

# 淡江大學 109 學年度日間部轉學生招生考試試題

系別：資訊傳播學系三年級

科目：資訊傳播英文

21-1

考試日期：7月22日(星期三) 第1節

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請將下列文章段落由英文翻譯成中文：

## 一、【30分】

(1) [5分] As users become more aware of how their data is being used, privacy becomes more of a concern.

(2) [5分] From security breaches to phones listening to our conversations to the Facebook-Cambridge Analytica scandal, we're all much more aware of how our data is getting diced up and passed around.

(3) [5分] As a result, we will see an increase in the use of "dark social." This is where users communicate and share privately, such as messaging and email.

(4) [5分] Think about this: 84% of consumers' outbound sharing from websites now occurs privately through dark social channels and we're expecting to see this increase in the next few years.

(5) [5分] So understanding and respecting privacy should be a major part of your social media marketing strategy.

(6) [5分] And as you can see, focusing on the private social conversation of email could bring in a fresh move for you marketing.

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## 二、【70分】

(1) [5分] In 2019, both Apple and Disney+ entered into the Subscription VOD (SVOD) services arena. They did so with substantial budgets.

(2) [15分] The Hollywood Reporter stated that Disney's Chairman, Bob Iger, "invested \$2.6 billion to acquire the necessary technology, shuffled his executive ranks to create a new direct-to-consumer division, forgone \$150 million in annual income by ending the studio's output deal with Netflix and even spent \$71.3 billion for the 21st Century Fox assets to beef up Disney's production capabilities and content library."

(3) [5分] They also noted "Disney is sparing no expense on programming, projecting a 2020 original content budget short of \$1 billion."

(4) [5分] Meanwhile, "Apple is reportedly spending \$6 billion on its initial lineup of TV shows, documentary series, and other originals," The Verge said.

(5) [10分] "That's about \$5 billion more than what Apple was originally slated to spend," they observed, citing a Financial Times report. "It's also about 25 percent of Disney's entire 2019 content budget."

(6) [10分] As Quartz reveals, these new entrants are pushing up production costs of tentpole shows to new levels. "The age of the \$15-million-per-episode TV series has already come and gone," they wrote. "We're now entering the era of the \$25 million show."

(7) [10分] In 2020, the streaming pantheon will be joined by a number of notable entrants including NBC's new streaming service, Peacock, (rumored to be a free, advertising paid-for service,) HBO Max, which will cost \$14.99 a month when it launches in May, and Quibi, a mobile-based service launching in April, and costing \$4.99 with ads and \$7.99 without.

(8) [10分] Whether consumers can afford all of these services (or the ones they want, especially when other media is also increasingly subscription-led), have the time to watch the content on offer, or if this will cannibalize our consumption of other media, remains to be seen.