

102 學年度第 2 學期 課程與教學傳播科技研究所
教育傳播與科技碩士班 英文能力測驗

Part A. Translate the following passages into Chinese: (20%)

1. With more young adults tuning out this TV season, the industry is confronting a generation of viewers who say they won't pay the typical \$75 monthly cable or satellite bill. Nielsen (NLSN), whose TV ratings influence ad rates, in May cut the estimated number of U.S. TV households by 1 percent, to 114.7 million, the first drop since 1990. College towns such as Boston, Madison, Wisc., and Austin, Tex., posted some of the biggest declines, suggesting some fans of *Family Guy* are watching on Hulu Plus or Netflix (NFLX) for \$7.99 a month, a fraction of a cable bill.
2. It's also because of the growing appetite for Internet-delivered TV programming among younger viewers. To many of them, there's no difference between watching *Gossip Girl* online or on the tube, says David F. Poltrack, chief research officer at CBS (CBS). College-age audiences are relying more on laptops than TVs to watch favorite shows, a function of TV prices and less help from Mom and Dad, Poltrack says. "College rooms are small, and TV sets are expensive," he says.

Part B. Translate the following passages into English. (20%)

1. 臺灣目前教育欲解決的問題之一為城鄉教育資源分配不均，而隨著科技時代來臨，未來的教學環境將發展成為虛擬數位化教育環境，是故運用科技知識於教育乃是未來的趨勢。
2. E 時代的教育，不再只是「老師說，學生聽」的方式，而是培養學生獨立思維及兼具探索解決問題的方法，所以教學方式及材料取得要隨整體外在環境不斷創新及資源共享。

Part C. Answer the following questions. (30%)

1. Please describe a challenge that you have overcome recently.
2. What is a software or an App that you would recommend? Why?
3. Do you think that online video services such as Netflix would be replacing cable TVs in Taiwan? Why or why not?

Part D. Write a passage of approximately 200 words. (30%)

Please write an essay on the importance of reading newspaper daily.