

國立臺灣體育大學九十八學年度研究所碩士班入學考試試題

英 文

(本試題共 4 頁)

- ※注意：1 答案一律寫在答案卷上，否則不予計分
2 請核對試卷、准考證號碼與座位號碼三者是否相符。
3 試卷『彌封處』不得污損、破壞。
4 行動電話或呼叫器等通訊器材不得隨身攜帶，並且關機。
5 除了英翻中題目外，一律以英文答題。

PART I. Words in Context (20 points)

Sentences 1-5: Choose the best translation of the underlined word.

- Gymnasts do routines such as somersaults and balances while holding on to rings.
(A) 特技表演 (B) 翻筋斗 (C) 倒立 (D) 懸吊
- In backstroke races, swimmers start in the water and push themselves off with their legs from the end of the pool.
(A) 仰泳 (B) 蛙泳 (C) 蝶式 (D) 自由式
- Field events include high jump, javelin, and shot put.
(A) 鉛球 (B) 標槍 (C) 跨欄 (D) 鐵餅
- This is Tiger Woods' fifth consecutive year of winning the number one ranking.
(A) 傑出的 (B) 有企圖的 (C) 有野心的 (D) 連續的
- My favorite basketball player scored 19 points with 15 rebounds and 10 assists.
(A) 籃外空心 (B) 帶球上籃 (C) 助攻 (D) 籃板

Sentences 6-10: Choose the word that best completes each sentence.

- Betty had difficulty breathing. This condition is called _____.
(A) Alzheimer's (B) asthma (C) cavity (D) sprain
- Tom habitually puts off all work till tomorrow. He is a _____.
(A) procrastinator (B) prophet (C) politician (D) prompter
- Joan and Jack ran out of food and water on a hike. Their situation was _____.
(A) spontaneous (B) disposable (C) various (D) desperate
- Cardiopulmonary _____ (CPR) is a lifesaving technique useful in many emergencies.
(A) reconstruction (B) recovery (C) resuscitation (D) revival
- Many people have grown _____ to working with computers in business, education or everyday life.
(A) teased (B) clustered (C) accumulated (D) accustomed

PART II. Sequencing (10 points)

1. Unscramble the six sentence fragments. Put them back together in a meaningful order which form a complete sentence. (將各片段的代表字母按組成的順序寫在答案紙上) (2 points)
 - (A) their entire lives
 - (B) Explorers
 - (C) that might or might not
 - (D) have spent
 - (E) searching for treasure
 - (F) really exist

2. Unscramble the four sentences. Put them back together in a meaningful order which form a paragraph. (將各句的代表字母按組成的順序寫在答案紙上) (2 points)
 - (A) The first thing he does is plow the field.
 - (B) After that, he discs the field to break the rows of dirt.
 - (C) When a farmer is going to plant a crop, he needs to prepare the ground.
 - (D) Then the ground is ready to be planted.

3. Unscramble the five sentences. Put them back together in a meaningful order which form this paragraph from Robert Benchley's *What College Did to Me*. (3 points)
(將各句的代表字母按組成的順序寫在答案紙上)
 - (A) These I placed on the table beside the notes and books.
 - (B) Next came the sharpening of pencils, which would take perhaps fifteen minutes.
 - (C) Notes and textbooks would then be placed on a table under a strong lamplight.
 - (D) These notes I would take home after the lecture, together with whatever supplementary reading the course called for.
 - (E) I had some of the best sharpened pencils in college.

4. Unscramble the six sentences. Put them back together in a meaningful order which form this paragraph from William Saroyan's *The Pomegranate Trees*. (3 points)
 - (A) I jumped off.
 - (B) The tractor began to shake, then jumped, and then began to move.
 - (C) The Mexican drove around in a big circle and brought the tractor back to my uncle.
 - (D) He sat on the metal seat and I stood behind him, holding him.
 - (E) Diego got on the tractor and helped me on.
 - (F) It moved swiftly and made a good deal of noise.

PART III. Reading Comprehension: Read the passage and choose the best answer to each question. (10 points)

Product placement can be traced back to the early 1950s when it was used in the movie *The African Queen*. In the movie, Katherine Hepburn is seen dumping bottles of gin off Humphrey Bogart's boat. The Gordon's Gin label on the bottles is clearly visible to all viewers. Since then, countless products have been put to use in various ways in movies and television shows of all kinds.

Up until in the mid 1980s, product placement in shows was pretty much a do-it-yourself effort. However, today there are specific corporate positions and entire agencies that handle the job for movies and television. Some advertising corporations even employ people exclusively to seek out opportunities where product integration can be put to use in films, television shows, games, and music.

To date, product placement has not become as widely used in television as it is in movies, but it is a rapidly growing industry. The process of product placement in television has to share its advertising space with traditional advertising such as the 30-second commercials broadcast during shows. But there is a big difference between the ad power generated by products appearing in shows and the power of a standard 30-second advertising spot. And companies advertising products know this. In fact, more companies now prefer a combination of advertising through placement and commercials.

A recent trend in television programming, specifically reality-based shows, is seen as attributing to the increase in this double approach to advertising. Reality shows seem to be a perfect venue for product integration in entertainment. The best example of this is the popular talent show "American Idol." Not only do viewers see ads for Coca-Cola, Old Navy, and Ford during the show, but some of these companies' brands and products are evident in each episode.

1. Which of the following best summarizes this passage?
 - (A) The use of product placement has evolved over the years.
 - (B) Product placement is not an effective way to advertise.
 - (C) The majority of television programs rely heavily on product placement.
 - (D) Most viewers find product placement offensive.
2. The word "power" in line 15 is most similar in meaning to which of the following?
 - (A) Control.
 - (B) Responsibility.
 - (C) Energy.
 - (D) Effectiveness.
3. Why does the author mention reality-based shows in paragraph 4?
 - (A) As a cause for the trend of using both placement and traditional ads.
 - (B) As a support for the claim product placement attracts viewers.
 - (C) As an example of where product placement is used extensively.
 - (D) As an kind of show in which product placement is difficult.

4. With which of the following statements is the author of the passage most likely to agree?
- (A) Beverages are the most commonly advertised products through placement.
 - (B) It is hard to ignore the use of product placement in "American Idol."
 - (C) Movies are better for product placement than television.
 - (D) Shows that do not allow advertisers to do product placement are more artistic.
5. Which of the following could best replace "venue" as used in line 21?
- (A) Market.
 - (B) Court room.
 - (C) Chosen location.
 - (D) Meeting place.

PART IV. Translation: Please read this article first. Then, translate the underlined statement into Chinese. (25 points)

02/05 *The Sports Network*

Colorado Springs, CO (Sports Network) - Michael Phelps, who has won 14 career Olympic gold medals, the most by any Olympian, was suspended for three months by USA Swimming Thursday, less than a week after a picture was posted in a British tabloid showing him smoking from a marijuana pipe.

Phelps, who holds the record for the most gold medals won at a single Summer Games with the eight he captured last year in Beijing, was photographed inhaling from a marijuana pipe during a party last November at the University of South Carolina. The photo was posted by News of the World.

The 23-year-old later apologized for engaging "in behavior which was regrettable and demonstrated bad judgment." USA Swimming responded with a statement Thursday, reprimanding the star swimmer under its code of conduct by withdrawing financial support and the eligibility to compete for a period of three months, effective Thursday.

"This is not a situation where any anti-doping rule was violated, but we decided to send a strong message to Michael because he disappointed so many people, particularly the hundreds of thousands of USA Swimming member kids who look up to him as a role model and a hero," the organization said in a statement. "Michael has voluntarily accepted this reprimand and has committed to earn back our trust."

Earlier Thursday, Kellogg, the cereal and snack company, announced it wouldn't renew its sponsorship deal with Phelps.

Phelps' eight gold medals in Beijing passed the record by Mark Spitz, who had seven at the 1972 Munich Games. Overall, Phelps has won 16 Olympic medals, including six gold and two bronze at Athens in 2004.

PART V. Writing: Write a paragraph of about 150 words describing a sport you have never tried, and telling why it interests you. (35 points)