

1. Please write your version of journalism ethics. (25%)
2. Please translate the following paragraphs into Chinese. (25%)

The Spectacularization of News

The reproduction of knowledge, including news, as entertainment is one of the defining activities of the contemporary “culture industry”. Its status in the information economy was articulated by Guy Debord as early as 1967 as “the star commodity of the society of the spectacle”. Zippergate, as well as the most banal of domestic situations are reconfigured as “spectacle commodities”. The ideological function of the news spectacle, as it has been argued by Habermas, is the formation of the public opinion.

Opinion management with its “promotion” and “exploitation” goes beyond advertising; it invades the process of “public opinion” by systematically creating news events or exploiting events that attract attention.

It must come as no surprise that the commodity of the news spectacle is predominantly consumer-driven. News in the web as in the traditional media is now led by scandal, celebrity watching, weather reports, sports scores, the market, health and lifestyle, and consumer information including listings. News that is not amenable to spectacularization – the more complex issues that demand economy and political analyses – are summarized and may well eventually disappear from broadcast systems. As the web becomes the dominant channel of issue-driven news it will transform it dramatically.

3. Please translate the following into Chinese. (25%)

No one disputes the benefits of technology. But people have learned that all too often tech comes with a downside. The biggest problem is security and disaster recovery, which the same Forrester report listed as the No. 1 priority for IT departments. It's an expensive, labor-intensive pursuit that does nothing for productivity, but does keep the systems going. In fact, our reliance on virus-prone computers is itself a scary proposition: what would be the consequence of an internet blackout? Another dark-side plague is spam. The time spent deleting all the come-ons makes you question the value of e-mail itself.

We've had it drilled into us that we should love the increased productivity of high tech. But technology has enabled companies to eliminate jobs or smoothly outsource them to cheap labor in distant lands. And high-tech connectivity makes us available to our employers at any time of day, at any location. "For many people, the productivity is not apparent," says Edward Tenner, author of "Why Things Bite Back." "Despite technology, they're not working shorter hours for more pay. They ask, 'What does productivity mean for *me*?' Certainly there's been no increase in self-reported happiness.

4. Please translate the following into English (25%)

當二十世紀後期，愛滋病引起西方注意時，社會從那場恐慌中產生了正面的力量，不祇正視醫學研究問題，也逼著人們去正視相關的醫療制度、社會問題、性別議題，更擴大到關懷南北窮富問題。這些因愛滋病引發的社會反省，讓社會人心從瘟疫中重新建設出發。愛滋病對社會觀念帶來的影響改變，可能是二次大戰猶太人大屠殺、廣島原子彈爆發後，最重要事件之一。

- 一、試從(1)政治經濟學、(2)美學、(3)社會與文化影響之角度，闡述台灣整體傳播業於近年來所面臨(或發生)之重大變革，並研析未來發展之趨勢與因應之道。(本題佔本科目計分之25%)
- 二、延續上一題所問，請自以下媒體(或傳播形式)中，挑選一項，詳細說明該媒體產業於近年所面臨(或發生)之重要變革？該產業之未來趨勢又為何？相關工作者應如何採取因應對策？(請仍依(1)政治經濟學、(2)美學、(3)社會與文化影響之角度，逐一分析)(本題佔本科目計分之25%)
 1. 新聞
 2. 電影
 3. 電視
 4. 廣播
 5. 平面出版
 6. 音樂
 7. 網路
 8. 表演藝術
 9. 其他

自從蘋果日報進入台灣市場後，台灣報章或多或少皆有蘋果化現象，請從報章經營角度觀察，蘋果化在短期、長期之效果及优劣為何？詳細討論之。(25分)

媒體績效宜如何評估？請從社會、消費者、媒體經營者角度來討論？(包括平面媒體、電波媒體等)？「收視率」、「收聽率」應如何來執行定義，才成為適宜的績效指標，說明之。(25分)