

系所組別：工業設計學系丁組

考試科目：感性與認知理論

考試日期：0223 · 節次：3

※ 考生請注意：本試題不可使用計算機

## 1 Terminology

Please explain the following terms:

- 1.1 *Perception* (5%)
- 1.2 *Representation* (5%)
- 1.3 *Semantic differential method* (5%)
- 1.4 *Context mapping* (5%)

## 2 Analytical Writing<sup>1</sup>

The Analytical Writing section tests your critical thinking and analytical writing skills. It assesses your ability to articulate and support complex ideas, construct and evaluate arguments, and sustain a focused and coherent discussion. It has two questions, i.e. analyze an Issue, and analyze an argument.

The Issue task presents an opinion on an issue of broad interest followed by specific instructions on how to respond to that issue. You are required to evaluate the issue, considering its complexities, and develop an argument with reasons and examples to support your views.

The Argument task presents a different challenge from that of the Issue task: it requires you to evaluate a given argument according to specific instructions. You will need to consider the logical soundness of the argument rather than to agree or disagree with the position it presents.

The two tasks are complementary in that one requires you to construct your own argument by taking a position and providing evidence supporting your views on the issue, whereas the other requires you to evaluate someone else's argument by assessing its claims and evaluating the evidence it provides.

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<sup>1</sup> The instructions about Analytical Writing are copied from "An Introduction to the Analytical Writing Section of the GRE® revised General Test" published by Educational Testing Service (ETS).

(背面仍有題目，請繼續作答)

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## 2.1 Analyze an Issue

Please plan and compose a response that presents your perspective on the following topic. You are free to accept, reject, or qualify the claim made in the topic, as long as the ideas you present are clearly relevant to the topic. Support your views with reasons and examples drawn from such areas as your reading, experience, observations, or academic studies.

The examination committee will read your response and evaluate its overall quality, based on how well you

- consider the complexities and implications of the issue
- organize, develop, and express your ideas about the issue
- support your ideas with relevant reasons and examples
- control the elements of standard written English

You may want to take a few minutes to think about the issue and to plan a response before you begin writing. Be sure to develop your ideas fully and organize them coherently, but leave time to read what you have written and make any revisions that you think are necessary.

### Issue topic

*As Steve Jobs said "People don't know what they want until you give it to them", to survey the customers to grasp their feelings or kansei<sup>3</sup> are worthless.*

Discuss the extent to which you agree or disagree with the statement above and explain your reasoning for the position you take. In developing and supporting your position, you should consider ways in which the statement might or might not hold true and explain how those considerations shape your position. (40%)

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<sup>2</sup> Reinhardt, Andy. (1998, May 25). STEVE JOBS: 'THERE'S SANITY RETURNING'. *BusinessWeek*.

<sup>3</sup> The method to survey the customers to grasp their feelings or kansei is proposed by Nagamachi, Mitsuo. (2002). Kansei engineering as a powerful consumer-oriented technology for product development. *Applied Ergonomics*, 33(3), 289-294

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## 2.2 Analyze an Argument

Please plan and write a critique of an argument presented in the form of a short passage. A critique of any other argument will receive a score of zero.

The examination committee will read your critique and evaluate its overall quality, based on how well you

- identify and analyze important features of the argument
- organize, develop, and express your critique of the argument
- support your critique with relevant reasons and examples
- control the elements of standard written English

Before you begin writing, you may want to take a few minutes to evaluate the argument and to plan a response. Be sure to develop your ideas fully and organize them coherently, but leave time to read what you have written and make any revisions that you think are necessary.

### Argument topic

The following is an argument from Donald A. Norman<sup>4</sup>:

*“... Aesthetically pleasing objects enable you to work better. As I shall demonstrate, products and systems that make you feel good are easier to deal with and produce more harmonious results. When you wash and polish your car, doesn't it seem to drive better? When you bathe and dress up in clean, fancy clothes, don't you feel better? And when you use a wonderful, well-balanced, aesthetically pleasing garden or woodworking tool, tennis racket or pair of skis, don't you perform better?”*

Write a response in which you:

- discuss what specific evidence would be needed in order to evaluate the argument and (20%)
- explain how the evidence would weaken or strengthen the argument. (20%)

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<sup>4</sup> Norman, Donald A. (2004). *Emotional Design: Why We Love (or Hate) Everyday Things*. New York: Basic Books.