


試題本文

The Spanish flu happened in the fall of 1918, and now we have Covid-19. The Spanish flu and Covid-19 are quite different, and the world of medicine has changed a lot since then. However, newspaper ads from 1918 show that the two moments are the same in some ways, such as the advice of washing hands, staying away from crowds, and wearing masks. Like today, people were running low on masks in 1918. Several newspapers ran ads to teach people how to make their own masks. Today, while it's widely known that homemade masks do not stop the spread of Covid-19, many people are still making their own ones.

Besides, in 1918, some business owners took advantage of public fears to sell things that had nothing to do with medicine, such as milk, vegetables, and even bikes. They knew that people would try anything to keep themselves from catching the flu. More than a hundred years later, some health advice has spread quickly on social media. In China, a woman was sent to the hospital after eating 1.5 kilograms of garlic. Garlic might be good for health; however, it won't stop Covid-19. The Spanish flu has helped change the public health care for the better, but perhaps not much has changed in the world of advertisements.

 Spanish 西班牙, fear 恐懼, garlic 大蒜

參考資料

1. https://time.com/5810695/spanish-flu-pandemic-coronavirus-ads/?utm_source=facebook&utm_medium=social&utm_campaign=editorial&utm_term=history_health&linkid=85228595&fbclid=IwAR10Lrbt_OYY-RgfWLXrHecOGhPjIAuYMJEyTccUiF0Cju5cLCfN0979X6g
2. <https://tw.appledaily.com/politics/20200414/FEVKRASFS4ODTVGWBSTTHM7XA/>

Q1

Which ad is NOT designed to help grow one's business by taking advantage of public fears?

A.

Eat More Fruit

One of the best ways to keep you healthy and drive away Covid-19.



B.

Save Yourself from Covid-19!



Follow these simple rules:

1. Wear a mask in public places.
2. Don't take crowded buses or trains.
3. Don't put pencils or fingers in your mouth.

C.

Ride a Bicycle and Keep Well!

Ride a bike to and from work to get away from the crowds.

Enjoy the fresh air around you,



not the Spanish flu.



Bikes on sale now!

D.



The tape recorder will drive away

Spanish Flu.

Keep away from crowded theaters.

Stay at home and enjoy your own theater with your tape recorder.



正解 : B

Q2

What can we learn from the reading?

- (A) Drinking milk helped people recover from the Spanish flu quickly.
- (B) The world of medicine has not changed at all since the Spanish flu.
- (C) More than a century ago, people had to deal with fears over the Spanish flu.
- (D) People make their own masks at home because homemade ones are more fashionable.

正解 : C

Q3

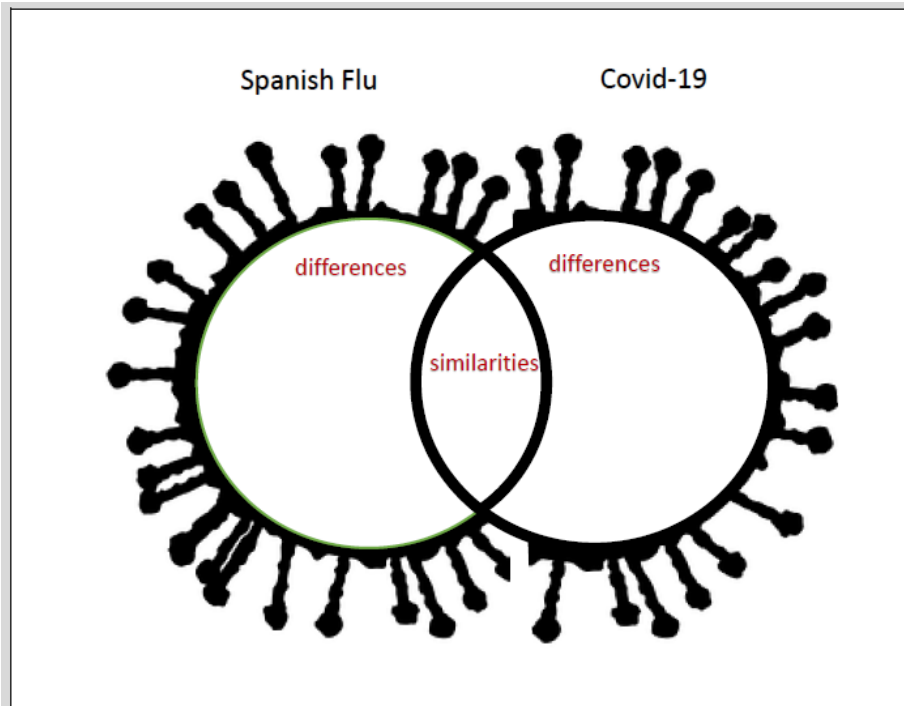
Which is the best title for the reading?

- (A) Face masks in fashion
- (B) The history of Spanish flu
- (C) Covid-19: A global problem
- (D) Advertisements then and now

正解 : D

Q4

Directions: History repeats itself—What do Spanish flu and Covid-19 have in common? How are they different? Compare Spanish flu and Covid-19, and write down their differences and similarities in the circles below.



❖ 【差異化設計】閱讀分析任務：

Directions: History repeats itself - What do Spanish flu and Covid-19 have in common? How are they different? Write things that are different in the outer circles, and things that are alike in the center circle.

People make their own masks.	Poor public health care.	
Stay away from crowds.	It happened in 1918.	
Masks are running low.	Good public health care.	
It happened in 2020.	Wash hands.	People wear masks.
Advertisers take advantage of public fear to sell products.	Medicine.	

參考答案：


分類時必須提到下列幾點：

1. 西班牙流感和新冠肺炎發生時，廣告或大環境的相同處，例如：
 - a. running low on masks
 - b. the advice of washing hands, staying away from crowds, and wearing masks
 - c. people making their own masks
 - d. ads taking advantage of public fears to sell things
 2. 西班牙流感和新冠肺炎發生時，廣告或大環境的相異處，例如：
 - a. medicine
 - b. the public health care
 - c. the years when the Spanish flu and Covid-19 happened
 3. 西班牙流感和新冠肺炎的異同處必須填入正確的框框裡。
 4. 如果寫出文章中未提及的正確資訊，例如將 virus 填入相異框框裡，也給予分數。
- ❖ 差異化閱讀分析任務：
1. 能分析題目提供的選項為相異或相同，並正確的填入表格中。


Q5

What do you think of the advertisement below? Will you buy the Super Face Mask after reading the ad? Why or why not? Please specify your reasons based on the reading and the ad.

Who can save you?



Super Face Mask



Save yourself from Covid-19!

And don't lose your loved ones to Covid-19.

Super Face Mask is here to help.

Our masks can prevent you from catching Covid-19

100 hundred percent!!!

What are you waiting for?

Get Super Face Mask before it's too late.

❖ 【差異化設計】口說任務：

Read the advertisement above and answer the questions.

1. What is the name of the product?
2. What is the first thing that catches your attention?
3. Do you think the advertiser tries to trick you into buying the product?

4. How does the advertiser make you think you should buy the product?
5. Will you buy the product? Why or why not?

參考答案：

討論時必須提到下列幾點：

1. 選擇要或不要買口罩。
2. 提出選擇要或不要的理由，理由必須以文本及海報中所提到的細節為依據，例如：如果選擇不要，理由可以是 I think the ad is taking advantage of public fear. (文本)，I don't think a mask can prevent people from getting Covid-19. (海報)。如果選擇要，理由可以是 I think masks can help stop the spread of Covid-19. (個人意見)

學生須針對自己的選擇提出合理的解釋與說明。

❖ 【差異化設計】口說任務：

必須根據海報或個人意見回答 1-5 題。例如：

1. It's Super Face Mask.
2. The mask can prevent me from catching Covid-19, 100%.
3. Yes, I think the advertiser tries to trick me into buying the mask.
4. The advertiser says that the mask can prevent me from catching Covid-19, 100%.
5. No, I won't buy the mask because it sounds like a magic mask.