

系所組別	考試科目
新關係、公廣系、觀光系、中文系	英文

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※考生請於答案卷內作答

Answer all questions and write them down on the booklet provided for this examination.

Part I: Grammar

Choose the best answer listed below to complete each of the following sentences.

(20%)

- My sister sometimes behaves _____ she were my mother.
A. in spite of B. as C. as if D. otherwise
- We look forward to _____ you at the upcoming conference to be held in Taichung.
A. meet B. meeting C. have meet D. being met
- None of my friends _____ the film.
A. have seen B. has seen C. have been seen D. might be seeing
- Peter is now _____ driving the car since it is no longer strange to him.
A. accustomed to B. regretted C. using to D. fond
- If you had not missed your bus, you _____ late for school,
A. would have B. have been C. might have D. wouldn't have been
- I am going to apply for the secretarial job so I have to brush _____ my typing skills.
A. up with B. on C. in D. with
- The environment group hopes _____ the forest to its original condition by the end of the decade.
A. having restored B. to restore C. to be restored D. to have been restored
- It is generally considered unwise for parents to give a child _____ he or she wants.
A. whatever is it B. that is C. whatever that D. whatever
- It is essential that _____ enough rain before the month ends if the area is to produce adequate crops.
A. there be B. there have C. should there be D. it has
- Dermatologists are recommending that people with fair skin _____ a strong sunscreen.
A. use B. that they use C. to use D. are using

Part II: Cloze Test

Choose the best answer listed below to complete the meaning of the following paragraph. (20%)

Ever since Charles Darwin came up with his theory of evolution, it has been controversial, Darwin's theory is 1 the idea that plants and animals have developed gradually from simpler to more complicated forms through a process called "natural selection." This theory has never been universally 2 , but for many years, it has been the most widely accepted theory of the origin and development of

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life on Earth. However, the ___3___ counter-theory to Darwin's hypothesis has drawn much attention. Many scientists, ___4___ some from the famous American university MIT, call this new theory "intelligent design." This theory suggests that ___5___ evolution, the development of life has been ___6___ by some outside force which designs new forms of life through intelligent thought. One example that the promoters of intelligent design use is the human eye, which they claim is too complex in its sensitivity and function ___7___. ___8___, the evolutions argue that more simple versions of the human eye can be found in other animals. This demonstrated the possibility that the human eye could have simply evolved in its ___9___. Scientists from both sides of the argument are now turning to the social sciences to help answer some of their ___10___ questions.

1. A. based up on B. in base on C. basing D. based upon
2. A. accepted B. deserved C. governed D. elevated
3. A. late B. latest C. lately D. later
4. A. include B. inclusive C. included D. including
5. A. except B. beside C. in addition to D. in addition
6. A. guided B. be guided C. has been guided D. was guided
7. A. to have simply grown B. having simply grown C. to simply grown
D. simply growing
8. A. In fact B. For another C. In other words D. Another
9. A. evolution B. complexity C. mutation D. existence
10. A. unanswered B. unfinished C. undone D. illogical

Part III: Reading Comprehension (20%)

Cultural imperialism, a term first coined in the 1960s, refers to cultural hegemony, or the domination of other nations, specifically as practiced by the United States, through the dissemination of a consumer ideology. Critics of the US point to the plethora of US cultural products, such as music, television, movies, news, and technology. They argue that the ubiquity and influence of US cultural exports threaten the cultures of other nations and communities. With the growing popularity of the Internet, many countries worried about an unregulated and uni-directional flow of information have approved policies to control the amount and types of information available to their citizens. Those who oppose regulations declare that the leaders of these countries are opposed to freedom or progress. However, those in favor of regulations believe that their cultures and very identities may be under siege.

Herbert Schiller, a communication scholar, asserts that although the advent of an information society and innovations such as the Internet have been heralded as

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democratic, in reality both information and technology are controlled by a wealthy elite. Within Marxist theory, this is explained in terms of the “core” versus “periphery” argument, which posits the presence of global imbalances between “core” and “periphery” nationals. Core nations, such as the United States, are those with political power and economic advantages, while the periphery nations are poor, so called Third-World, nations. According to this perspective, information flows from the core to the periphery. Periphery nations are, thus, unwitting consumers of core values, ideology, and assumptions embedded in the information they receive. Those who believe in the theory of cultural imperialism point to the ubiquitous US television shows and McDonald’s restaurants found worldwide.

On the other hand, others argue that this theory is too simplistic because it does not account for internal dynamics within societies, and it views culture as deterministic and static. It assumes, according to its critics, passivity and a lack of opposition on the part of the “dominated” group or nation. In fact, many argue that rather than being dominated by US culture and media, people in other cultures tend to transform the intended meanings to ones which better suit their own cultural milieu. Thus, it is argued that rather than becoming “Americanized” for example, Asian societies have “Asianized” US cultural exports such as McDonald’s.

Other critics argue that although cultural imperialism may indeed be a factor in the exportation of certain US media products, the Internet is a different matter. It is argued that the Internet, unlike other media, has no central authority through which items are selected, written and produced. Instead with the Internet, information can be disseminated from anywhere and from anyone, meaning that information is transmitted multi-directionally. Contrary to being a tool for cultural imperialism, the Internet allows individuals to participate in their own languages and to engage in preserving, and celebrating their own cultures. It is argued that the Internet, rather than promoting cultural imperialism, may in fact promote multiculturalism.

In 2000, Christopher Hunter presented a paper at the International Institute of Communication Annual Conference in which he argued that although more “traditional” types of US cultural exports may be opened to reinterpretation and resistance, the values embedded in the software used in computer networks like the Internet are difficult to resist. Hunter explains that Microsoft’s Windows operating system, for example, although developed in the US, is used over 90% of the world’s computers. Microsoft accepts cookies, which track users as they go online, without telling the users, thereby forcing the users to accept US cultural privacy norms that may differ from those in their own home countries. In fact, as Hunter points out, issue of privacy invasion have been a major concern for European countries. Thus, Hunter claims that those who use computers may find it difficult to resist the values

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and beliefs embedded within their own software.

Choose the best answer according to the above passage.

- Which of the following best represents the author's point of view?
 - The author believes the cultural imperialism argument is valid.
 - The author believes the cultural imperialism argument is invalid.
 - The author offers evidence in support of both points of view.
 - The author believes that cultural imperialism is the fault of Marxists.
- Which of the following arguments is against the theory of cultural imperialism?
 - Cultural imperialism is too deterministic.
 - People in periphery countries are not passive consumer of US media products.
 - People actively transform foreign values and products to fit their own purposes.
 - All of the above.
- Which of the following statements support (s) the idea that the Internet does not promote US cultural imperialism?
 - The Internet makes it possible for people to participate using their own languages.
 - The Internet allows for centralized dissemination of information.
 - Web sites and search engines mostly utilize English.
 - All of the above.
- Those who believe in the theory of cultural imperialism might point to which of the following factors for support?
 - US media exports
 - "Asianized" McDonald's
 - Both A and B
 - Neither A nor B
- According to the article, what does Christopher Hunter argue about Microsoft?
 - It controls Internet content.
 - Its products are culturally biased.
 - It is a multicultural corporation.
 - It is not popular in Europe.
- According to the passage, which of the following statements is NOT TRUE?
 - The core vs periphery argument refers to the idea that powerful countries have tried to control access to the Internet.
 - Some critics of cultural imperialism argue that people in other countries have opportunities to transform US products and ideas to meet their own needs.
 - Cultural imperialism refers specifically to the idea that the US has become dominated by other cultures.
 - It is argued that by allowing cookies to track online users, Microsoft forces its

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customers to abide by US cultural norms.

7. Which of the following statement (s) explain the meaning of “periphery nations”?

- A. Periphery nations refer to the impoverished and backward countries.
- B. Periphery nations become unwitting consumers of core values, ideology, and assumptions embedded in the information they receive.
- C. Periphery nations are recipients of information being transmitted by the core nations.
- D. All of the above.

8. What is the meaning of the word “plethora”?

- A. limited quantity
- B. overabundance
- C. supplement
- D. improvisation

9. The word “innovations” means

- A. transformation
- B. ubiquity
- C. improvements
- D. supplements

10. The word “ubiquitous” means

- A. widespread
- B. unknown
- C. famous
- D. omniscient

Part IV : Translations 20%

1. 在台灣，貧富差距已經拉大有些時間了，而且現在還比以前更糟。 < 6% >
2. 從統計數字判斷，很多研究者相信在接下來的兩到三年，這樣的差距將會持續惡化。 < 7% >
3. The 2010 Taipei International Flora Exposition is the first of its kind in Taiwan. It will demonstrate how plants and urban spaces can be brought together to create harmonious environments. The theme, “River, Flowers, New Horizons,” follows the recent worldwide trend in turning concrete jungles green. < 7% >

Part V: Writing 20%

Please write a three paragraphs, well- organized essay on “The Importance of Honesty.”