

# 美和學校財團法人美和科技大學

## 105 年度教師產學合作計畫 結案報告

計畫名稱：更新與維護屏東縣政府衛生局 105 年度英語網頁

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計畫主持人：黎瓊麗

共同主持人：黎鴻彥、陳淑華、楊致慧、Sandy Haggard

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## 更新與維護屏東縣政府衛生局 105 年度英語網頁

近幾年來，屏東縣政府致力推動觀光產業已逐漸呈現成效，衛生局隸屬於屏東縣政府，也肩負協助屏東縣政府推動觀光產業的義務與責任。本計畫之目的除了協助更新與維護屏東縣政府衛生局的英文網頁之外，並定時提供觀光相關的雙語資訊，使民眾或觀光客進入衛生局的網站除了可獲得衛生相關的雙語資訊之外，也能汲取觀光方面的雙語資訊，如此有助於屏東縣政府推動觀光產業，網路無遠弗屆，因此，要邁向國際化與全球化，英文是重要的工具與媒介，網站目前已成為個人或各單位行銷或提供訊息的重要途徑，網站要普及化，必先克服使用英文網頁的障礙，隨著世界的流動，在台生活的外籍人士日益趨多，因此，了解台灣各種政策與法規的需求更顯迫切，如此，外籍人士才能在台灣穩定的生活，衛生機關許多措施與政策都與人民生活密切相關，對在台的外籍人士而言亦同，另外，隨著台灣觀光政策的開放，以及政府大力推動觀光產業，近年來來台觀光的人數穩定成長，由其是大陸觀光客更是倍數成長，屏東縣具備天然豐富的觀光資源，更能吸引觀光人口的造訪。所以，如何讓外籍人士能迅速又正確地擷取所需的健康與衛生及觀光資訊是相當重要的，這過程中，英文網頁的更新與維護扮演舉足輕重的地位，更新及維護英文網頁對許多機構而言是困難且繁瑣的，若能藉由學術單位的外語及觀光專業教師之協助，應能提供外籍人士友善的英文網頁環境，透過學界與產業的合作，讓學界有機會更深入認識產業界與服務社區，也讓產業界了解學界可提供專業的服務，共創雙贏局面。

**關鍵詞：**英文網頁，網站，全球化，國際化，觀光

## Maintain and Update the English Website of Public Health Bureau, Pingtung County Government in 2016

In those years, Pingtung County Government makes efforts to promote tourism industry in order to bring tourism benefits and market Pingtung County. The Public Health Bureau, a part of Pingtung County Government, has the obligation and responsibilities for assisting Pingtung County Government to promote tourism industry.

The purpose of the project is to help maintain and update the English website of Public Health Bureau, Pingtung County Government, to provide the public medical, healthy, and tourism information in English. With the advent of technology, internet has become an essential way to communicate with each other. In

order to move towards internationalization and globalization, English is an important communicative tool all over the world. Recently, more and more foreigners live and travel in Taiwan; therefore, it is necessary for them to get related information from the English websites of government institutions at any time because a lot of policies and regulations are connected with the public. In other words, English website is an important medium between government institutions and foreigners. However, how to present correct information in English is a big challenge for many government institutions because they do not have professional specialists. To solve the problem, through the cooperation between universities and government institutions, universities can provide professional knowledge and techniques in English and information, and government institutions can create a user-friendly environment for foreigners. Moreover, under this condition, universities have much more opportunities to understand what kind of service government institutions can provide the society. On the other hand, government institutions would realize universities are a great social resource for the public and community. By this way, it is much easier to create a win-win status for both universities and government institutions.

**Keywords: English webpage, website, globalization, internationalization, tourism**

### **研究背景、動機與目的**

根據交通部觀光局統計資料，104 年來臺旅客為已超過 1300 萬人次，與 103 年 1184 萬人次相比較，成長 9.8%。其中 104 年「觀光」目的旅客有 750 萬人次，由以上資料顯示，觀光產業因為來臺觀光的人數成長而將更加欣欣向榮，政府近幾年來致力發展觀光產業，也從政策面著手，如 2002 年發展台灣為永續觀光的「綠色矽島」；2004 年訂為「台灣觀光年」，2005 年推動「旅館等級評鑑制度」，以星級標識取代「梅花」標識，使我國之旅館管理體制與國際接軌，便利消費者辨識；2006 年建立台灣觀光國際品牌形象，持續以 "Taiwan, Touch your heart" 為國際行銷的 Slogan；2007 年以「美麗臺灣」、「特色臺灣」、「友善臺灣」、「品質臺灣」及「行銷臺灣」為主軸，全方位打造優質的旅遊環境；2008 年啟動「2008-2009 旅行台灣年」；2009 年推動「2009 旅行台灣年」及「觀光拔尖計畫」，並落實「重要觀光景點建設中程計畫」以「再生與成長」為核心基調，朝「多元開放，佈局全球」方向，打造台灣為亞洲主要旅遊目的地。

到了 2010 年則推動「觀光拔尖領航方案」，朝「發展國際觀光、提升國內旅遊品質、增加外匯收入」之目標邁進，讓世界看見台灣觀光新魅力；而 2011 年推動「觀光拔尖領航方案」及「旅行臺灣·感動 100」工作計畫，朝「發展國際觀光、提升國內旅遊品質、增加外匯收入」之目標邁進，讓世界看見台灣觀光新魅力；2012 年持續推動「觀光拔尖領航方案」及「重要觀光景點建設中程計畫」，並以「Taiwan-the Heart of Asia 亞洲精華 心動台灣」及「Time for Taiwan 旅行台灣 就是現在」為宣傳主軸，逐步打造臺灣成為「亞洲觀光之心(星)」；2013 年持續推動「觀光拔尖領航方案」及落實行政院「經濟動能推升方案」之「優化觀光提升質量」工作，建構質量併進的觀光環境；並以「旅行臺灣 就是現在」為行銷主軸，訴求全球旅客體驗臺灣的美食、美景與美德。2014 年持續推動「觀光拔尖領航方案」、「重要觀光景點建設中程計畫」及「經濟動能推升方案」之「優化觀光提升質量」，並深化「Time for Taiwan 旅行臺灣 就是現在」的行銷主軸，在「創新」及「永續」的施政理念下，質量並進推展觀光。2015 與 2016 年觀光政策推動「觀光大國行動方案」、「重要觀光景點建設中程計畫」，深化「Time for Taiwan 旅行臺灣就是現在」的行銷主軸，以「優質、特色、智慧、永續」為執行策略，逐步打造臺灣成為質量優化、創意加值，處處皆可觀光的觀光大國。可見，為了推動觀光產業，政府每年都配合不同的主題來行銷觀光，各單位也應協助政府發展觀光產業。

依據行政院 97 年 10 月 30 日院授主忠三字第 0970005767A 號函送 98 年度政府公共建設計畫先期作業審議結果建議事項略以：「為因應全球化趨勢，除依本計畫推動營造外國人在台之國際生活環境外，請研考會會同教育部，另案研議愛台十二項建設中有關智慧台灣—人才培育項下有關『加強語文教育』相關措施，以營造本國人提升英語能力之環境。」另外，依據行政院營造國際生活環境推動小組 98 年 3 月 2 日召開第 2 次會議，討論「提升國人英語能力建設計畫(草案)」。

綜觀國際活動及會議，英語是主要的溝通語言，無疑地，為了能在國際舞台上具有一席之地，具有國際化的英語能力是不可獲缺的工具，「英語能力」不但是全球化與國際化的關鍵能力，「英語能力」也能提升產業國際服務力，「英語能力」更可強化城市與全球的連結。

因應台灣邁向全球化與國際化的舞台，各機關單位無不竭力營造友善外國人的生活環境，以致道路標示、設施使用說明、引導路線等皆以雙語呈現，網路已是現代人蒐羅資訊的便利工具，許多的行銷策略也藉用網路的便利性與滲透性達到宣傳的目標，因此，各機關可透過英文網頁將欲宣導的政策或相關消息讓外籍人士迅速獲得，屏東縣政府近年致力推動觀光產業，也希望全民

共同行銷屏東縣，衛生局隸屬於屏東縣政府，也有責任與義務協助推動屏東縣的觀光產業，所以，透過英文網頁內容提供外籍人士醫藥及觀光相關的重要資訊是相當可行的管道，透過學界與機關單位的產學合作，由機關單位提供欲發佈的相關資料，學界提供外語及觀光的專業知識，共同提升台灣雙語環境的水準，合力共創友善外籍人士的生活環境。

基於共創社區進步與服務社區的理念，研究者希望透過外語及觀光專業之能力，提供屏東縣政府衛生局在英文網頁內容上之協助，適時更新其英文網頁內容，也藉此協助台灣之外籍人士經由屏東縣政府衛生局的英文網頁，了解目前台灣地方衛生單位的重要宣導政策及觀光資訊，並及時獲得相關的醫療衛生與觀光旅遊訊息，另外，提供英語學習平台給屏東縣政府衛生局的網站瀏覽者學習實用英語的機會。

### 文獻探討

環視台灣各機關學校單位的中文網頁幾乎都已建置的相當完整，民眾可迅速連線獲得該單位的相關資訊，但英文網頁相較之下就顯得簡單貧乏許多，甚至出現不正確或不適當的用法，導致在外的外籍人士在尋找相關資訊時相當困擾；事實上，網頁呈現的目的不在炫麗奪目，而在資訊的傳遞，所以正確地傳遞資訊是英文網頁的重點與目標，一般來說，學術機構的英文網頁較為完整，因為學術單位有較多可提供語言與資訊方面的人才，但是，製作英文網頁對一般機關單位來說，卻是一項艱苦又棘手的工程，因此，多數機關單位的英文網頁不外乎委外製作，但是品質的維護就很難掌控，資料的更新更是不易，若能透過學界的協助，對於機關單位可能會是較可行的辦法。

以屏東科技大學為例，為了促使各單位英文網頁的建置與內容的充實度，2005年5月制定了中英文網頁比賽評審細則，另外，高雄醫學大學於2008年9月進行英文網頁建置計畫，要求各單位於3個月內完成英文網頁的建置，為確保品質也舉辦各單位的英文網頁比賽，由此足見學術單位對英文網頁的要求與重視，事實上，目前許多學校除了以比賽方式催生英文網頁之外，還要求定期更新網頁內容，以提供外界最新資訊，並將其當成績效評核的標準；另外，中國大陸的一些學者也對於高校或企業的英文網頁做了分析或研究，例如，張新軍、楊慧(2003)表示譯文讀者的接受性，決定著譯文資訊傳播的有效性，透過調查外國受試者對中國高校英文網頁的反應和態度，對翻譯中的一些普遍的問題進行分析，並提出建議。范勇(2005)則以翻譯目的論的原理為理論框架，從翻譯的目的性出發，

並參考譯語文化中的平行文本，舉例分析了中國一些重點大學網站英文版"學校概況"中存在的功能性、文化性以及語言性翻譯失誤的現象，並指出，產生這些失誤的根源在於譯者缺少翻譯的目的意識。

再者，楊曉斌 (2007) 指出越來越多的中國公司在互聯網上建立自己的網站，使用兩種甚至多種文本製作網頁，力求更好地宣傳自己的產品、挖掘潛在的市場、樹立企業的形象，從理論上講，這是個十分經濟有效的辦法，但在實踐中未必盡如人意，通過實際調查分析發現，中國公司網頁多半採用中英文兩個文本製作，其中英譯文本品質問題是影響產品促銷和企業形象的主要因素，因此，建議重視網頁翻譯工作，尤其要避免誤譯現象，搞好公司的對外宣傳。范勇 (2008) 曾對中國高校英文網頁存在問題研究，提出看法。

此外，韓孟奇 (2008) 發現中國著名企業的英文版網頁普遍存在與翻譯目的論相悖的問題，如功能性、文化性、語言性翻譯失誤等等，影響宣傳效果甚至自身形象，其運用目的理論，分析了一些著名企業英文版網站"企業概況"中存在的失誤，目的在促使目前的企業英文版網頁狀況得以改善。韋曉萍、劉明忠 (2009) 運用功能翻譯理論研究企業網站英語翻譯策略，提出企業網站的翻譯是一種有目的的行動交往的觀點，翻譯的目的就是傳播企業資訊和文化，吸引受眾購買或消費企業產品，翻譯策略受翻譯目的支配；文本類型理論也對翻譯策略的運用起著指導作用，並討論企業英語網站翻譯策略。

近來，李海玲 李海麗 (2009) 指出高校的英文網頁簡介已發展成為展示學校形象的重要視窗，但其在對外宣傳過程中所起到的作用並不盡如人意，主要是由於英漢高校簡介在語言和文化等方面存在著種種差異，其從功能翻譯理論視角對學校網頁簡介的翻譯作了初步的探討，提出闡釋性增譯、改寫或重組以及零翻譯可以作為網頁簡介翻譯的有效策略。還有，李元青 (2009) 曾分析中美高校在介紹文本內容方面存在的不同傾向，並著力探究中國高校英文網頁在文本介紹內容上的不足與欠缺之處，並提出相應的改進意見。由以上可見，中國大陸也意識到網路無遠弗屆，若英文網頁做的好不但可提升自我形象，也是邁向全球化的最佳捷徑。

在台灣，政府也了解英文網頁的重要性，為了督促公家單位製作英文網頁，提供在台外籍人士相關的資訊，行政院研考會還提供了製作網頁的要素配置表，如表 1 所示。

表 1 網頁組成要素配置表

名稱	所在頁面	位置	使用文字 (註：標籤名稱與呈現方式)	建議說明
網站名稱與識別	全站	左上	呈現中文 / 英文全名與識別	按標誌可回到首頁

標誌			標誌	
網站地圖	全站	右上	中文版：網站地圖 英文版：Sitemap	提供全網站架構並提供連結。
回首頁	非首頁	右上	中文版：回首頁 英文版：Home	點選後可回到首頁。
意見信箱	首頁	右上	中文版：意見信箱 英文版：Feedback	以表單方式為主要填寫介面。
常見問答	首頁	右上	中文版：常見問答 英文版：FAQs	點選可進入常見問答（FAQs）頁面
語言版本切換按鈕	首頁	右上	如： English（可連至英文版） 中文（可連至中文版） 日本語（可連至日文版）	語言版本切換按鈕直接以該語言呈現，點選可切換至中文／英文版本網站首頁。
PDA 版本	首頁	右上	中文版：PDA（連至中文版 PDA） 英文版：PDA（連至英文版 PDA）	設計 PDA 版本時，宜考量符合 PDA 裝置的版面大小，並考量連線速度，提供適合的內容。
全站搜尋	首頁	不限	中文版：全站搜尋 英文版：Search	輸入關鍵字按 Enter 鍵可進入檢索結果，並輔以進階檢索或檢索操作說明。
雙語詞彙	首頁	不限	中文版：雙語詞彙 英文版：Bilingual Glossary	
RSS	首頁	不限	中文版：RSS 英文版：RSS	點選後進入 RSS 訂閱單元。
資料日期	全站適當處	不限	按照 ISO 標準，即 YYYY-MM-DD	針對新聞稿、活動訊息、最新消息、公告文書等動態訊息，提供發布與截止日期。
留言版	首頁	不限	中文版：留言版 / 討論區 / 論壇 英文版：Message Board / Discussion Forum/ Forum	建議機關提供留言版時，同時制定明確的管理與使用規則，避免公共討論區淪為民眾謾罵空間。
會員專區	首頁	不限	中文版：會員專區 英文版：Member Login	可於首頁提供會員輸入帳號密碼的輸入方框，搭配忘記密碼與申請會員的連結。網站可以 email 主動告知會員最新資訊。
便民服務	首頁	不限	中文版：便民服務	讓使用者不需下載填寫表單，可於

			英文版：Online Service	線上申辦完成。標示各項申辦案件的聯絡窗口、作業流程及相關屬性讓民眾在申辦前即能得到充份資訊。
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隱私權政策	首頁	下方	中文版：隱私權政策 英文版：Privacy Policy	連結至 隱私權 政策說明頁面。
網站安全政策	首頁	下方	中文版：網站安全政策 英文版：Security Policy	連結至網站安全政策說明頁面。
我的 E 政府識別標誌	首頁	下方	呈現「我的 E 政府」識別標誌 中文版的 Alt 標籤：我的 E 政府 英文版的 Alt 標籤：The E-government Entry Point of Taiwan	依據各網站設計的色系，製作 43x46 像素的圖片檔（可至本規範網頁下載圖片原始檔），並連結至「我的 E 政府」網站。

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## Gene-editing heals mice with muscular dystrophy (2016/1/2)

For the first time, researchers have succeeded in reversing a degenerative illness in mice, using a revolutionary gene-editing technique that one day may help cure similar diseases in humans.

Researchers employed a technique known as CRISPR — clustered regularly interspaced short palindromic repeats — to cure an adult mouse model suffering Duchenne muscular dystrophy, a disorder that affects one in every 5,000 baby boys.

Duchenne muscular dystrophy causes progressive weakness because of genetic mutations that interfere with the production of dystrophin, a protein needed to form healthy muscle.

The novel gene-editing technique fixes mutations that cause genetic diseases by making precise changes to the DNA of the ailing subject, using non-pathogenic viruses as delivery vehicles for the modified genes.

## **Smokers in Italy hit with new fines to protect the young**

**(2016/02/04)**

Smokers in Italy are now facing fines of up to 500 euros (US\$600) if they light up in a car occupied by a child or pregnant woman — or if they toss a cigarette butt on the street — after new health and environmental laws went into effect on Feb. 2<sup>nd</sup>.

The smoking prohibitions extend bans on smoking in offices, restaurants, cinemas and other public places to the more private sphere of a car. They also specifically target pediatric hospitals and other medical facilities catering to pregnant women and newborns in a bid to cut the estimated 70,000-83,000 deaths a year the government attributes to tobacco smoke.

The measures are contained in a new law conforming to EU regulations aimed at dissuading young people from taking up the habit. They impose hefty fines on shopkeepers who sell to minors and cigarette producers who market to them, and include new requirements for warnings on cigarette packages.

The separate law against tossing cigarette butts is part of an anti-litter regulation that also punishes spitting gum onto the ground or tossing shopping receipts on the street.

## **Happiness, joyful events can break your heart (2019/03/04)**

Joyful events — the birth of a child, a big win by your team — can trigger a dangerous condition called the "broken heart syndrome," doctors and researchers reported on March 3<sup>rd</sup>.

Takotsubo Syndrome, as it is also known, involves the sudden weakening of heart muscles, causing the left ventricle — the chamber which pushes oxygen-rich blood through the body — to balloon out abnormally at the bottom.

Besides acute chest pain and shortness of breath, the condition can lead to heart attacks and death.

It has long been known that an unexpected emotional shock — typically something unpleasant, such as the death of a spouse, or a violent argument — can provoke an attack.

But statistics were lacking, and no one had ever investigated whether an intensely happy event could give the same result.

## **US doctors successfully perform 1st HIV-to-HIV liver transplant (2016/04/01)**

The world's first liver transplant from a donor infected with HIV to an HIV-positive recipient was announced on March 30<sup>th</sup> by U.S. doctors.

Similar HIV-to-HIV kidney transplant operations have already taken place in South Africa.

Under U.S. law, it was illegal to use an organ from a donor infected with HIV for transplant until

Congress passed the HOPE Act, which U.S. President Barack Obama signed into law in 2013.

People with HIV have been able to get organs from HIV-negative donors, but due to the scarcity of organ donors, many of those waiting die before they can get a transplant.

## **Nation enters enterovirus peak season amid sharp growth (2016/05/04)**

Taiwan has entered the peak season for enterovirus infections, the Centers for Disease Control

(CDC) said on May 3<sup>rd</sup>, expecting to set up higher level command centers in the near future.

If enterovirus 71 (EV71) becomes the dominant virus strain, the CDC will set up a central command center. Although, if the virus leads to deaths or the outbreak brings about complications, the center will be upgraded to an Executive Yuan-level.

Domestic enterovirus cases have continued to rise with the nation in the midst of the peak season.

The coxsackie A virus is currently the dominant virus strain circulating throughout the country.

EV71 infections, while already resulting in several severe cases, have yet to reach the threshold for the CDC to upgrade its command center.

When washing hands, one should be sure to scrub them for at least 20 seconds with soap lather. If soap and water are unavailable, an alcohol-based hand sanitizer that contains 60 to 95 percent alcohol content should be used.

## **Experts urge action to cut 'mad levels' of hepatitis C**

**(2016/06/14)**

Taiwan sees more than 10,000 new cases of hepatitis C every year, the Taiwan Association for the Study of the Liver said on June 13<sup>th</sup>, calling on the government to strive for universal screenings and easier access to medication.

Public health experts gathered in Taipei on June 13<sup>th</sup> to call for efforts to raise public awareness about the disease and to reduce the stigma around and discrimination experienced by patients with the disease. They also urged the government to seek to not only meet but exceed World Health Organization targets for hepatitis C.

Lowering the price of newly developed drugs and allowing access to medication through clinics rather than only through specialists would help to effectively reduce infection rates, the TASL said.

Hepatitis C is a liver disease most commonly caused by unsafe injection practices, inadequate sterilization of medical equipment and blood transfusion. According to the WHO, approximately 80 percent of affected people do not exhibit any symptoms, while some may experience fatigue.

## **Tickling the brain can boost immunity (2016/07/06)**

Artificially stimulating the brain's feel-good center boosts immunity in mice in a way that could help explain the power of placebos, a study reported on July 4<sup>th</sup>.

Activation of areas of the brain associated with positive expectations can affect how the body copes with diseases.

It has long been known that the human brain's reward system, which mediates pleasure, can be activated with a dummy pill devoid of any active ingredients — known as a placebo — if the person taking it thinks it's real medicine.

## **Zika virus a concern for poor urban areas along Gulf Coast (2016/07/06)**

Zika causes only a mild and brief illness, at worst, in most people. However, it can cause fetal death and severe brain defects in the children of women infected during pregnancy.

To date, Texas officials have reported 48 people infected with Zika, all associated with travel. In one case, the virus was sexually transmitted by someone who had been infected when traveling abroad.

## **First new asthma pill in 20 years hailed after early test (2016/08/08)**

The first new asthma pill in nearly 20 years has led to a sharp improvement in symptoms for chronic sufferers of the disease, according to an early test of the drug.

A treatment called fevipiprant eased asthma symptoms, improved lung function, reduced inflammation and repaired the lining of airways, researchers reported on Aug. 5<sup>th</sup>.

The new drug could be a game-changer for future treatment of asthma.

Asthma is a long-term disease in which the immune system in the airways goes into overdrive, and wheezing, coughing and restricted breathing are the result.

People with chronic asthma can prevent or ease the symptoms by using an inhaler or taking steroids, but these can have hefty side effects.

Fevipiprant seeks to prevent immune cells called eosinophils from moving into the bronchial walls, where they restrict and inflame the airways.

People who do not have asthma typically have an eosinophil count of less than 1 percent, while those with moderate-to-severe asthma have a reading of about 5 percent.

Lifestyle and environmental influences, such as tobacco smoke, house dust mites, pollen and airborne particulate pollution, are known factors in asthma. Many aspects of the disease are unclear and vulnerability varies greatly according to the individual.

## **Five-second rule is too generous for fallen food (2016/09/13)**

It might be time to reconsider the five-second rule when thinking about eating food that has fallen on the floor.

Researchers at Rutgers University in New Jersey say in a new study that bacteria can contaminate food that falls on the floor instantaneously.

The findings were published this month in the American Society for Microbiology's journal.

Researcher Donald Schaffner said the five-second rule is a "significant oversimplification of what actually happens when bacteria transfer from a surface to food."

Schaffner's research isn't the first to conclude that the favorite excuse for why that yummy snack that fell on the ground is still OK to eat is wrong.

The research did find that longer contact time means more bacterial transfer, but that the type of food and surface is just as, or more, important.

The Rutgers researchers tested watermelon, bread, bread and butter, and gummy candy on stainless steel, ceramic tile, wood and carpet.

They found that watermelon had the most contamination, and that transfer of bacteria is affected most by moisture.

## **Academia Sinica joins US-led cancer prevention project (2016/10/2)**

Academia Sinica, Taiwan's top research institution, said on Sep. 28<sup>th</sup> that it has joined a U.S.-initiated project that seeks cooperation among several countries in an effort to promote cancer prevention and control.

This cooperation shows that Taiwan's proteogenomics technology has won international recognition and will help promote Taiwan's visibility in the area of academic research.

Academia Sinica and Chang Gung University signed MOUs with the National Cancer Institute in 2015 to develop international cooperation on using proteomic methods to characterize tumors and compare findings with other diagnostic features, including genomic characterization.

The U.S. will work with institutions in Canada, China, Germany, Switzerland, Taiwan, Japan and South Korea in the field of proteogenomics, and with Serbia, Sweden and Japan to open a discussion about better prevention, screening and treatment.

## **So you want to live forever? (2016/10/7)**

No one may ever challenge the 122-year record of the longest-living person in documented history.

Improved medical care, nutrition and living conditions make average life expectancy increase. More people are living into old age these days, but exceptionally long-lived individuals are not getting quite as old as before.

Lifespan is the term used to describe how long an individual lives, while maximum lifespan is the age reached by the longest-lived member of a species.

Life expectancy is the average duration of life that individuals in an age group can expect to have — a measure of societal wellbeing.

According to the researchers, life expectancy globally has risen almost continuously since the 19th century.

Babies born in the United States today, for example, can expect to live to nearly 79 compared to 47 for Americans born in 1900.

Since the 1970s, maximum life expectancy has also risen, but seems now to have reached a plateau.

This suggests there may be a biological limit to human lifespan — despite the hope some people may hold out for finding the fountain of youth.

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