

國立嘉義大學九十五學年度

外國語言學系碩士班招生考試（甲組）試題

科目：應用語言學

I. Define or describe the following linguistic terms in English. Limit your answer to no more than 100 words for each item. (20%, 5% each)

1. 'matched guise' in language attitude study
2. bottom-up processing
3. language planning
4. corpus linguistics

II. Essay Question: Answer each question in a concise yet informative way. (80%, 20 % each)

1. What are the linguistic politeness rules given by Robin Lakoff, Jeffrey Leech, Penelope Brown, Stephen Levinson, and Yueguo Gu? Are they suitable for Chinese/Taiwanese society? Justify your answers.
2. What different impressions can Taiwanese people make if they choose to speak in a Mandarin context with code-switching to (a) English, (b) Taiwanese, (c) Japanese, and (d) pure Mandarin without code-switching?
3. What are the purposes of applied linguistics as contrasted to theoretical linguistics? List FIVE topic areas that you consider crucial to the field of applied linguistics. Briefly explain what each area is about.
4. According to Elaine Tarone and Liu Guoqiang, a learner may seem to have mastered a given target language form in one social context, yet in another social context produce a quite different variant of that form. What causes the variation in performance? Draw on your personal experiences to answer this question.