

國立清華大學命題紙

九十二學年度 外國語文學系 轉學生招生考試

科目 英文 科號 0112 共 6 頁第 1 頁 *請在試卷【答案卷】內作答

Part I. For each numbered blank space in the following passage, choose the letter of the one answer that best fits in that space. (30%)

There is clearly no magic (1) for guaranteeing language maintenance or for predicting language shift or death. Different factors combine in different ways in each social context, and the results are rarely predictable. Similar factors apparently (2) a stable bilingual situation in some communities but language shift in others. This account has stressed the importance of economic, social, demographic and attitudinal factors. Economic factors are very (3) and rarely work (4) maintaining small minority group languages. Where new jobs are created by industrialization, they are often (5) by groups using a majority group language with status—often a world language such as English, Spanish or French. The degree of success a group has in resisting the (6) of this language into all domains, and (7) the family domain, will generally (8) the speed of language shift. Successful resistance requires a (9) and determined effort to maintain the minority language.

Though economic and political imperatives tend to (10) minority languages, it is important to remember examples like Welsh and Hebrew which (11) that language can be maintained, and even revived, when a group values their (12) identity highly and regards language as an important symbol of that identity. Finally, it is also important to realize that (13) towards language shift occur mainly in countries where monolingualism is regarded as normal, and bilingualism is considered (14). For most of the world it is bilingualism and multilingualism which is normal. In countries like Zaire or India, the idea that you should stop speaking one language when you start learning another is (15).

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|----------------------|-----------------|-----------------|------------------|
| 1. a. fantasy | b. formula | c. foundation | d. forage |
| 2. a. result in | b. bring up | c. come from | d. owing to |
| 3. a. efficient | b. influential | c. residential | d. confidential |
| 4. a. in addition to | b. in line with | c. in favor of | d. in case of |
| 5. a. introduced | b. increased | c. investigated | d. interrupted |
| 6. a. intention | b. interjection | c. intuition | d. intrusion |
| 7. a. definitely | b. consequently | c. especially | d. absolutely |
| 8. a. inclined to | b. result from | c. bring about | d. account for |
| 9. a. conscious | b. concrete | c. conditional | d. contrastive |
| 10. a. diminish | b. eliminate | c. terminate | d. alternate |
| 11. a. demonstrate | b. concentrate | c. castrate | d. generate |
| 12. a. extinct | b. existent | c. distinct | d. dissolute |
| 13. a. processes | b. procedures | c. pressures | d. possess |
| 14. a. uncertain | b. unusual | c. uneven | d. unlikely |
| 15. a. incapable | b. inapplicable | c. inaudible | d. inconceivable |

Part II. Read the following articles and then select the one best answer for each of the questions that follow it. (40%)

(1) Scientists are discovering an invisible realm. Until relatively recently, this region has been hidden from view. Now, because of very powerful microscopes, scientists are discovering a whole new world of atoms, molecules, genes, bacteria, and viruses.

(2) Learning about the realm of inner space is extremely important. "Within this invisible world lie the keys to every life process and many diseases," says scientist Humberto Fernandez-Moran.

(3) Scientists are learning about this invisible realm through the use of electrons, which are tiny particles of matter. With the electron microscope, scientists are exploring the far reaches of inner space, and what they are seeing there is beautiful and awesome.

(4) The electron microscope can reveal this invisible world because of its tremendous magnification power. Until recent times, scientists had to rely on the optical microscope, which cannot rival the electron microscope in magnification power. The optical microscope can magnify no more than 2,000 times. By contrast, the electron microscope can magnify 20 million times. Since the seventeenth century, optical microscopes have been used to observe bacteria. Optical microscopes,

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however, cannot distinguish the tiny viruses that cause many kinds of diseases. Electron microscopes, on the other hand, make it possible to see viruses that are measured in billionths of a centimeter.

(5) Because of its tremendous magnification capabilities, the electron microscope has revolutionized research. Biologists can now see viruses that are as small as 60 angstroms in diameter.

One angstrom is about 100 millionths of a centimeter. It is even possible now for biologists to see normal cells changing into cancerous cells and to identify genes that cause hereditary diseases.

(6) The electron microscope is also extending the research capabilities of other scientists. The metallurgist now can study the structure of crystals and learn how metals corrode and crack. The materials expert can look into the heart of a rubber molecule and determine how well a tire will perform. The ecologist is using the electron microscope to track down the causes of pollution.

(7) The electron microscope was first used in 1931. The electron microscope is similar in principle to the optical microscope. To magnify objects, the optical microscope uses beams of light and glass lenses. The electron microscope uses beams of electrons instead of light beams, and its lenses are formed by magnetic coils. As glass lenses focus light beams, magnetic coils focus electron beams. Because the coils condense, or focus, they are called condensing lenses.

(8) The scanning electron microscope (SEM) is a more recent form of the electron microscope. At the upper end of the SEM, a high-voltage electron gun shoots a beam of electrons that travel with almost the speed of light. The electrons are focused by the condensing lenses into a very fine beam, which rapidly scans, or moves across, the specimen. As the beam moves over the specimen's surface, it knocks loose showers of electrons from the specimen. These secondary electrons are picked up by a signal detector and formed into images on a cathode ray tube, which resembles a television screen.

(9) The images produced by the SEM have a great deal of detail and clarity, so scientists can get an incredibly complete look at minuscule organisms. These organisms appear enormous on the SEM viewing screen. For example, when magnified by the SEM, the tardigrade, a tiny insect, looks like a giant monster in a science fiction movie. This speck-size organism is found in water drops on plants.

(10) With the SEM, scientists can study many ordinary things close up. For example, pollen grains can be closely examined. On an SEM viewing screen, pollen grains look like huge balloons. Human antibodies can be magnified a million times, and the images can be photographed and filmed. Scientists have been able to make a movie of uranium in motion.

16. The SEM's magnetic coils are called condensing lenses because

- a. they scan the specimen.
- b. they condense electron beams.
- c. they magnify the light beams.
- d. they focus light beams.

17. Because of the tremendous magnification capabilities of the electron microscope, scientists can now

- a. see tiny viruses that cause many kinds of diseases.
- b. identify human cells.
- c. study the structure of roots.
- d. scan electron beams.

18. Earlier forms of the electron microscope

- a. lacked the clarity and detail of the SEM.
- b. were more expensive than the SEM.
- c. had smaller viewing screens than the SEM.
- d. were too complicated to operate.

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19. How did the SEM get its name?
- It can observe atoms and molecules.
 - It can greatly enlarge images.
 - It can identify human cells
 - It can scan a specimen.
20. Until the electron microscope was developed, scientists
- had a limited view of the world of inner space.
 - were totally unaware of the world of inner space.
 - could observe the entire world of inner space.
 - had a broader view of the world inner space.
21. What do optical microscopes and electron microscopes have in common?
- They both have a viewing screen.
 - They both use glass lenses.
 - They both operate on the same principle.
 - They both use light beams.
22. How does the electron microscope differ from the optical microscope?
- The electron microscope is less powerful than the optical microscope.
 - The electron microscope uses light beams.
 - The electron microscope does not have condensing lenses.
 - The electron microscope does not have glass lenses.
23. How does the optical microscope differ from the electron microscope?
- The optical microscope is a newer form of the electron microscope.
 - The optical microscope can magnify viruses as small as 60 angstroms in diameter.
 - The optical microscope is easier to use.
 - The optical microscope uses light beams.
24. What purpose is shared by magnetic coils and glass lenses?
- They both magnify objects.
 - They both focus a beam.
 - They both condense light beams.
 - They both enlarge cathoderay tubes.
25. The electron beam moves in a direct line from the _____ to the _____.
- specimen, electron gun
 - viewing screen, signal detector
 - electron gun, specimen
 - signal detector, condensing lenses

(1) Of the four methods of promotion directed at consumers, people are most likely to be aware of advertising because it is so visible and widespread. Over the last several years, advertisers have to respond to criticism and consumer doubts about the usefulness of advertising and about its truthfulness and costs. According to one 1980 study, they have had some success: more than 60 percent of the consumers interviewed said advertising is becoming more informative. Nevertheless, 58 percent believed advertising makes false claims and is misleading; 61 percent said it promises more than the product delivers; and 61 percent felt advertising should be more closely regulated by the government.

Does Advertising Raise Costs?

(2) In 1979, Noxell spent 22.3 cents of every dollar it took from the sales of its toiletries and cosmetics on advertising. Some critics suggest that if such advertising expenditures were reduced, companies could afford to sell their products to the public at lower prices. Other critics emphasize another way

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in which advertising increases costs. Expensive nationwide advertising campaigns, when successful, can develop brand loyalty for a few brands. This loyalty can be so strong as to make it extremely difficult for newcomers, especially smaller companies, to enter the field. As a result, a few large companies can dominate the market, charging higher prices than they could in a more competitive situation.

(3) Many experts contend that these criticisms are unjustified and that advertising stimulates demand so that higher levels of productions are possible. As a result, the unit cost is reduced.

Does Advertising Inform?

(4) Almost everyone agrees that advertising performs useful informational functions. By advertising, a seller can inform a potential buyer of his existence, line of goods, and prices. Such advertising can reduce the time and effort spent by consumers in seeking out goods and services. It lets them know in advance what is available and where it can be bought.

(5) Advertising also performs a less obvious informational function: the dollars spent by advertisers subsidize the media we rely on for information and entertainment. An estimated 55 to 60 percent of the cost of periodicals, 70 percent of the cost of newspapers, and 100 percent of the cost of commercial radio and TV broadcasting are paid for by advertising.

Is Advertising Wasteful?

(6) Not all advertising informs or increases the demand for products. Instead, what many advertisements really do is to shift sales among firms. In addition, some ads allegedly create undesirable demand. Some people feel that demands for products like electric woks and personal stereos are fulfilled at the expense of greater social needs. Yet the defenders of advertising claim that judgments of need are a matter for personal choice. In a democratic society, they say, consumers have the right to decide for themselves what they need.

Is Advertising Truthful?

(7) 1929, one issue of the best-selling *Liberty* magazine carried nineteen different product endorsements from a leading actress of the day, Mabel Normand. Could anybody have believed that the lady's praise for all those products was sincere? According to laws enacted since then, Miss Normand's endorsements would have reflected her honest opinion about each and every product she promoted. Nevertheless, many people still complain that much advertising contains untruths or half-truths, and that many of the techniques used in advertising are too subtle for the average consumer to see through. One airline that advertised the fastest service to New Orleans, for example, happened to be the only line flying that route. The advertisement was true – as far as it went.

(8) Advertising people attempt to distinguish between untruths and *puffery*. They define the latter as legitimate artistic license, which, they claim is accepted by the public as such. Nobody really believes, they say, that the "friendly skies of United" are any different from the skies where TWA or American flies or that "ring around the collar" can break up a happy marriage. Do you?

26. Major details are

- a. listed in the introduction.
- b. stated in subheadings.
- c. indicated by words in italic type.
- d. all explained in first sentences of paragraph.

27. Which title best states the main idea?

- a. Methods for Improving Advertising
- b. Advertisers' Reactions to Media Complaints.
- c. Consumers' Reactions to TV Advertising.
- d. Arguments For and Against Advertising.

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28. To *subsidize* (paragraph 5) is to
- worsen or spoil.
 - improve or better.
 - earn money.
 - support with money.
29. *Allegedly* (paragraph 6) means
- carefully.
 - definitely.
 - supposedly.
 - illegally.
30. *Subtle* (paragraph 7) means
- sly and not immediately obvious.
 - convincing and easily understood.
 - deceptive and obviously dishonest.
 - foolish and unintentionally amusing.
31. In a 1980 study, approximately what proportion of consumers believed that advertising is truthful and should not be more closely regulated?
- 30 percent
 - 40 percent
 - 50 percent
 - 60 percent
32. Promoters of advertising claims that it
- increases wastefulness.
 - increases product cost slightly.
 - reduces brand loyalty.
 - reduces product cost.
33. There seems to be agreement that advertising
- does not raise costs.
 - provides information.
 - does not encourage wastefulness.
 - is invariably truthful.
34. Approximately what percentage of the cost of magazines is paid for by advertising?
- 20 percent
 - 40 percent
 - 60 percent
 - 80 percent
35. Advertisers claim that consumers
- know that advertisements exaggerate.
 - expect advertising to be untruthful.
 - trust the truthfulness of advertising.
 - want advertisers to use artistic license.

Part IV. Write a 150-word summary of the following article. (30%)

(1) In my young years I took pride in the fact that luck was called a lady. In fact, there were so few public acknowledgments of the female presence that I felt personally honored whenever nature and large ships were referred to as feminine. But as I matured, I began to resent being considered a sister

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to a changeling as fickle as luck, as aloof as an ocean, and as frivolous as nature.

(2) The phrase "A woman always has the right to change her mind" played so aptly into the negative image of the female that I made myself a victim to an unwavering decision. Even if I made an inane and stupid choice, I stuck by it rather than "be like a woman and change my mind."

(3) Being a woman is hard work. Not without joy and even ecstasy, but still relentless, unending work. Becoming an old female may require only being born with certain genitalia, inheriting long-living genes and the fortune not to be run over by an out-of-control truck, but to become and remain a woman command the existence and employment of genius.

(4) The woman who survives intact and happy must be at once tender and tough. She must have convinced herself, or be in the unending process of convincing herself, that she, her values, and her choices are important. In a time and world where male hold sway and control, the pressure upon women to yield their rights-of-way is tremendous. And it is under those very circumstances that the woman's toughness must be in evidence.

(5) She must resist considering herself a lesser version of her male counterpart. She is not a sculptress, poetess, authoress, Jewess, Negress, or even (now rare) in university parlance a rectoress. If she is the thing, then for her own sense of self and for the education of the ill-informed she must insist with rectitude in being the thing in being called the thing.

(6) A rose by any other name may smell as sweet, but a woman called by a devaluing name will only be weakened by the misnomer.

(7) She will need to prize her tenderness and be able to display it at appropriate times in order to prevent toughness from gaining total authority and to avoid becoming a mirror image of those men who value power above life, and control over love.

(8) It is imperative that a woman keep her sense of humor intact and at the ready. She must see, even if only in secret, that she is the funniest, looniest woman in her world, which she should also see as being the most absurd world of a times.

(9) It has been said that laughter is therapeutic and amiability lengthens the life span.

(10) Women should be tough, tender, laugh as much as possible, and live long lives. The struggle for equality continues unabated, and the woman warrior who is armed with wit and courage will be among the first to celebrate victory.