

2025年度

大学院文学研究科博士課程前期2年の課程入学試験

(冬期・一般選抜) 問題

専門科目 宗教学 専攻分野

試験開始の合図があるまで、この問題冊子を開いてはいけない。

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専門科目（宗教学 専攻分野）

問1. 次に挙げる5つのテーマから1つを選び、それを主題として扱った学説を複数挙げながら、概要を述べかつ論評しなさい。解答欄の【 】には選択したテーマの番号を記入すること。

① アニミズム ②新宗教 ③宗教集団 ④修行 ⑤宗教とマテリアリティ

番号【 】

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

問2. 次の用語についてそれぞれ3行以内で解説しなさい。

(1)ウラマー

(2)神葬祭

(3)William James

(4)陰陽師

(5)フェティシズム

(6)回心

問3. 次の英文を読み、下の(1)～(3)の問いに答えなさい。

出典: Mara Einstein, "Faith-centric TikToks: Promoting Religion through Personalized Experience and Engagement," Mara Einstein et al. (ed.), *Selling the Sacred: Religion and Marketing from Crossfit to QAnon*, Routledge, 2024, pp.139-153.

I have long argued that religion is a product (Einstein, 2008).⁽¹⁾ The combination of faith, ritual, and community is promoted and packaged like other marketable goods and services. And like promotion for other goods, video content has become the predominant form of persuasive communication for faith-based groups. The Mormon Church had a successful, long-running campaign called "I am a Mormon." Scientology advised people to question their life and look for answers with a commercial called *Curious?* (Frazier, 2019), and evangelicals fund a \$100 million-plus advertising campaign called, "He Gets Us," that has run in sports programming from March Madness to the Super Bowl.

While these broad-based appeals create awareness, their ultimate goal is to drive people online. HeGetsUs asks viewers to go to YouTube, Instagram, and their website. Mormons—or Latter-day Saints, as is now their preference—wanted to connect visitors with other believers online. Scientologists have a robust website with ways to connect with members, more commercials, and a trove of videos explaining the belief system. Traditional religion institutions, too, found that they had to pivot to providing online options during the COVID-19 pandemic. Religious services were streamed to congregants but also were widely available to seekers and the simply curious around the world (Campbell, 2021). Providing content this way had⁽²⁾ a two-fold benefit: digital services engaged current congregants while acting as marketing for prospective religious shoppers, reminiscent of religious radio and TV's past (Hangen, 2002).

⁽³⁾ Marketing on digital platforms prevails because broad-based, mass marketing tools are no longer as effective as they used to be for religion or any other product. This is especially true when communicating with younger generations like millennials and Gen Z who expect personalized, "authentic" content (Fils, 2020) presented in short-form, "snackable" videos (Jenkins, Ford, & Green, 2013). Customized viewing experiences have driven viewers away from legacy media and toward social media outlets from Instagram to SnapChat to Twitch, and now TikTok.

(1)下線部(1)の文章を日本語に翻訳せよ。

(2)下線部(2)の「a two-fold benefit」とは何を指しているか。本文に記されている例を用いながら説明せよ。

(3)下線部(3)の文章を日本語に翻訳せよ。

受験記号番号	
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以下の余白は下書きに使用してよい。