

國立彰化師範大學113學年度碩士班招生考試試題

系所：英語學系、

科目：英文(含作文與翻譯)

科技與兒少英語研究所

☆☆請在答案紙上作答☆☆

共8頁，第1頁

I. Vocabulary and Grammar (30%; 2% for each item)

1. Possessed of an incredible sweet tooth, Annabelle loved all kinds of candy, but she had a special _____ for lollipop.
(A) affectation (B) attainment (C) attribution (D) affinity
2. Plastic bags take thousands of years to _____ in the environment
(A) break up (B) break down (C) break out (D) break through
3. The weather broadcast predicts that _____ the coming year's rainfall will be significantly above average, people in our country, regardless of reluctance, will have to limit their water usage.
(A) though (B) even if (C) unless (D) because
4. Thank you for informing me of this important news. I will _____ the case as soon as possible.
(A) look into (B) look at (C) look for (D) look up
5. Recently a Taiwanese youtuber was arrested and _____ by the Cambodian police on suspicion of faking a kidnap and assault.
(A) discharged (B) persecuted (C) detained (D) executed
6. Detecting and estimating DNA sample _____ are important steps to ensure high-quality and reliable analysis.
(A) contamination (B) convolution (C) contraposition (D) connoisseur
7. The company plans to reduce spending _____ ten million dollars.
(A) with (B) of (C) in (D) by
8. In the new novel, two 20-something siblings navigate love, identity and growing up while _____ the maelstrom of contemporary life.
(A) rattling through (B) wading through (C) delving into (D) putting up with
9. The book is a page-turner! Read it and you will never run out of _____.
(A) steam (B) oil (C) wind (D) energy

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10. If a result is statistically _____, that means it is unlikely to be explained solely by chance or random factors.
- (A) essential (B) important (C) significant (D) crucial
11. My house is _____ the end of the street _____ the right.
- (A) in - on (B) in - at (C) at - in (D) at - on
12. Identify which sentence is punctuated correctly.
- (A) She gathered the leaves, got ready to jump in.
- (B) She gathered the leaves, and got ready to jump in.
- (C) She gathered the leaves and got ready to jump in.
- (D) She gathered the leaves got ready to jump in.
13. The city mayor was _____ for his statement, which nearly everyone agreed was inappropriate and offensive.
- (A) lauded (B) lambasted (C) eschewed (D) ameliorated
14. The editor reduced the introduction from twelve tortuous pages to three _____ paragraphs by excising all of the unnecessary verbal flourishes that riddled its sentences.
- (A) succinct (B) florid (C) turgid (D) intransigent
15. In the process of pursuing an impeachment of the president, the Republicans had seriously overplayed their hand. Therefore, even though the opposition party often registers significant gains in the off-year elections of a President's second term, the Republican loss was virtually _____.
- (A) flabbergasted (B) unpredictable (C) overwhelmed (D) unprecedented

II. Reading Comprehension (30%; 3% for each item)

Questions 1-5 are based on the following passage.

Some employers are either tacitly or outright banning access to generative AI tools like ChatGPT. But employees who love them are finding ways to discreetly backchannel. Since OpenAI launched ChatGPT in November 2022, companies have scrambled to keep its workplace use under control.

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共8頁，第3頁

Many organisations are concerned their data will be leaked – not only unintentionally training OpenAI algorithms with sensitive information, but also potentially surfacing corporate secrets to competitors’ prompts, says Simon Johnson, head of the global economics and management group at MIT Sloan School of Management, in Massachusetts, US.

Yet many workers love the technology, and have come to desire, even depend on it. “These are practical tools that make life easier, such as content aggregation – rather than look through several sources to find an obscure organisational policy, ChatGPT can provide a useful first draft in moments,” says Bryan Hancock, partner at McKinsey & Co, based in Washington, DC.

Berlin-based business consultant Matt and his colleague were among the first at their workplace to discover ChatGPT, mere weeks after its release. He says the chatbot transformed their workdays overnight. “It was like discovering a video game cheat,” says Matt. “I asked a really technical question from my PhD thesis, and it provided an answer that no one would be able to find without consulting people with very specific expertise. I knew it would be a game changer.” The only catch: Matt and his colleague had to keep their use of ChatGPT a closely guarded secret. They accessed the tool covertly, mostly on working-from-home days. “We had a significant competitive advantage against our colleagues – our output was so much faster and they couldn’t comprehend how. Our manager was very impressed and spoke about our performance with senior management,” he says.

Even in instances without workplace bans, employees may still want to keep their use of AI hidden, or at least guarded, from peers. “We don’t have norms established around AI yet – it can initially look like you’re conceding you’re not actually that good at your job if the machine is doing many of your tasks,” says Johnson. “It’s natural that people would want to conceal that.”

As a result, forums are popping up for workers to swap strategies for keeping a low profile. In communities like Reddit, many people seek methods of secretly circumventing workplace bans, either through high-tech solutions (integrating ChatGPT into a native app disguised as a workplace tool) or rudimentary ones to obscure usage (adding a privacy screen, or discreetly accessing the technology on their personal phone at their desk).

While these bans may help companies keep sensitive information out of the wrong hands, Hancock says keeping generative AI away from workers, particularly on a longer-term basis, can backfire. “AI tools are set to become part of the employee experience, so restricting access to them without providing a vision of when and how they’ll be adopted – such as following the introduction of guardrails – could create frustration,” he says. “And that could lead to folks thinking of working somewhere with access to the tools they need.”

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共8頁，第4頁

1. What is one of the primary concerns companies have regarding the use of generative AI tools like ChatGPT in the workplace?
 - (A) Decreased employee productivity.
 - (B) Potential leakage of sensitive data.
 - (C) Increased workload for employees.
 - (D) Difficulty in adapting to new technology.
2. How do employees like Matt primarily access ChatGPT at their workplace?
 - (A) By openly using it on their work computers.
 - (B) By integrating it into a native app disguised as a workplace tool.
 - (C) By accessing it at home or in discreet ways.
 - (D) By seeking permission from their manager to use it.
3. Why might some employees want to conceal their use of AI tools in the workplace?
 - (A) They fear their colleagues will ask them for help with AI.
 - (B) They worry their bosses will ban AI tools altogether.
 - (C) They prefer to keep their productivity methods private.
 - (D) They believe it could make them appear less competent.
4. Which of the following AI concealment strategies is NOT mentioned in the text?
 - (A) Blocking your computer screen from view of colleagues.
 - (B) Using AI on a personal phone.
 - (C) Discussing AI on online communities like Reddit.
 - (D) Disguising AI as a native app.
5. What does Bryan Hancock suggest regarding workplace bans on generative AI tools?
 - (A) They are necessary to prevent data breaches.
 - (B) They can lead to employees leaving the company.
 - (C) They should be implemented immediately and strictly enforced.
 - (D) They are effective in improving employee productivity.

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共8頁，第5頁

Questions 6-10 are based on the following passage.

The year is 1996, and Tickle Me Elmo has incited panic across the US. A startlingly successful marketing campaign cemented the fuzzy plush as the must-have toy of the holiday season. Yet Tyco, the toy's manufacturer underestimated demand and produced far too few Elmos. Shoppers were left trampling store associates, brawling in store aisles for limited stock and paying as much as \$7,000 (£5,530) for a single Elmo on the resale market.

Today, retailers must contend with a highly competitive toy market, which is complicated by social platforms like TikTok and Roblox, which function as direct-to-child advertising. With that in mind, the most successful toy brands must also tap into shoppers' "social mood", says Joanna Feeley, chief executive officer at TrendBible, a UK-based trend forecasting agency. Feeley explains successful brands are creating their toys with values in mind – values like resilience, playfulness and emotional intelligence.

Lego, a Danish brand founded in 1932, is among the companies that continually top the trending-toy charts. According to Adobe Analytics data, Lego sets were among this year's top Cyber Monday sellers; TikTok videos tagged under "LEGO flower bouquet", which Feeley cites as one of the brand's best-selling products, have collectively garnered more than 30 million views. With company values including "free play" and "being curious, experimenting and collaborating", Lego taps into numerous key social values. That, Feeley argues, is how cult brands are born.

That approach also fuels Hugimals World, a weighted plush toy brand founded in 2022 by Marina Khidekel. With just a year on the market, the brand has already landed twice on Parent magazine's annual Best Toy lists, with additional acclaim from publications including Good Housekeeping and Time magazine. Khidekel says the toy's early success is due in part to partnering with expert consultants including child psychologists and paediatricians – experts who are tapped into the 'social mood' of children and adults alike.

Nailing shoppers' social mood is one thing, but supply also has the power to make or break profits on a potential trending toy. Robert Overstreet, an assistant professor of supply-chain management at the Iowa State University Ivy College of Business, US, offers one recent example of a would-be "it" toy that failed on the supply side. "With Baby Yoda in 2019, it's estimated that Disney lost about \$3 million in revenue," he says, explaining that the corporation delayed mass production on the toy to peg it to the release of the heavily anticipated Mandalorian series, instead of the holiday season. And while the limited supply that was available boosted Baby Yoda's perceived desirability, Overstreet explains it also led to a massive unlicensed merchandise market that took money directly out of Disney's pocket. It's up to a brand to decide if boosting a toy's social cachet through limited merchandising is worth the potential profit loss.

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共8頁，第6頁

Ultimately, a toy's "it" factor is a combination of marketing, consumer psychology, timely production and a bit of soothsaying. Although those predictions aren't perfect, there's a clear trajectory for the "it" toys of tomorrow – and millennials may find them eerily familiar. Take Canadian toy brand Spin Master, whose new Bitzee Interactive Digital Pet now tops 2023 toy roundups from American retailer Target, UK retailer Argos and industry publication Toy Insider. The toy is about the size of a ring box; crack it open, and you'll find a digital display showing a friendly pet. "With your love and care, help your pets grow from baby, to adult, to Super Bitzee," advertises the Spin Master website. Millennials – some of whom are parents now, buying children's toys – may be compelled by nostalgia: it's similar to Tamagotchi, the popular digital-pet toy released by Japanese toy brand Bandai in 1996.

The reasons certain toys get anointed each year may change – due to social moods, social media or a jolt of nostalgia – but one thing is certain: many kids across the world will be hoping for the gift of the moment.

6. What was a consequence of Tyco underestimating the demand for Tickle Me Elmo?
 - (A) Stores lowered the price of the toy to meet demand.
 - (B) Shoppers resorted to fighting in stores.
 - (C) Tyco filed for bankruptcy.
 - (D) The resale market for Tickle Me Elmo collapsed.
7. What values does Lego aim to promote with its products?
 - (A) Environmental awareness and sustainability.
 - (B) Creativity, experimentation, and collaboration.
 - (C) Resilience, playfulness and emotional intelligence.
 - (D) Consumerism and materialism.
8. What is one factor contributing to the early success of Hugimals World, according to Marina Khidekel?
 - (A) Strategic partnerships with retail giants.
 - (B) Emphasis on traditional toy-making techniques.
 - (C) Incorporation of expert opinions.
 - (D) Heavy investment in social media advertising.

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9. According to Robert Overstreet, what was one reason for the failure of the Baby Yoda toy in 2019?
- (A) Delayed production schedule by Disney.
 - (B) Insufficient demand from consumers.
 - (C) Low-quality design and manufacturing.
 - (D) Lack of marketing efforts by retailers.
10. What aspect of the Bitzee Interactive Digital Pet by Spin Master may appeal to millennial parents?
- (A) Its affordability compared to other toys.
 - (B) Its digital display and interactive features.
 - (C) Its association with a popular cartoon character.
 - (D) Its resemblance to classic toys from their own childhood.

III. Translation (20%)

(注意：請考生勿翻譯刮弧內文字。)

一、英翻中 (10%)

1. [The American politicians] expected that Ukraine's "counter-offensive" in the summer of 2023, backed by Pentagon and CIA planners, would defeat Russia. Instead, Ukraine lost hundreds of thousands of soldiers dead and wounded—its military hardware destroyed... The entire war, including the loss of Ukrainian territory, the hundreds of thousands of Ukrainian casualties, and the utter waste of more than \$100 billion of U.S. taxpayer money to date, could easily have been avoided.

(Written by Columbia University Professor Jeffrey Sachs, Feb. 8, 2024, on *Common Dreams*)

(Ukraine 烏克蘭, counter-offensive 反攻, Pentagon, 美國國防部; casualties 死傷人員)

2. Discover some of Taiwan's most spectacular scenery on this full-day tour to Taroko National Park. Depart in the morning from Taipei; an included shuttle service ferries you from your hotel to the train station. Upon arrival in Hualien, meet your guide and set off in an air-conditioned vehicle. Venture to the national park, see the spectacular Taroko Gorge, explore the Shakadang Trail, see the Cihmu Bridge, and more. This tour makes exploring one of Taiwan's top national parks simple.

(From Tripadvisor; Shakadang Trail, 砂卡礑步道)

二、中翻英 (10%)

1. 引領 AI 狂潮的輝達執行長黃仁勳，一舉一動都受到關注，他日前在訪問中被問到，如果現在重回 30 歲，會做出什麼選擇？黃仁勳卻秒回「不會創立輝達」，但背後娓娓道來的驚人真相，其實正是給當前年輕人，最坦白的職涯建言。(摘自遠見 2024/2/6 雜誌)
2. 白聞天下談士相聚而言曰：「生不用封萬戶侯，但願一識韓荊州」。何令人之景慕，一至於此耶！豈不以有周公之風，躬吐握之事，使海內豪俊，奔走而歸之，一登龍門，則聲價十倍！(摘自唐朝作家李白的《與韓荊州書》。這是求職信，李白寫給在地大官審閱自己的履歷。韓荊州：當時大官；躬：親自執行；吐握：推薦與拔擢人才。)

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IV. English Composition (20%)

How does technology and globalization affect different cultures today? Can using digital tools help people from various cultures communicate better? Discuss the positive and negative aspects of technology in shaping a society that respects and accepts diverse cultures and points of view. Please engage with the topic using a well-structured essay format.