

## - 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続け / 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年での「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関心を向けるものは / 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	だいりゅうこう 大流行	production	せいさん 生産
injury	けが	exploit	しぼと 搾り取る
metaphor	ひゆ 比喩	frequency	どすう 度数
argument	ぎろん 議論	hundredfold	ひゃくばい 百倍
maintain	たも 保つ	occurrence	できごと 出来事
desire	ほ 欲しが	mass-produce	りょうさん 量産する
harvest	しゅうかく 収穫	extract	と 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?