leap,/ in 1924,/ brought in the sense of "maintaining anything at all."// Americans **desired**/ to sustain economic growth.// There were great debates/ about sustaining the whale **harvest**.// By 1976,/ "sustainable production" meant **exploiting** the world/ for all she could sustain,/ ideally forever.// They still reach for further riches,/ world without end/ –or on Mars if it does.//

From 1970 to 2024/ the use **frequency** of "sustainable"/ jumped a **hundredfold**/ from 0.7 **occurrences** per million to 70.// This is more frequent/ than both "smile" and "rock" were in 2001.// The similarly recent "eco-friendly"/ only gained a frequency approaching 4.7/ in 2024.// Sustainability talk,/ more concerned with **mass-produced** technology and big resource **extraction**/ than with friendliness towards a living world,/ is called greenwashing.//

「持続可能 (sustainable)」は流行りの言葉だ // 最初は / それは「耐えられるもの」という意味だった // 戦っている男は / たくさんの傷に耐え (sustain) / その後ようやく倒れるのである / 1680年までには / その用法は真理を比喩的に擁護することを含むようになった / 議論は (批判や検証に) 耐えうる (sustain) // 次の大きな飛躍は / 1924年に / 「どんなものであれ続けること」という意味をもたらした // アメリカ人は望んだ / 経済成長を続ける (sustain) ことを // 激しい論争があった / クジラの捕獲を続ける (sustain) ことについて // 1976年までには / 「持続可能な (sustainable) 生産」は地球を搾取することを意味していた / 地球が耐えうる (sustain) 限界まで / 理想的には永遠に // 彼らは今もなおさらなる富を求める / 終わりのない地球を夢見るのだ / —もし地球が終わっても、次は火星というわけだ //

1970年から2024年にかけて / 「持続可能」という言葉の使用頻度は / 100倍に跳ね上がった / 100万語あたり 0.7 回から 70 回に // これはより高い頻度である / 2001年の「smile」や「rock」よりも // 同じく新しい語である「環境にやさしい (eco-friendly)」は / 4.7 回に近づいたにすぎず / それも 2024年になってからである // 持続可能性の話で / 大量生産技術や甚大な大規模な資源採掘に关心を向けるものは / 生きた地球に対する配慮よりも / グリーウォッシングと呼ばれる //

Vocabulary and Phrases

boom	大流行	production	生産
injury	けが	exploit	搾り取る
metaphor	比喩	frequency	度数
argument	議論	hundredfold	百倍
maintain	保つ	occurrence	出来事
desire	欲しがる	mass-produce	量産する
harvest	収穫	extract	採る

Total Number of words used

: 158 words

Time for 100 wpm

: 95 sec.

Time for 120 wpm

: 79 sec.

Your BEST TIME

: sec.



【Listen & Fill Blank】

"Sustainable" is a _____ word. At first, it meant "the _____. A fighting man _____ sustain many injuries before he falls. By _____ it included metaphorical _____: arguments can be sustained.

The next _____ leap, in 1924, brought in the sense of "_____ anything at all." Americans desired to _____ economic growth. There were _____ about sustaining the whale harvest. By 1976, "sustainable production" meant exploiting the world _____ sustain, ideally forever. They still reach for further _____, world without end – or on _____ if it does.

From 1970 to 2024 the use frequency of "sustainable" _____ a hundredfold from 0.7 occurrences _____ to 70. This is more frequent than both "smile" and "_____" were in 2001. The similarly recent "eco-friendly" only gained a frequency approaching 4.7 in _____. Sustainability talk, more concerned with mass-produced technology and big resource extraction than with friendliness towards a _____ world, is called _____.

【Q&A / A&Q】

Question 1: What did sustainable mean by 1924?

Question 2: What original meaning remains in the word sustainable?

Question 3: Is there something you hope can last forever? Why?

Ask 1: 答えが「2024」である質問を英語で書いてください

Ask 2: Greenwashingについての質問を英語で書いてください

Ask 3: 本文について知りたいことを英語で1つ書いてください

Sample Answer 1: “Maintaining anything”

Sample Answer 2: Injury.

It implies doing damage to something in relation to death.

Sample Answer 3: I want flowers to always bloom.

I do not think anything should be permanent.

I want my youth to last forever.

I hope my favourite video game never shuts down its servers.

Sample Question 1:

When did “eco-friendly” have a use frequency of 4.7 per million?

When did “sustainable” have a use frequency of 70 per million?

In what year was the article’s most recent data collected?

Sample Question 2: Why greenwash?

What effect does greenwashing have on the economy?

Sample Question 3:

Is there something wrong with exploitation if it is sustainable?

What happened to the whales?

Why Mars?