

# 淡江大學 106 學年度日間部寒假轉學生招生考試試題

8-1

系別：資訊傳播學系三年級

科目：資訊傳播英文

考試日期：1月6日(星期六) 第1節

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## 1. Vocabulary, part I : Translate the terms into Chinese (20%)

	English	Chinese
#	Example : Message	Example : 訊息
1-1	Information Literacy	
1-2	Multi-tasking	
1-3	Search Engine	
1-4	Subscribe	
1-5	Marketing Mix	
1-6	Convergence	
1-7	Virtual Reality	
1-8	Interactive	
1-9	Algorithm	
1-10	User-generated Content	

## 2. Vocabulary, part II : Translate the terms into English (20%)

	Chinese	English
#	Example : 報導	Example : Report
2-1	人工智慧	
2-2	隱私權	
2-3	社群網絡	
2-4	使用者介面	
2-5	穿戴式裝置	
2-6	藝廊/畫廊	
2-7	紀錄片	
2-8	即興創作	
2-9	語音辨識	
2-10	資訊加密	

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### 3. Translate the following paragraphs into Chinese :

3-1:

As our window into the world, and onto ourselves, a popular medium molds what we see and how we see it—and eventually, if we use it enough, it changes who we are, as individuals and as a society. (20%)

3-2:

Because of its lengthy, intimate, and inevitable relationship with culture, technology does not invite a close examination of its own consequences. It is the kind of friend that asks for trust and obedience, which most people are inclined to give because its gifts are truly bountiful. (20%)

### 4. Translate the following sentence into English :

我們對科技的期望愈來愈高，而對週遭的人的期望卻愈來愈低。在機器人的時代，我們必須擔心：關係的單純化和簡化，已不再是我們抱怨的事情，反而可能變成我們所期待，甚至是渴望的東西。(20%)