



電影研究室 學習單

Chef 《五星主廚快餐車》

搭配教材：B1L7 Pao-chun Wu: A Living Legend

_____科 _____班 座號_____ 姓名_____

一、是非題

- (T) 1. It was his passion for food that drove Carl to become a happier chef.
- (T) 2. During the journey, Carl developed a deeper connection with his family.
- (F) 3. After the flame war (網路論戰), Carl never spoke to the harsh food critic again.

解析：The critic visited the truck to explain why he had written the bad review. He thought Carl could do better, instead of just making those dishes that the restaurant owner ordered. In the end, he decided to support Carl financially to open his own restaurant.

二、選擇題

- (B) 1. From the movie, what would be the most important lesson we learn?
- (A) It's dangerous to disagree with your boss.
- (B) Our lives can be delicious if we follow our passion.
- (C) A friend in need is a friend indeed.
- (D) Thanks to the Internet, we can easily keep in touch with friends.
- (D) 2. What is the secret to the success of Carl's food truck?
- (A) Carl's unwillingness to give up.
- (B) Percy's technological ability.
- (C) Martin's love of food.
- (D) All of the above.
- (D) 3. Which of the following is NOT mentioned as a result of social media?
- (A) Carl couldn't remove the video of his argument with the critic.
- (B) Carl's post on Twitter was shared by thousands of users overnight.
- (C) A huge crowd was attracted by a Twitter post and a geotag.
- (D) Carl decided to quit because of his desire for freedom.

三、問答題

身處智慧型手機世代的我們，科技隨處可見。在電影中，主廚的兒子 Percy 充分利用社群網站的力量吸引大批顧客光顧餐車。您認為成功的「網路行銷」，有什麼因素是必須的呢？請列出兩到三個因素，並說明原因或舉例。

參考答案：

First, lively photos and videos are essential since they will catch people's attention. Without pictures, it might be difficult for words alone to appeal to potential buyers who heavily rely on visual content. Second, according to a new survey, 90% of customers' buying decisions are influenced by online reviews. For this reason, smart businesses should use the power of "word of mouth" by encouraging their customers to leave positive comments about their shopping or dining experience. Indeed, the influence of YouTubers and other social media users should not be underestimated. Marketing campaigns starring YouTubers are widely proved to be an effective strategy to promote a product.

首先，活潑的照片及影片必不可少，因為它們將能引起消費者的注意。沒有圖像、只有文字，可能很難引起重度依賴圖像內容的潛力購買者注意。其次，一項新的調查指出，有百分之九十的顧客，其購買意願會受到網路評價影響。因為這個原因，聰明的企業必須利用口碑的影響力，鼓勵消費者在消費及用餐後留下正面的評價。的確，YouTuber 與其他社群網站使用者的影響不容小覷，那些由 YouTuber 擔任要角的行銷活動，便充分證明了這是一項推廣產品的有效策略。