

淡江大學 95 學年度轉學生招生考試試題

系別：大眾傳播學系三年級

科目：中英文基礎寫作

28-1

准帶項目請打「V」	
	簡單型計算機

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一、請先以「一個小孩就像一朵未開的花；既新鮮又充滿活力」的相同句法來完成下列句子：

- (一) 我們的創造力像爆玉米花；…
- (二) 愛就像一個…
- (三) 解決問題就像…
- (四) 大學就像…
- (五) 台灣的電視新聞就像

然後，請將上述您完成的句子翻成英文。

二、請先閱讀附件的英文論述，然後將此論述翻譯成中文，翻譯時請注意中譯文的信（符合原文意思）、達（語句通順）、雅（中文用字淺詞文雅）。

本試題雙面印製

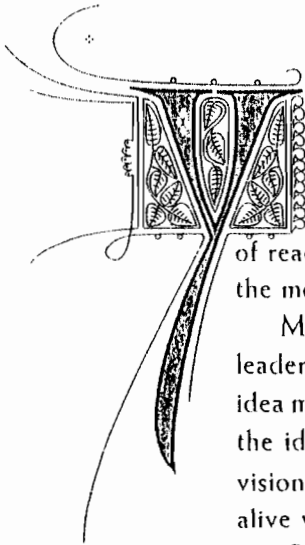
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1

The Energy of Words



ou study pivotal people and events in history, searching for a common denominator. You hope to identify the recurrent elements of greatness, the keys to phenomenal success. You search for the secret of miracles. After several hundred hours of reading, you reach an utterly inescapable conclusion: Words are the most powerful force there has ever been.

Monumental events explode with energetic words, and great leaders are remembered for the things they say. Although a grand idea may carry the seeds of change, it takes powerful words to launch the idea skyward, words strong enough to carry the full weight of vision. Likewise, great ad campaigns begin with grand ideas and come alive with vivid words.

Oddly enough, most business people have fabulous ideas; they simply don't have the words. Their wonderful ideas are sadly short-circuited when they cannot find the words to carry them skyward.

You have seen Rodin's famous sculpture *The Thinker* and were intrigued the moment you saw it. But how your interest increases when you hear Rodin speak of it! "What makes my Thinker think is that he thinks not only with the brain, with his knitted brow, his distended nostrils, and compressed lips, but with every muscle of his arms, back, and legs; with his clenched fist and gripping toes." Seeing it now with our ears, we find Rodin's *Thinker* far more interesting than when we saw it only with our eyes.

Words are electric; they should be chosen for the emotional voltage they carry. Weak and predictable words cause grand ideas to appear so dull that they fade into the darkness of oblivion. But powerful words in unusual combinations brightly illuminate the mind.

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Yes, words are electric. If a sentence does not shock a little, it carries no emotional voltage. When the hearer is not jolted, you can be sure he is not moved. Remember the words of Napoleon: "Small plans do not inflame the hearts of men."

Words start wars and end them, create love and choke it, bring us to laughter and joy and tears. Words cause men and women willingly to risk their lives, their fortunes, and their sacred honor. Our world, as we know it, revolves on the power of words.

In your ads, use words that are majestic, words that have the power to inflame people's hearts and illuminate their minds. ㄐ



Words are, of course, the most powerful drug used by mankind.

Rudyard Kipling