

世新大學九十七學年度碩士班招生考試試題卷

第 1 頁共計 1 頁

系所組別	考試科目
資訊傳播學系	英文

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

1. Please translate this paragraph into Chinese (40%)

As we breaking "INFORMATION" into *form(s)*, *format*, *formation*, and *inform* that one can understand these words represent endeavors steps of Library and Information Services education, they are 1) Acquisition of various *forms* of information resources; 2) Utilization of information technologies to format for formation of resources; 3) To create and/or utilize interfaces to *inform* users. And the end purpose is 4) Transform data/information into knowledge and/or intelligence. Library and information Service profession now is knowledge worker instead of information worker. The Major challenge is now to play the key role in communication and to whom to communicate with. Thus the concept of communication and marketing are major subjects to acquire and to master.

2. Please expand the ideas of *form(s)*, *format*, *formation*, and *to inform* in information services and give examples. You may answer this question in Chinese. (40%)
3. Please state the reasons and plans of your study in the Graduate Program of Information and Communications. You are requested to answer this question in English (20%)