



I. Translate the following English article into Chinese. (50%)

Shopping has been cynically described as the new religion and malls its cathedrals, but it turns out the cynics are right: shopping can be an almost religious experience.

Danish-born marketing guru and brand futurist Martin Lindstrom spent three years and \$7 million to find the brain's 'buy' switch. In collaboration with respected neuroscientists, more than 2000 volunteers from China, Japan, the US, Germany and Britain had their innermost thoughts recorded with the help of functional Magnetic Resonance Imaging (fMRI) scans. These revealed exactly which parts of the brain respond to certain images and brands – and why.

Lindstrom's book *Buyology* discusses the study results in compelling detail, including the role other people's behavior plays in our shopping experience. Maturing of the consumer culture, moving from a 'me too' attitude to a more individual approach, has undoubtedly contributed to Asian shoppers' now waning addiction to status shopping over the past decade. Helped by marketing that invokes a sense of cool, belonging or indulgence, it also explains why certain brands, such as Apple's iPhones, catch on.

It's all down to mirror neurons – excitable brain cells that are responsible for the lingering rush of exhilaration when an action hero dispatches a villain, and the feeling that if we buy the same clothes and accessories as someone we admire, then we'll also be acquiring the image and the attitude that make them so appealing in the first place.

II. Translate the following Chinese article into English. (50%)

外交是維繫政府與其他國家之間良好關係的藝術。全國約有兩百零四個國家（各國對於擁有主權的地區認定不一），而各國必須在戰爭、和平、經濟、環境事務、文化課題以及人權等各項議題之間合作。

以中國為例，這個國家一度孤立於世界之外，如今卻已崛起成為世界強權，並且在大型的整合性全球經濟體中扮演核心要角。然而，當今的國際問題比起以往卻並未更顯緩和。

即使是當前全球最具影響力、最強勢的國家，對自己的未來也愈來愈無法掌握，最近發生的全球金融危機正是最好的例子。在本世紀，即使是地球另一邊國家的經濟發生問題（像是希臘和愛爾蘭），也有可能會對這一邊的亞洲或北美經濟帶來實質的負面影響。

全球暖化是另一個亟待國際間商討出對策的嚴重議題。污染物並不會只停留在製造污染的國家，而會飄越國界，洩流入海，最後破壞整個世界。這意味著，倘若只有一個國家著手成立嚴格的新環境政策，但其他國家並未跟進，也不會有很大成效。這是一樁需要國際對策的全球困境。