

一、解釋名辭及簡答（任選四題作答，每題佔十分共計四十分）

解釋名辭：

1. G-8
2. Summit Meeting
3. Capital Punishment

簡答：

4. Name the first city that President Clinton visited in his recent Mainland China trip; Name those two countries that launched nuclear test recently.
5. What is the function or purpose of the news paper editorial?
6. List three current news events, one political, one economical and one social.

二、閱讀測驗（十五題，每題四分共計六十分）

A. Heavy Rains in Southern Taiwan Damage Crops

Central News Agency and The China Post staff

Kaohsiung, June 8 -- Downpours over the past few days in southern Taiwan have cost the island's agricultural industry over NT\$189 million (US\$5.51 million) as of June 7, officials at the Taiwan Provincial Government's (TPG) Department of Agriculture and Forestry (DAF) reported.

Flooding resulting from heavy rains since early June has plagued at least six counties in Taiwan, resulting in losses of NT\$1.3 billion worth of farmland and NT\$188 million in crops. Southern Taiwan's Kaohsiung County was the most seriously hit and has been declared a "disaster area" by the Cabinet-level Council of Agriculture, with estimated damages of NT\$69 million.

Continuing downpours have drenched more than 40 percent of farmland on which rice, fruits and vegetables are grown in 14 townships in Kaohsiung County, according to DAF.

Yunlin and Pingtung counties were also badly damaged by the downpours, with estimated losses of NT\$42 million and NT\$35 million in crops respectively – the second and third worst affected areas.

DAF officials said farmers in disaster area are entitled to apply for special disaster loans and assistance from the Central Government. For farmers in Kaohsiung County, each hectare of damaged farmland will receive NT\$150,000 compensation at a preferential interest rate of 4.5 percent, officials said.

In addition, farmers will be granted a timely cash relief sum of about NT\$6,000 by the TPG for each hectare of damaged farmland in order to rebuilt their businesses as soon as possible, said Taiwan Governor James Soong.

Soong made the remarks late last week while inspecting a vegetable production zone in Tzukuang Township, the most flood-stricken area in Kaohsiung County.

1. 南台灣最近豪雨成災，高雄縣所遭受的損失估計達到：(A)五百五十一萬美金 (B)五千五百一十萬美金 (C)一億八千九百萬新台幣 (D)六千九百萬新台幣 (E)以上皆非
2. 以下何者為非：(A)台灣省農林廳宣布高雄縣為「災區」，因此高雄縣受災農戶可受到政府的救濟 (B)災區的受災農戶可申請低利貸款來重整家園 (C)省政府對災區的受災農戶提供紓困融資 (D)農委會為中央政府內閣部會之一 (E)除了高雄縣之外，雲林縣與屏東縣受災最為嚴重
3. 本則新聞係：(A)地方記者報導之一則新聞 (B)報社記者根據通訊社所提供新聞稿改寫之報導 (C)外電報導編譯 (D)其它媒體提供資訊 (E)文中並無說明
4. 以下何者為是：(A)中央政府與台灣省政府對救濟受災農戶的方式有明顯的歧見 (B)DAF 是中央政府機構 (C)災區受災農戶每一英畝受害農地可申請十五萬新台幣的低利貸款(D)災區受災農戶每公頃農地可請領約新台幣六千元之紓困現金 (E)以上皆非
5. 低利紓困貸款是：(A)DAF 所提供 (B)TPG 所提供 (C)高雄縣「災區」稻米、水果及蔬菜等農作物受災最嚴重之 14 所鄉鎮災民優先申請 (D)宋楚瑜於巡視災區後所承諾的 (E)以上皆非

B. Panama Canal

The wonders of the world are few. Fewer still are man's astonishing achievements. The Panama Canal is, without doubt, on both these lists. The greatest engineering feat of its time and an operational success today, the 50-mile-long canal, ideally situated at the narrowest point between the Atlantic and Pacific ocean, has been a vital link in the world transportation chain for 75 years.

The concept of a canal through Panama was not a new one. In fact, as early as 1524, Charles I of Spain ordered the first survey of a proposed route through the Isthmus of Panama. It took the United States—380 years later—ten years (1904–1914) at a cost of \$387 million to complete this enterprise.

The captivating journey through the Canal begins as the ship nears the first set of locks. Entering on the Atlantic side at sunrise, the ship passes the city of Colon, named after Christopher Columbus. This is the start of a 50-miles, nine-hour odyssey during which the ship is raised then lowered 85 feet from one ocean to another.

Because of its historical background, no part of the Canal is more interest to the ship passenger than Gaillard Cut. This nine-mile channel is the tightest opening through which the ship must pass, and was cut, at the cost of many lives, out of the rock.

6. 本文作者認為：(A)人文奇觀因為稀少才算世界奇景 (B)世界奇觀很稀有，其中人造之奇觀更為稀少可貴 (C)世界奇觀很稀有，但是人造之奇觀則有不少 (D)世界奇觀很稀有，其中人造之奇觀更是逐漸在消失減少 (E)以上皆非

7. 以下何者並非本文作者之看法：(A)巴拿馬運河是偉大的工程奇蹟 (B)巴拿馬運河連接大西洋與太平洋是全球航運極為重要之管道 (C)巴拿馬運河的工程技術在建造當時極為先進，至今已成功的營運了75年之久 (D)巴拿馬運河雖然位於兩大洋最接近之兩點，但是仍然長達五十英哩，似嫌過長 (E)以上皆是
8. 在中美洲開鑿巴拿馬運河來溝通兩大洋是：(A)西班牙國王查理一世於1524年所開展，耗時380年之久才所完成 (B)美國開鑿該運河共費時十年，耗資三十八億七千萬美元才建造完成 (C)西班牙國王查理一世曾派人進行測量，後係美國於1914年完成 (D)西班牙人所開展，後由美國人接手共歷時380年才開鑿完成 (E)以上皆非
9. 從大西洋方面進入巴拿馬運河的起點城市科隆 (Colon)，它是為何而得名的：(A)承習自德國的名城科隆 (B)紀念發現美洲的哥倫布 (C)紀念開鑿運河時在蓋拉德口 (Gaillard Cut) 所犧牲的工程人員 (D)船隻由此將要經過長達50英哩由開門控制升高降低之奇妙旅程 (E)文中並未說明
10. 本文最後二段是描述：(A)巴拿馬運河的觀光旅遊價值 (B)巴拿馬運河行程之艱難 (C)巴拿馬運河歷史的幽久 (D)巴拿馬運河在國際航運上的地位 (E)以上皆是

C. Taiwan Gets Low Grades in European Market Survey

Taiwan made products still rate poorly in the perception of Europeans, if they rate at all, and the island has a mediocre image as a tourist destination. Much more money needs to be spent now by the government and by industry on promotion to improve Taiwan's image and raise awareness of the country and its products in Europe.

These are the results of a survey conducted in Europe by *Time* magazine last year, presented to the press yesterday in Taipei.

They were so predictable that almost nobody had any question.

Time's marketing department questioned nearly 5000 readers in 11 European countries from July to September last year in the first survey of its kind.

Japanese products were rated the best from Asia while German goods were considered the best from Europe.

Readers were asked if they thought each country's products were modern and up to date. 32 percent thought Taiwan's were; 84 percent thought Japan were.

Only five percent thought Taiwan's product were of high quality, and a miserable two percent thought they were long-lasting. Scores on pleasantness and originality of design were slightly higher, but still way behind those of Japan.

"Are the people pleasant and warm?" 51 percent thought the Thais were, and 32 percent thought that description fitted the mainland Chinese. Again, Taiwan and Hong Kong tied at eight percent.

The survey shows that to get the most out of the single European market, government and industry in Taiwan must be far more aggressive in marketing and promotion. They will have both the Japanese and the Europeans themselves to compete with for a piece of the people's minds, and therefore a piece of the market.

According to an independent survey, Japan spent US\$14.5 million on print advertising in Europe in 1987, while Taiwan spent US\$250,000.

The government, the China External Trade Development Council (CETRA), and numerous private trade and industry associations have been urging greater expenditure on promotion for several years. Unlike the large and well-known names from Japan and Korea, however, most Taiwan exporters are small and unwilling or unable to fork out much on ads or sponsorship deals in other countries.

11. 本文作者認為台灣產品在歐洲市場上的問題在於：(A)創新性不夠 (B)品質不佳、耐用度差 (C)價格仍不夠低廉 (D)整體形象有待提升 (E)其它亞洲貨品競爭力太強
12. 根據時代雜誌此項市場調查，台灣產品在歐洲人心目中最差的是：(A)現代感 (B)高品質質感 (C)持久耐用性 (D)創新性 (E)價格物有所值
13. 本文作者認為：(A)日本政府及企業界捨得花費大筆廣告費是攻佔歐洲市場的重要因素 (B)調查顯示泰國、香港、韓國甚至於中國大陸在歐洲人心目中之地位都比台灣要強 (C)時代雜誌此項調查對台灣政府及企業界不公。但因為事先均有預期，所以台灣方面並無糾正辯駁 (D)韓國產品亦風行歐洲市場僅次於日貨 (E)以上皆非
14. 以下何者為非：(A)1987年日貨在歐洲市場所作的平面媒體廣告是台灣產品之58倍 (B)韓國大商社亦既有能力又有意願在歐洲市場大筆花費以提升形象、促銷產品 (C)我國政府及外貿協會等相關單位雖早瞭解問題關鍵所在，也曾大聲呼籲改進，但民間配合能力及意願均低 (D)調查顯示歐洲人認為全世界各國之產品日本排名第一，其次為德國 (E)歐洲人對台灣產品評價不高，連帶影響對台灣整體認知及赴台觀光之興趣
15. 時代雜誌此項市場調查係：(A)受CETRA委托進行的 (B)在三個月中向該雜誌十一國、近5000位讀者調查而來，取樣可謂相當充分 (C)一系列之調查，類似之調查已相當著名 (D)有關歐洲市場取向的唯一報導 (E)以上皆非