

英文中譯 試題

(限用答案本作答)

1. Counterterrorism officials around the world struggled to analyze the implications of the attacks for their own cities. None of the lessons are comforting. The new terrorists may think they must create mass casualties or risk being ignored by the media. (15%)
2. Radicals have learned to exploit vulnerabilities. Shopping malls, casinos, theme parks and stadiums share vulnerability to the sort of attacks seen in Madrid. Owners of these facilities have feared that a few such attacks, indeed even just one, would keep customers away long enough to bring bankruptcy. (15%)
3. Mad-cow disease? They should call it mad-human disease! Only we humans would make a cannibal out of a vegetarian animal by feeding it contaminated meat-and-bone meal, exposing it to a horrible nervous disorder and then be mainly concerned with our inability to eat it. Which species, I ask, is mad? (15%)
4. The top five global bands are Coca-Cola, Microsoft, IBM, GE, and Intel. The brand value of Coca-Cola in 2003 is \$70.45 billions, the new variations such as Vanilla Coke and a lemon-flavored diet drink help the soft-drink icon remain bubbly. (15%)
5. Steadily falling film sales and a sputtering digital strategy could mean that Kodak's moment has passed. The percent change of this number 34 brand is minus nineteen, from \$9.67 billions in 2002 to \$7.83 billions in 2003. (10%)
6. Milking the Millennium: With the year 2000 looming, the confectioner has begun promoting M&M's as "The Official Candy of the New Millennium." Since "M" is the Roman numeral for 1,000, the candy's name literally adds up to 2,000--- giving the brand an unrivaled millennium tie-in. (10%)
7. Crashing and Clashing --- More Rail Wrecks Raise Hackles: Is British Rail, that normally reliable grandmother of modern transport, losing its safety edge? (10%)
8. Deep Dreams: Japan inaugurates a new era of ocean exploration, with the United States close behind. What findings await the aquanauts of this uncharted world? (10%)

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