

等 別：三等考試

類 科：新聞（選試英文）

科 目：新聞英文

考試時間：2小時

座號：_____

※注意：(一)禁止使用電子計算器。

(二)不必抄題，作答時請將試題題號及答案依照順序寫在試卷上，於本試題上作答者，不予計分。

- 一、Translate “convergence journalism” into Chinese and briefly define the term in English. Limit your answer within 5 sentences. (10分)
- 二、Translate “print media” into Chinese and explain how useful it is to local government. Limit your answer within 5 sentences. (10分)
- 三、Translate “accountability journalism” into Chinese and briefly elaborate whether you consider it essential. Limit your answer within 5 sentences. (10分)
- 四、Translate “Public service broadcasting” into Chinese and briefly elaborate whether you consider it necessary to spend huge money on it. Limit your answer within 5 sentences. (10分)
- 五、Translate the following passage into Chinese. (20分)

A new model of citizenship is emerging for the states of the contemporary international community. This citizenship is rooted in love of one's own community, one's own culture, with a deep sense of civic responsibility for its well-being, but extends the feelings of community and civic responsibility to all those who live within the borders of one's country. It resonates with the symbols of citizenship—the flag, the constitutions, and the institutions and processes of governance of that country. This is different from the assimilation model of citizenship because it values and respects the heterogeneous identity groups within the borders of the country.

The new model of citizenship that hovers on the horizon is not only multicultural, involving respect for all groups of fellow citizens within the state, but is multinational and multidimensional: a three-fold citizenship. The first dimension, one's local community, has already been emphasized as a part of one's citizenship in the state, which in turn is the second dimension of citizenship. The third dimension of citizenship has yet to be recognized and explored: citizenship in the United Nations itself. The UN was formed as an association of “we, the peoples,” not as “we, the states.”

What weaves the local, national, and the UN dimensions of our citizenship together in a common fabric is the existence of 25, 000 international nongovernmental organizations (INGOs) which bring concerns for peace, justice, human rights, and the environment from our local chapters to the national and on the UN's level. (END)

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六、Translate the following passage into English. (20分)

彰化縣政府引進無人駕駛小巴士，上個月開放民眾試乘，試乘長度約一公里。縣長表示，無人駕駛運輸系統在國內是新的嘗試，彰化縣有良好的試車空間，將高鐵高架橋下方廊道淨空，未來將以高鐵彰化站為中心，串連鄰近的公園及露營區，以無人車載運遊客，成為新的觀光亮點。

這部無人駕駛小巴最大載重量一千公斤，有六個座位，全車最多約坐十名乘客，車子以時速三、四十公里前進，會自動轉彎、停車及開關門。

近年來，無人駕駛的汽車經過無數的測試與改良，安全性已大幅提升，且機動性和功能性也令人刮目相看。藉由衛星定位的功能，無人駕駛的汽車可安全無誤迅速地將乘客載到目的地，然後自行駛到停車場停妥。這種結合人工智慧的高科技交通工具，未來可望成為車市的主流。(完)

七、English Writing: Write two paragraphs to answer these questions respectively. Limit your writing within 200 words. (20分)

The author of *The Fall of PR and The Rise of Advertising* argues that public relations (PR) nowadays is becoming much more effective at building brands than advertising. To what extent do you think it applies to the public sector as well? As a prospective spokesperson or an official in charge of media PR for a local government, how would you propose to build a brand city/town?