

招生學年度	100	招生類別	碩士班
系所班別	公共行政研究所碩士班(國家行政與公共政策組、大陸與兩岸事務組)		
科目	專業語文測驗		
注意事項	滿分為 60 分；政治、經濟學領域中英互譯綜合命題		

一〇〇學年度公共行政研究所碩士班考試

專業語文測驗 (滿分六十分)

一、請將下列英文翻譯為中文。本題十五分

There is no standard way of defining or describing the definition of marketing and city marketing. Marketing has been defined in many different ways, emphasizing different points. Coffman (1986: 4-5) points out that marketing is not research, media advertising, sales promotion, customer service, direct sales, public relations, and distribution, and it is "all of these functions" (Coffman, 1986: 5). Schultz (1999: 8) suggests marketing is thus the way in which an organization is operated and managed: "it's not 'done' or 'carried out' by marketing people, but conducted by the entire organization." And thus the use of marketing by cities for a more pro-active approach to policymaking process of city marketing can be concluded by Braun (2008: 21): the increasing competition and complexity in urban development urges cities to adopt city marketing policies.

二、請將下列英文翻譯為中文。本題十五分**President Ma's 2011 New Year's Day Message**

Taipei, Jan. 1 (CNA) President Ma Ying-Jeou said Saturday in his New Year's Day Message that the country must make the coming decade a "golden decade" that lays the foundation for a prosperous second century of the Republic of China, when the ROC will become a nation the world will respect.

Let us make this Golden Decade one of peace, infrastructural development, and well-being. I harbor four hopes for the future: First, I want educational reforms that provide a lasting solution -- Education is the cornerstone of national power, and children are our hope for the future. Second, I want environmental stewardship that provides lasting viability -- the greatest challenge of this century is global climate change while the greatest opportunity is the digital technology revolution. Third, I want lasting justice -- we will forge a just and fair society where there is equal opportunity for development, the judiciary is impartial and clean, the gap between rich and poor is reduced, and human rights are safeguarded. And fourth, I want a lasting peace -- Peace in the Taiwan Strait is the foundation for peace and prosperity

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throughout East Asia, and is the joint responsibility of both parties in the relationship. As we begin a new century, we must support and encourage each other, because the nation's prospects and Taiwan's future are in the hands of our 23 million people. We decide matters for ourselves. We must steadfastly defend the ROC's sovereignty and work to protect Taiwan's dignity. With wisdom, let us create a brighter future for Taiwan and another prosperous century.

三、請將下列英文翻譯為中文。本題廿分

Breaking down the goals of our government's mainland policy, the Taiwanese people's core interests should include at least the following seven items: (1) Democracy. After two decades of democratic reform, democracy has already become a way of life and fundamental value of the Taiwanese people. (2) Sovereignty. Under our Constitution, the Republic of China is a sovereign and independent country. This is the highest common denominator that is accepted by Taiwan's ruling and opposition camps. (3) Security. Taiwan has the right to defend its own security. (4) The right of free choice on the future of cross-strait relations. Taiwan's future should be decided by the democratically and freely exercised choice of its 23 million citizens. (5) The right to meaningful participation in international space. As members of the global village, Taiwan's people have the right to participate in international affairs. (6) The right not to be discriminated against. International trade is the lifeblood of Taiwan's existence. It bears closely on the welfare and interests of all of Taiwan's people. (7) The survival right of the disadvantaged. One of the primary goals of ROC government policy is to establish a society in which wealth is distributed equitably.

Therefore, we have made a commitment to our traditional industries, farmers and workers, that they have the right to be protected and not to be sacrificed. In the next stage of economic and trade negotiations with the mainland, the ROC government will maintain a gradual and carefully sequenced pace of opening, and will institute accompanying support, assistance and relief measures, to ensure that the rights of disadvantaged groups are protected.

四、請將下列中文翻譯為英文。本題十分

在多元民主的社會，利害相關的個人、組織或是團體彼此間的互動關係會影響到他們對於公共政策的影響力，其所抱持的意識型態或信念、不同的動機、乃至於其所掌握資源的多寡，也會影響到其對於特定政策議題的意見和態度。因此，對於政策利害關係人進行分析，自然有其必要性。