

系 所 組 別	考 試 科 目
資 訊 傳 播 學 系	英 文

考生請於答案卷內作答

Each questions stands 25% of total 100% of the score. You are requested to answer each question respectively. You do not have to copy the questions on your answer sheet, however, identify the number of the question when you answer it is necessary.

1. Translate the following paragraphs into Chinese (25%)

Internet research is still in its infancy. More questions have been raised than have yet been definitively answered, and new Compute-Mediated Communication(CMC)technologies are emerging faster than researchers can describe them, let alone investigate their natural use. Among the emergent technologies that carry out for further study is wireless Web access via mobile phones and handheld devices (J. Jones, 2000). Future research also urgently needs to address multi-modal CMC technologies(Soukup, 2000).At the same time, researchers should not prematurely abandon the older, text-based modes, for textual CMC will continue to be important (Walther, 1999).

In conclusion, much work remains, even though we know a great deal more about CMC now than we did fifteen years ago. It has been said that Internet years are like dog years-one Internet year is equivalent to seven pre-Internet years in terms of the amount of change that takes place. If that is so, then we have already experienced in the past fifteen years more than a century ' s worth of change-longer than the average human life span.

2. Translate the following paragraphs into Chinese. (25%)

Knowledge management is linked closely with the concept of learning organizations and information management. Learning organizations are those that effectively excel in leadership, have a culture conducive to knowledge creation and sharing, manage people as assets, and support structures and processes that facilitate, rather than hinder, knowledge-management initiatives. The interrelationship between these factors, rather than each factors separately, is considered important, and knowledge management is seen as an integrative processes that facilitate, rather than hinder, knowledge-management initiatives. The interrelationship between these factors, rather than each factors separately, is considered important, and knowledge management is seen as an integrative process requiring attention in all four areas(1)making knowledge visible, (2)building knowledge

intensity, (3)developing a knowledge culture, and (4)building a knowledge infrastructure.

In discussing the organizational knowledge-management environment, some suggests exploring the experience and capabilities of a wide range of organizational people whose backgrounds and experience related to different aspects of information/knowledge management, from records managers to information technology professionals to marketing and research and development experts. Knowledge-management people are distinguished by their can-do attitude, the fact that they relate more to opportunities than to functions.

3. How do you explain " data " , " information " , " knowledge " and " intelligence " (25 %)(You are requested to answer this question in English, no less than 150 words)

4. Briefly describe why you choose Department of Information and Communications for your further study beyond your bachelor ' s degree, and how you will contribute your expertise in your career planning. (25%)( You are requested to answer this question in English, no less than 150 words)