

國立陽明大學 107 學年度碩士班甄試

招生考試筆試試題

所組別： 視覺文化研究所

科目： 英文 請勾選： 碩士班 碩士在職專班

注意事項

1. 不必抄題，答案請標明題號，依序作答。
2. 題目中少數艱深英文單字，其後括弧中附有中文字義。

壹 閱讀能力測試 40%(請以中文闡述以下英文論文段落的要點，答題要領在於對文章融會貫通的理解，而非模糊的字面翻譯)

Consumer products and brands and the advertising that sells them aim to present an image of things to be desired, people to be envied, and life “as it should be.” Advertisements present an abstract world, often a fantastic one, that is situated not in the present but in an imagined future. Ads make promises—the promise of a better self-image, a better appearance, more prestige and fulfillment...as viewers we have a range of tactics with which to interpret and respond to the images of advertising, to negotiate meaning through them or to ignore them. Many contemporary advertisements interpellate consumers as savvy viewers who understand that ads promise more than they can deliver. Some ads present themselves as something other than ads—as art, as culture jams, and as forms of entertainment. Marketers sometimes use techniques of guerrilla marketing and viral marketing by which they attempt to tap into social networks in which consumers communicate with each other, and have made their messages integral to the online social networking that proliferates today. Consumerism is deeply integrated to the daily life and the visual culture of the society in which we live, often in ways that we do not even recognized.

(Quoted from Marita Sturken and Lisa Cartwright, *Practices of Looking*. Oxford: Oxford University Press, 2009, pp.265-266.)

貳 英翻中(題目出處僅供參考，不用翻譯) 45 %

1. Auteurism was also criticized on more practical grounds. Critics pointed out that it underestimated the impact of production conditions on authorship. The filmmaker is not an untrammelled artist; he or she is immersed in material contingencies, surrounded by the Babel-like buzz of technicians, cameras, and lights of the “happening” which is the ordinary shoot.

(Quoted from Robert Stam, *Film Theory: An Introduction*. Malden, Mass.: Blackwell

Publishers, 2000, p.90.) 15%

2. It took some time before the public learned that to appreciate an Impressionist painting one has to step back a few yards, and enjoyed the miracle of seeing these puzzling patches suddenly fall into place and come to life before our eyes. To achieve this miracle, and to transfer the actual visual experience of the painter to the beholder, was the true aim of the Impressionists.

(Quoted from E. H. Gombrich, *The Story of Art*. Oxford: Phaidon Press, 1989, p. 394.) 15%.

3. In fashion photography the consumption of ‘Other’ worlds is domesticated through the familiar context of the fashion magazine and the (more-often-than-not) white model. In some cases, it is hard to know where one genre ends and the other begins. Within fashion, the ordinary is made to appear extraordinary, and vice versa. Fashion photography, as I have already mentioned, it blatantly concerned with the constructed photography.

(Quoted from Liz Wells, ed., *Photography: A Critical Introduction*. London and New York: Routledge, 2000, p. 244.) 15%

參 中翻英 (題目出處僅供參考，不用翻譯) 20%

“巴洛克”(Baroque) 起初是一個具有貶抑的名詞。它的辭源相當奇特，是源自兩個 16 世紀流行的字。義大利文的 “barocco” 是指如中古時期般的賣弄學問 (pedantry) ；而葡萄牙文的 ‘barrocco’ 則是指變形的珍珠。兩者皆意味著偏離規範，所以 18 世紀中葉的理論家就以此來概稱那些對他們而言，不夠純粹和非理性的藝術作品，尤其是建築形式。

(引自 Hugh Honour, John Fleming 著，吳介禎等譯，《世界藝術史 》，台北：木馬文化，2001。頁 572。) 20%