

Part One (50%)

Part I. For questions 1-15, choose the best answer from the four choices (i.e. A, B, C, & D) to fill in the blank of each item to complete the text. There are two passages in this part.

Passage 1.

According to Viacom, an “old-media” giant, YouTube is not only a hugely popular video-sharing website, but also a scrounger that “has built a lucrative business out of exploiting the devotion of fans to others' creative works in order to enrich itself and its corporate parent Google.” [1] it was suing Google and YouTube for copyright infringement and demanding \$1 billion in damages. Google, a “new-media” giant and the leading web-search engine, responded that “YouTube is great for users [2]: the opportunity to interact with users; to promote their content to a young and growing audience; and to tap into the online advertising market.”

- 1)
A) Therefore, Viacom was considering that
B) With these words, Viacom announced that
C) In other words, Viacom believed that
D) Nonetheless, Viacom was regretful that
- 2)
A) which offers plenty opportunities to users
B) and offers real opportunities to rights holders
C) in that it substantially benefits YouTube
D) although with a minor cost to its parent company

War has thus been declared, just as analysts and lawyers predicted five months ago when Google bought YouTube for \$1.65 billion. The legal situation is ambiguous. [3] America's Digital Millennium Copyright Act, which became law in 1998, when Google, founded that year, was unknown and YouTube did not exist. [4] a “safe-harbour” provision for anybody who removes copyrighted content as soon as the owner requests it.

- 3)
A) At issue is
B) It is the
C) What is true is that
D) In fact,
- 4)
A) There is
B) It is convenient for
C) As
D) It includes

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YouTube has been doing that—most notably a month ago, when Viacom demanded that 100,000 clips be taken down. But the safe-harbour clause applies only as long as a site does not gain financially from infringement. [5], Viacom complains, YouTube uses the [6] as a fig leaf, since the copyrighted clips that are taken down reappear within minutes, as other users upload them. Viacom thus needs a full-time team to police YouTube. It says 160,000 of its clips have been illegally viewed 1.5 billion times on the site.

- 5)
- A) However
 - B) Consequently
 - C) Moreover
 - D) With this respect
- 6) Which of the following definitions of “clause” is the closest in meaning to the underlined word “clause” in this paragraph?
- A) studies of the formation of basic linguistic units
 - B) a string of words satisfying the grammatical rules of a language
 - C) a self-contained part of a larger composition
 - D) writing that provides information, e.g. an agreement

Google's response is a subtly effective dig at Viacom's own failings. [7] Because Viacom does not make them easily available on its own sites and thus, says Google, is missing a chance to connect with users, promote its content and generate advertising revenue. Because Viacom is a dinosaur, [8].

- 7)
- A) It is not difficult to find out YouTube's legal position.
 - B) What has made YouTube so popular recently?
 - C) Why are Viacom's clips so popular on YouTube?
 - D) The mistake Google has made is so obvious.
- 8)
- A) in other words
 - B) this is why
 - C) believe it or not
 - D) as a matter of fact

[9] Ostensibly it owes its stunning rise to the popularity of “user-generated content”—home videos that amateurs upload for fun. There are indeed plenty of those on YouTube. But advertisers seem unable to make any use of clips featuring dogs on skateboards or teenagers trading expletives. So YouTube's paltry revenues—about \$15m last year, according to Robert Peck at Bear Stearns, a broker—[10]. This is why Google and YouTube have recently struck deals with such media companies as CBS and the BBC. Others, such as NBC and Viacom, have been holding out.

- 9)
- A) Therefore, Viacom's hope for winning is slim.
 - B) This is why Viacom has to push harder in the legal pursuit.
 - C) Thus, Google's stock price is rising faster than ever before.
 - D) But YouTube also looks bad.

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10)

- A) in fact depend on old-fashioned, professionally produced content
- B) are minor compared with the traditional, professionally produced content
- C) in fact have no comparison with the giant video production companies
- D) rely primarily on its parent company, Google

Passage 2.

“Expanding Your Experience” is a book full of different activities to be used in an intercultural training session. One of its very useful features is a full outline of a training design, [11], which incorporates the activities mentioned in subsequent pages. Trainers with more experience can use this as a base, [12].

The training activities described tend to fall more on the “culture-general” [13], and are mainly designed for U.S. participants who are planning on traveling or living abroad, [14] in the United States. The activities are also mainly for those who have limited exposure to other ways of thinking and perceiving the world. [15], the aim of the activities is to challenge assumptions and pave the way for a more successful intercultural experience.

11)

- A) including the timeframe
- B) timeframe being included
- C) with timeframe included
- D) which includes the timeframe

12)

- A) together with other relevant material
- B) bringing in other relevant material
- C) including other relevant material
- D) as well as other relevant material

13)

- A) and the “culture-specific” side
- B) inclusive of “culture-specific” side
- C) instead of “culture-specific” side
- D) particularly “culture-specific” side

14)

- A) and in contact with other cultures
- B) and those contacting other cultures
- C) but not those contacting other cultures
- D) or are in contact with other cultures

15)

- A) Through examining U.S. proverbs and the values held by the participants
- B) By using the proverbs and the values that are held by the participants
- C) The participants, examining the proverbs and the values of U.S.
- D) With the participants, using proverbs and values of the U.S.

Part II. For questions 16-25 below, answer each question by choosing the best answer in each item based on the information given in each passage above it. There are two passages in this part.

Passage 1.

Rarely in recent years has a development in the field of academic psychology captured such widespread attention as the current developments in positive psychology on the topic of happiness. Whilst academic investigation of something as intangible as happiness may seem at first surprising the age long search for happiness, a primary motive of human behavior has ensured a broader audience than psychologists usually attract.

The search for happiness is not new and neither is academic interest in the topic. In 1776 the American Declaration of Independence argued for “certain inalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness” (The American Declaration of Independence, 1776, as cited in Hawke, 1964). As such, nations have been formed on the basis of the search for happiness, and this desire has been put on a par with the right to life and the right to freedom. In the U.K. interest in happiness was brought to widespread attention with the moral philosophy of Jeremy Bentham (1789) who argued that the purpose of politics should be to bring the greatest happiness to the greatest number of people.

Political interest in happiness has not diminished in modern times. A recent survey (Easton, 2006) found that 81% of the UK population agreed that the Government’s primary objective should be the creation of happiness not wealth. Earlier this year David Cameron, HM Leader of the Opposition, put happiness firmly on the political agenda by arguing that “It’s time we admitted that there’s more to life than money, and it’s time we focused not just on GDP, but on GWB – general well-being” (BBC, 2006).

It seems likely that the current political and media interest in happiness has to a large extent been provoked by a surge of research interest in the topic in economics (see Oswald & Powdthavee, 2006) and positive psychology (see Diener, 2000). Indeed psychologists have led the call for measures of subjective well-being (SWB) to form the basis of Government policy and the political assessment of a nation’s success (Diener, 2000). The increasing importance of SWB in comparison to other measures has been reviewed by Diener & Suh (1997) who concluded that “subjective well-being measures are necessary to evaluate a society, and add substantially to the economic indicators that are now favored by policy makers” (p.189). As such psychologists are arguing that psychological theory and testing should form a basis of political governance.

It is worth taking a moment at this point to explore the psychological research into SWB. In the literature a major distinction is drawn between brief emotional episodes, periods of joy or acute happiness, and an underlying state of happiness. This underlying state is conceptualized as a sense of satisfaction with one’s life, both in general and in specific areas of one’s life such as relationships, health and work. It is this underlying state of happiness, a measure of subjective well-being (SWB) that is the focus of most current research. A good example of this is the Satisfaction With Life Scale (Pavot & Diener, 1993), a currently popular measure of SWB.

The measurement of something as intangible as SWB is not without difficulties. Schwarz & Stack (1999) have shown, for example, that temporary mood states can influence a participant’s response to SWB measures. However others have shown that temporary moods have only a marginal effect on SWB responses when compared to longer-term influences (Eid & Diener, 1999). It has also been shown the long-term changes to an individual’s circumstances can affect levels of SWB (countering the suggestion that SWB is biologically determined). Brickman, Coates & Janoff-Bulman (1978) showed that lottery winners were significantly happier than controls, and controls were happier than people who had recently become paraplegics (although the effect was insufficient to reject the null hypothesis due to a small sample size). As such it has been shown that temporary mood states have only a marginal effect on SWB, whilst long-term changes and situational factors have a significant effect on SWB.

Whilst happiness is in itself intangible, measures of SWB have been shown to be both valid and reliable (Pavot & Diener, 1993). In addition, measure of SWB have shown to be closely associated with more tangible outcomes that would be expected to correlate with measures of SWB. There is extensive evidence of correlations between SWB and general health (Diener, 2000). Arrindell, Heesink & Feij (1999) also found that the use of medical services correlated negatively with SWB. This finding was further supported by Eid & Diener (1999) who showed that SWB was a significant predictor of mental health levels.

Having shown that SWB is affected by long-term situational factors, and that SWB is closely associated with positive outcomes, researchers in positive psychology have focused on how to increase levels of SWB (see Snyder, 2002, and Seligman, 2006). Diener (2000) has shown the effect of financial well-being on SWB. Additionally, Inglehart (1990) has shown meeting the basic needs of people, needs such as healthcare, education and housing, have strong effects on SWB.

16) What would be the best title of this article?

- A) The Government's Major Mission Is to Create Its Peoples' SWB
- B) The Central Issue of Positive Psychology is SWB Study
- C) The Search for Happiness is a Challenge to Positive Psychology
- D) The History and Development of the Study on Happiness

17) Which statement can best describe the author's belief about the academic research on the topic of happiness?

- A) It is a newly focused research topic by positive psychology.
- B) It is an age long topic in both psychology and politics.
- C) The academic search for this topic will not attract much attention.
- D) Psychologists have never been interested in such an intangible topic.

18) What is the main reason of the politicians' recent interest in happiness issue?

- A) The media's interest in SWB has caught the attention of the politicians.
- B) It has always been a primary issue in the political history of America and UK.
- C) The intangible nature of SWB has provoked the politician's interest in this topic.
- D) Recent research focus on economics and positive psychology has brought their attention.

19) Which concept was not widely been used in evaluating a nation's success by government policy makers in the world?

- A) The right to freedom
- B) Subjective well-being
- C) Financial well-being
- D) The right to life

20) What does subjective well-being not actually measure?

- A) temporary mood states
- B) an underlying state of happiness
- C) a sense of satisfaction with one's life in health
- D) a sense of satisfaction with one's life in general

21) Which is not one of the results of the recent research in SWB?

- A) SWB is strongly associated with education and housing.
- B) SWB is negatively correlated with medical services.
- C) SWB is biologically determined in general.
- D) SWB is marginally affected by temporary mood states.

Passage 2.

“When I heard about the merger, I immediately picked up the phone and called Peter,” says Michael Frenzel, chief executive of TUI, Europe’s biggest travel company. The reason for Mr Frenzel’s urgent call to Peter Long, boss of First Choice, a British package-holiday company, was the takeover in mid-February of MyTravel, another British travel firm, by Thomas Cook, a German rival. Both companies had eyed First Choice before deciding to join forces. Now it is Mr Frenzel’s turn to hurry along consolidation among Europe’s big travel businesses.

Hanover-based TUI announced on Monday March 19th that it would merge its travel business with First Choice. The deal will create TUI Travel, a company listed on the London Stock Exchange and based in Britain, the home of First Choice. The German company will own 51% of the new firm and First Choice the rest. Mr Long will be the company’s chief executive, while Mr Frenzel will take over as chairman. The new group will have sales of €17.6 billion (\$23.4 billion) a year and some 27m customers in 20 countries. The company’s bosses are hoping for annual cost savings of at least €146m per year as they strive to undercut competitors also hoping to attract Europe’s holidaymakers.

TUI is much in need of some uplifting news. Europe’s big travel companies have all struggled as internet-based competitors, particularly low-cost airlines, have nibbled away at traditional travel companies over the past few years. TUI, the market leader, has come under more pressure than its peers. The company’s share price has been on a rollercoaster ride because of doubts over high debts, big pension liabilities and recurrent speculation about takeovers. Towards the end of last year the company’s bosses concluded that radical action was needed. In mid-December they announced a painful restructuring program involving 3,600 job cuts in Britain and Germany and cost savings in back-office operations of some €110m.

Mr Frenzel is planning to go ahead with the restructuring program despite the merger with First Choice. On the day of the announcement the TUI group reported a loss for 2006, mainly because of the cost of integrating a Canadian shipping company into Hapag Lloyd, TUI’s logistics arm. The tourism business made a €400m profit last year and cost-cutting should ensure that profits are sustained. “Germany is booming,” says Mr Frenzel. Britain remains his company’s weak spot. The company’s operations there will suffer the bulk of job losses—some 2,600 heads will roll.

Disgruntled investors have been pushing for the separation of TUI’s tourism and shipping units for more than a year, arguing that the two businesses do not make for good traveling companions. Last year, TUI’s shares dropped by 15%, the worst performance on Germany’s DAX Index. So shareholders welcomed the merger. “TUI is specializing on package tours while First Choice is big on special tours, so the two are a good fit,” says Martina Nass, a travel analyst at Germany’s Norddeutsche Landesbank. TUI focuses on volume thanks to a strong distribution network of some 3,000 travel agencies. First Choice on the other hand is an expert organizer of adventure holidays and other special trips. It arranges such breaks as holidays on yachts or jaunts to Lapland where customers can “dash across the snow by reindeer sleigh to meet the real Santa Claus.”

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- 22) Which would be the best title of the above report?
- A) Travel Business in Europe Is Facing Tough Challenges
B) Sharp Competition of Travel Business in Europe
C) TUI Has Formally Announced Its Merger with First Choice
D) Why European's Travel Companies Are Getting Bigger and Bigger
- 23) What could not be one of the true reasons for TUI to merge with First Choice?
- A) The shareholders have little faith in the bosses of TUI recently.
B) The merger will create huge annual cost savings for both companies.
C) Both of the companies are facing strong internet-based competitors.
D) Thomas Cook, a German rival of TUI, just took over MyTravel.
- 24) Which of the following events took place after the TUI's merger with First Choice was announced?
- A) TUI's shares dropped by 15%.
B) TUI's profits from 2006 would be sustained.
C) Mr Frenzel launched a restructuring program.
D) A Canadian company was integrated into Hapag Lloyd.
- 25) Which of the following is not one of advantages of the merger?
- A) The new group can create more jobs in both Germany and Britain.
B) The new group's annual cost savings can be expected.
C) TUI can satisfy the expectation of its shareholders.
D) TUI can overcome its weak spot in Britain.

Part two: English Composition (50%)

Instruction:

Some people believe that human activity makes the Earth a better place to live. Others argue that our Earth is being harmed by human activity. Which view do you agree with? Read the following passage and write a coherent essay to express your own stand and ideas. Give a title to your essay.

Passage:

Despite living in a place with an extensive coastline, for a long time people in Taiwan engaged in only limited seaside recreation—the occasional shallow-water play and sunset walks on the beach. But in recent years a variety of new leisure activities have sprung up in many places, from jet-skis and banana boats in Kenting in southern Taiwan, recalling Thailand's Phuket Island, to the enthusiasm for whale-watching in eastern Taiwan, as well as yacht trips to take in scenic views all around the island. Taiwanese clearly have begun to rethink their ideas about the sea. The question is: Are these novel forms of seaside fun really the most profound ways for human beings to engage with the ocean, with all its richness of life and variety of vistas?

Taken from

Taiwan Panorama, Chinese-English Bilingual Monthly (2006, October).