

等 別：二級考試

類 科：博物館管理（選試英文）

科 目：英文（包括作文、翻譯與應用文）

考試時間：2 小時

座號：_____

※注意：(一)禁止使用電子計算器。

(二)不必抄題，作答時請將試題題號及答案依照順序寫在試卷上，於本試題上作答者，不予計分。

一、英譯中：請將下列英文翻譯成中文

(一) Museums without visitors would be like lifeless, empty halls with no purpose. This should remind us that the key role for museums is always to serve its visitors. To do this effectively and efficiently we have to understand the motivation and needs of different audience segments and create an atmosphere that offers a range of experiences. It is all about pulling down barriers and allowing visitor involvement and engagement, and at the same time conserving and securing the collection for future generations. (10 分)

(二) Collection management is an area of specialization within the museum profession that encompasses a wide range of activities. It includes conservation, registration, collecting and acquiring material, project management, administration, development of policy and procedure, fundraising, and compliance with local, national and international laws, treaties, and regulations. When managing collections, collection managers and registrars need not only to work with directors, curators, educators, students and volunteers but also to integrate collection management with other museum operations. (10 分)

二、中譯英：請將下列中文翻譯成英文 (20 分)

當代消費文化不僅影響我們的日常生活，也改變了我們的社會關係和生活方式，更決定著我們看待這個世界和自身的根本態度。從博物館發展的角度觀之，近年來全球各地博物館興建與成立風潮，與消費文化的關係亦極為密切。博物館作為當代文化實踐的重要場域，更應顧及大眾的生活模式，並思考作為消費文化的一環，應如何滿足今天人們的生活目的、願望與夢想，與人們的生存方式產生連結。

三、應用文：(30 分)

你是一位博物館管理員，有個國外小學來信表達想來你的博物館進行校外參訪，請用英文寫一封回信說明申請方式、學校參訪的相關規定及你的博物館可提供的協助。信函請以 Brian Lin 或 Nancy Lin 署名，否則不予計分。

四、作文：請以下列題目寫一篇約 300 字的英文作文 (30 分)

Consider the broad array of marketing efforts (logos, ads, tag lines, etc.) that museums attempt to place before potential audiences. What do you think is the most effective one?