

# 111 學年度大專校院學生雙語化學習計畫

## 管院週英語朗讀競賽辦法

**主辦單位：**明新科技大學 管理學院 行銷與流通管理系

**比賽宗旨：**為了提升學生英語學習興趣及增進學生語文素養。

**比賽日期：**112 年 5 月 10 日(星期三) 下午 1:30~3:30。

**比賽地點：**管理學院 6 樓 600 教室。

**報名網址：**<https://forms.gle/zGLtw4kBHPTwJsgl7>

**參加對象：**明新科技大學管理學院全體學生(每系得報名至少 2-3 人)

**比賽方式：**比賽方式由參賽同學自選一篇指定文章，依序上台朗誦，

最後依據評審得分，取前六名，並發給獎金及獎狀。

**評分標準：**發音語調：40%、流暢度：20%、情感表達：20%、創意：20%。

總分相同時，以發音語調分數較高者獲勝。

發音語調分數相同時，以流暢度較高者獲勝，以此類推。

**獎勵方式：**

第一名 頒發獎金 3,500 元、獎狀乙紙。

第二名 頒發獎金 2,000 元、獎狀乙紙。

第三名 頒發獎金 1,000 元、獎狀乙紙。

優勝三名 頒發獎金 500 元、獎狀乙紙。

**注意事項：**

1. 比賽順序，由行銷系決定，名單將於 5 月 8 日公告於行銷系網頁上。
2. 請參賽選手進入教室時先簽到，完成報到手續。

英語朗讀題目如附件一，參賽者任選一篇朗誦 3 分鐘。



## 附件一：

# Commencement Speech by Steve Jobs

Steve Jobs: “Don’t waste your time living someone else’s life”

Steve Jobs cofounded **Apple Computer Inc.** at age 21 in 1976, got fired in 1985, and returned in 1997 to lead one of the most remarkable corporate turnarounds in business history. The product and marketing visions he has since executed have elevated him to the status of a business and media superstar. Steve Jobs had a cancerous pancreatic tumor removed in 2004 and underwent a liver transplant in 2009.



In his 2005 commencement address at Stanford University, Steve Jobs urged graduates to pursue their dreams and fulfill the opportunities in life’s setbacks:

- *Sometimes life hits you in the head with a brick. Don’t lose faith. I’m convinced that the only thing that kept me going was that I loved what I did. You’ve got to find what you love. ... Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.*
- *Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.*

# Commencement Speech by J.K. Rowling

## J.K. Rowling: “The benefits of failure”

J.K. Rowling, the celebrated author of the Harry Potter series of fantasy novels, is a classic “rags to riches” life success story. At the age of 28, as a depressed, unemployed single mother who lived on welfare, J.K. Rowling started writing the first Harry Potter book at a café. Within five years, thanks to the success of Harry Potter, she rose from obscurity to literary prominence and became a billionaire.



In her 2008 commencement address at Harvard University, J.K. Rowling urges graduates to persist through failures and despondency:

- *Failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me. ... Rock bottom became the solid foundation on which I rebuilt my life.*
- *Failure gave me an inner security that I had never attained by passing examinations. Failure taught me things about myself that I could have learned no other way. I discovered that I had a strong will, and more discipline than I had suspected; I also found out that I had friends whose value was truly above the price of rubies.*
- *The knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive. You will never truly know yourself, or the strength of your relationships, until both have been tested by adversity.*

# Commencement Speech by Bill Gates

## Bill Gates: “Address the world’s deepest inequities”

Bill Gates, the co-founder of Microsoft and Corbis, is currently the world’s most influential philanthropist. His Bill and Melinda Gates Foundation has donated billions of dollars to world health causes, particularly toward the eradication of infectious diseases.



In his 2007 commencement address at Harvard University, Bill Gates urged graduates to discover and help solve the health and social inequalities that the world faces:

- *I left Harvard with no real awareness of the awful inequities in the world—the appalling disparities of health, and wealth, and opportunity that condemn millions of people to lives of despair. ... Humanity’s greatest advances are not in its discoveries—but in how those discoveries are applied to reduce inequity. Whether through democracy, strong public education, quality health care, or broad economic opportunity—reducing inequity is the highest human achievement.*
- *If you believe that every life has equal value, it’s revolting to learn that some lives are seen as worth saving and others are not. ... I hope you will come back here to Harvard 30 years from now and reflect on what you have done with your talent and your energy. I hope you will judge yourselves not on your professional accomplishments alone, but also on how well you have addressed the world’s deepest inequities ... on how well you treated people a world away who have nothing in common with you but their humanity.*

# Achieving Perfection in Your Business

You've done your homework, done your benchmarking, and studied various management methods. Think you've found the perfect management strategy? Think again.

Consider your internal benchmarks. Have you set goals? Have you taken an honest assessment of your strengths and weaknesses? If you have, you're off to a good start. Quality management within your company is the key to success.

Look at your competitive benchmarks next. Believe me, your competitors are looking at you, too. Achieving perfection means being a leader in your industry. But there's more. Keep an eye on what is going on in other industries. Functional benchmarks offer an opportunity for improvements across a variety of industries and organizations. Don't overlook this valuable tool.

Our recent study looked at best practice in the field of manufacturing and applied our findings to other industries at random. As far as management goes, we found that the top performers had the skills to be leaders in any industry.

For example, take the six sigma strategy, developed by an electronics company. Certainly, it has its detractors, but there is great value in the basic system. It also shows that a good business strategy can be beneficial far beyond its original industry.

# Airport & Boarding Announcement

Good afternoon passengers, this is the pre-boarding announcement for flight CX 800 to Hong Kong. We are now inviting those passengers with small children and any passengers requiring special assistance.

To begin boarding at this time, please have your passport and boarding pass ready. Regular boarding will begin in approximately 10 minutes, thank you.

Attention please! This is the final call for Cathay Pacific CX 800 to Hong Kong, departing passengers should proceed to gate 5.

Ladies and gentlemen, we are expected to be in the air in approximately 10 minutes.

Welcome aboard, ladies and gentlemen. Please fasten your seatbelt. buckle your belt. To fasten your seatbelt, insert the metal into the buckle, and the strap can be adjusted.

For personal electronic devices, please switch off your Wi-Fi and Bluetooth now or set them to airplane mode.

You can place any small items underneath the seat in front of you.

Smoking or using e-cigarettes anywhere in the airplane is not permitted, and it's against the law.

The oxygen mask will drop automatically in an emergency.

Enjoy your flight. Thank you!

# **Business TIMEKEEPING**

**Seminar with Keith Tyler  
Wednesday 3:00pm, Conference Room C**

Are you always trying to make up for lost time? Do you sometimes feel there are not enough hours in the day?

If you said "yes", your business might be suffering. You can't run a business behind schedule, or you'll delay sales and lose profits.

You can't be late when making payments or you'll lose your best suppliers. And you can't set new deadlines for the completion of your projects or you'll discourage investors.

Come to Keith Tyler's seminar on Business Timekeeping and learn the secrets of how to keep track of your workload. Learn how to prioritize and set realistic deadlines. Find out the best ways to delegate work to other people or other businesses. Learn how you can minimize distractions and interruptions and maximize your concentration levels. With these handy tips, your business will soon run efficiently and ahead of schedule.



TED in 3 minutes 專輯選了 5 個影片，同學可以從中學到英文、演講書寫與表達，還可以看到不同有創意、有啟發性的觀點。所有影片都 3 分鐘左右，有口中英口譯文資料，參賽同學可以把它修正(短)成他或她這個人可以在 3 分鐘內朗讀的內容。

1. Try something new for 30 days

[https://www.ted.com/talks/matt\\_cutts\\_try\\_something\\_new\\_for\\_30\\_days?referrer=playlist-ted\\_in\\_3\\_minutes&autoplay=true](https://www.ted.com/talks/matt_cutts_try_something_new_for_30_days?referrer=playlist-ted_in_3_minutes&autoplay=true)

2. 8 secrets of success

[https://www.ted.com/talks/richard\\_st\\_john\\_8\\_secrets\\_of\\_success?referrer=playlist-ted\\_in\\_3\\_minutes&autoplay=true](https://www.ted.com/talks/richard_st_john_8_secrets_of_success?referrer=playlist-ted_in_3_minutes&autoplay=true)

3. Photos from a storm chaser

[https://www.ted.com/talks/camille\\_seaman\\_photos\\_from\\_a\\_storm\\_chaser?referrer=playlist-ted\\_in\\_3\\_minutes](https://www.ted.com/talks/camille_seaman_photos_from_a_storm_chaser?referrer=playlist-ted_in_3_minutes)

4. Philosophy in prison

[https://www.ted.com/talks/damon\\_horowitz\\_philosophy\\_in\\_prison?referrer=playlist-ted\\_in\\_3\\_minutes&autoplay=true](https://www.ted.com/talks/damon_horowitz_philosophy_in_prison?referrer=playlist-ted_in_3_minutes&autoplay=true)

5. Remember to say thank you

[https://www.ted.com/talks/laura\\_trice\\_remember\\_to\\_say\\_thank\\_you?referrer=playlist-ted\\_in\\_3\\_minutes&autoplay=true](https://www.ted.com/talks/laura_trice_remember_to_say_thank_you?referrer=playlist-ted_in_3_minutes&autoplay=true)