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科目：英文(傳播所)

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I. Vocabulary (40 points): Choose the most appropriate word to complete each of the following sentences.

1. \_\_\_\_\_ is the process of determining and interpreting what we experience.

- |               |               |
|---------------|---------------|
| A. Impression | C. Component  |
| B. Perception | D. Competence |

2. \_\_\_\_\_ lets you know how your message is being received.

- |                 |                 |
|-----------------|-----------------|
| A. Transparency | C. Feedback     |
| B. Credibility  | D. Interference |

3. \_\_\_\_\_ is anything that impedes the communication of a message.

- |                 |             |
|-----------------|-------------|
| A. Interference | C. Feedback |
| B. Situation    | D. Audience |

4. Over the years, people have tried many remedies to \_\_\_\_\_ the common cold.

- |               |             |
|---------------|-------------|
| A. establish  | C. regulate |
| B. deliberate | D. combat   |

5. \_\_\_\_\_ against someone because of age is a growing problem in the workplace.

- |                |                   |
|----------------|-------------------|
| A. Considering | C. Discriminating |
| B. Describing  | D. Supporting     |

6. When you tell people you like what they have done or said, what they are wearing, or how they look, you are \_\_\_\_\_ others.

- |                  |               |
|------------------|---------------|
| A. complimenting | C. expressing |
|------------------|---------------|



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- B. scoring D. ignoring

7. We can work here without \_\_\_\_\_.

- A. disclosure C. resemblance  
B. harmony D. disturbance

8. After a horrible conflict, they felt a strong \_\_\_\_\_ toward each other.

- A. antipathy C. abstinent  
B. intensity D. disturbance

9. Because nonverbal behaviors are ambiguous and vary among people, we need to be \_\_\_\_\_ about how we interpret others.

- A. cautious C. fascinating  
B. cultivated D. assertive

10. The government will not \_\_\_\_\_ with the terrorists.

- A. maintain C. frustrate  
B. illustrate D. negotiate

II. Cloze (40 points): Choose the most appropriate word for each blank in the following passages.

Passage A

"Obviously, our prehuman ancestors must have had some means of communication, probably \_\_\_ 1 \_\_\_ – maybe using gestures and body movements – and then eventually developed verbal communication using \_\_\_ 2 \_\_\_ language. But why? Why didn't humans continue to depend on nonverbal communication and use their mouths just for eating and \_\_\_ 3 \_\_\_? Such a \_\_\_ 4 \_\_\_ is certainly possible. Hearing- and speech-impaired people do this. What made spoken language \_\_\_ 5 \_\_\_? The truth is: We're not sure. Several theories have been advanced to explain the \_\_\_ 6 \_\_\_. One theory notes that sign language is not very \_\_\_ 7 \_\_\_ in the dark. If prehistoric humans were to be \_\_\_ 8 \_\_\_ while hunting or



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moving about at night, they had to work out other means of communicating. Charles Darwin \_\_\_ 9 \_\_\_ that language superseded gesture because language left both hands free to work with tools or handle weapons. Whatever the reason, early humans talked rather than gestured. **When** they started talking is another question that's hard to answer. Some scholars think the \_\_\_ 10 \_\_\_ of verbal communication dates back hundreds of thousands of years; others suggest it developed around 40,000 B.C." [Joseph R. Dominick. (2002). *The Dynamics of Mass Communication*. Boston: McGraw Hill.]

- |                   |                    |                |                  |
|-------------------|--------------------|----------------|------------------|
| 1. A. nonverbal   | B. inconsequential | C. nocturnal   | D. chaotic       |
| 2. A. sign        | B. written         | C. spoken      | D. secret        |
| 3. A. sleeping    | B. chewing         | C. breathing   | D. burping       |
| 4. A. predicament | B. calamity        | C. climate     | D. scenario      |
| 5. A. impossible  | B. laughable       | C. exciting    | D. superior      |
| 6. A. catastrophe | B. phenomenon      | C. obvious     | D. debacle       |
| 7. A. effective   | B. invisible       | C. silent      | D. graceful      |
| 8. A. hopeless    | B. successful      | C. debilitated | D. uncoordinated |
| 9. A. recanted    | B. doubted         | C. argued      | D. remembered    |
| 10. A. corruption | B. disappearance   | C. adoration   | D. inception     |

## Passage B

Drug companies want us to believe that \_\_\_ 1 \_\_\_ prices for prescription drugs are necessary to cover their research and development (R&D) costs – a claim that \_\_\_ 2 \_\_\_ they spend most of their money on R&D, and that after they pay for it, they have only \_\_\_ 3 \_\_\_ profits left over. \_\_\_ 4 \_\_\_ prices, they say, would choke off R&D and \_\_\_ 5 \_\_\_ innovation. But the real story is very different.

Big drug companies actually spend relatively little on R&D – far less than they spend on marketing and administration, and even less than what they have left over in \_\_\_ 6 \_\_\_. In 2002, for example, the top ten US drug companies had sales of US\$217 billion.

According to their own \_\_\_ 7 \_\_\_, they spent 14 percent of sales revenues on R&D. But they spent over \_\_\_ 8 \_\_\_ as much, a whopping 31 percent, on marketing and administration. And they had 17 percent left over as profits.

Most drug companies lump marketing and administration \_\_\_ 9 \_\_\_ in their annual reports, but one reported that 85 percent of the total went to marketing. \_\_\_ 10 \_\_\_ that the figure is roughly the same for other big drug companies – and there's reason to think that it is – then they spend nearly twice as much on marketing alone as they did on R&D. [Marcia Angell. Published on Taipei Times



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<http://www.taieitimes.com/News/edit/archives/2005/04/30/2003252588>

- |                  |                  |                    |                   |
|------------------|------------------|--------------------|-------------------|
| 1. A. declining  | B. soaring       | C. reasonable      | D. cost-effective |
| 2. A. implies    | B. denies        | C. states          | D. recommends     |
| 3. A. huge       | B. unreasonable  | C. non-negotiable  | D. modest         |
| 4. A. Increasing | B. Substituting  | C. Recognizing     | D. Curtailing     |
| 5. A. stifle     | B. stimulate     | C. underscore      | D. accommodate    |
| 6. A. loses      | B. stock options | C. health benefits | D. profits        |
| 7. A. denials    | B. chances       | C. potential       | D. figures        |
| 8. A. four times | B. three times   | C. twice           | D. beyond         |
| 9. A. separately | B. together      | C. undoubtedly     | D. seasonally     |
| 10. A. doubting  | B. assuming      | C. assuring        | D. determining    |

English Composition (20 points):

You are a research assistant for Professor Lu in the Communication Studies Department. You've been instructed to summarize several related research articles and you are two weeks late with your summaries. Send an email (200-300 words) to Professor Lu explaining why you are late with this information. Include at least one observation about Table 1 from one of the articles you are to summarize (see below) to show that you are working on this research assignment.

Table 1: Number of sources cited in stories in the *Keng Sheng Daily News*, the *United News*, and the *China Times*, 10/01/04 -04/01/05

	<i>Keng Sheng Daily News</i> (n / %)	<i>United News</i> (n / %)	<i>China Times</i> (n / %)	
Single source news stories	44 (80)	5 (9)	3 (5.5)	52 (94.5)
Multiple sources news stories	1 (1.8)	1 (1.8)	1 (1.8)	3 (5.5)
Total	45 (81.8)	6 (10.8)	4 (7.3)	55 (100)

\*Total does not equal 100 due to rounding.

[Ming-Hsien Lee. The production of medical news. Intercultural Communication Studies (2006).]