

考試科目	英文	所別	傳播學院碩士在職專班	考試時間	3月14日 星期六	第3節
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Write legibly so that the script markers will have no difficulty reading your longhand.

1. 英譯中：Translate into Chinese the following excerpt from “What Do we Want When We want Narratives?” by Peter Vorderer of VU University Amsterdam, The Netherlands. 30%

Even if entertainment media content is often connected to pleasant, easy to achieve, non-challenging experiences on the user’s side, it is the potentially rational, abstractly and logically reasoning brain that distinguishes humans from animals, and this brain is also at work when a user enjoys entertainment. Most modern dual-process approaches to information processing like cognitive-experiential self-theory of personality (CEST; Epstein, 2003) share the assumption that humans have two processing systems, an “emotional” and a “rational”, which dynamically interact. Human thoughts are a result of this interaction, and humans are mostly not aware of the fact that these two distinct systems are linked to literally all thoughts and experience. This changes, however, if both systems produce conflicting outcomes, what is then experienced as a conflict “between the heart and the head” (Epstein, 2003, p. 176) – a classic human experience, which also underlies many narratives.

In Epstein’s (2003) words, we distinguish between an “experiential” and a “rational system. The experiential system operates very fast, unconscious, and on an emotional, pleasure-pain oriented basis. Reality is represented in the experiential system as a concrete narrative form. The rational system, on the other hand, encodes reality in an abstract form (e.g., symbols, words, numbers) and works on a conscious level, but considerably lower. In contrast to the experiential system, it is oriented towards delayed reward rather than towards immediate reward.

2. 中文摘要：Read the following commentary by *New York Times* (February 26, 2009) columnist Nicholas D. Kristof and summarize its gist in 250 Chinese words, 30%

Africa’s ‘Obama’ School  
by Nicholas D. Kristof

After Barack Obama was elected president in November, the Darfur refugees here were so thrilled that they erupted in spontaneous dancing and singing.

continued

備 考 試 題 隨 卷 繳 交

命 題 委 員 ； ( 簽 章 ) 年 月 日

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Soon afterward, the refugees renamed the School No. 1 in this dusty camp the Obama School. It's a pathetic building of mud bricks with a tin roof, and the windows are holes in the walls, but it's caulked with hope that President Obama may help end the long slaughter and instability in Sudan.

Soon we'll see whether those hopes are justified. Next Wednesday, the International Criminal Court is expected to issue an arrest warrant for Sudan's president, Omar Hassan al-Bashir, for crimes against humanity in Darfur.

That would be historic — the first time the court has called for the arrest of a sitting head of state. It would be the clearest assertion that in the 21st century, mass murder is no longer a ruler's prerogative.

There has been concern that Mr. Bashir will lash out by expelling aid workers or that Sudan's fragile north-south peace agreement will become unglued if Mr. Bashir is ousted. Those fears are overblown. Time and again, Mr. Bashir has responded to pressure and scrutiny by improving his behavior and increasing his cooperation with the United Nations and Western countries.

It's true that the slogan "save Darfur" should be reconceived as "save Sudan." North and South Sudan are probably on track to a resumption of their brutal civil war that killed two million people until a fragile peace in 2005. But while saving Sudan raises immensely knotty, difficult challenges, President Bashir is part of the problem, and accountability is part of the solution.

In any case, Luis Moreno-Ocampo, the Argentinian who is the chief prosecutor of the International Criminal Court, is right when he says: "The question is not what President Bashir will do. The question is what you will do."

If Mr. Obama needs inspiration, he can look at France, for it has shown that outsiders can make a difference. When I was here in the Chad-Sudan border area in 2006, Sudanese-sponsored janjaweed militias were rampaging through black African villages in Chad, killing and raping. These days, overall security is hugely improved, largely because the French president, Nicolas Sarkozy, led a push to insert a European military force. It was a messy solution, for Chad is corrupt and autocratic, yet at least the skies are no longer thick with smoke from burning villages.

On that 2006 trip here, I met Abdullah Idris, a young farmer who had just had his eyes gouged out by the janjaweed. The mutilation broke my heart, especially when I saw Abdullah's 5-year-old daughter looking at her dad's face in revulsion, seeing a monster.

continued (2)

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On this trip, I tracked down Abdullah and found him living with his family in a camp for displaced people. His daughter and wife lead him around, hand in hand. Security has improved enough that a few people are even returning to their villages from the camps.

Hats off to France! There are thousands of problems with the deployment, but it's far better than standing by as militias gouge out men's eyes.

Unfortunately, conditions are still desperate within Sudan's borders. This week, news filtered out from Darfur that two more aid workers had been shot dead — on top of 11 killed and 4 more still missing in 2008. By the United Nations' count, the number of violent attacks on aid workers almost doubled in 2008 compared with the previous year.

Yet there is a ray of hope: There are whispers in the dusty Sudanese capital, Khartoum, that other senior Sudanese leaders are thinking about pushing Mr. Bashir out of office if the arrest warrant is issued.

At the Obama School here in eastern Chad, the refugees are waiting to see if the school's namesake will resolutely back up the International Criminal Court. I'm betting that he will. In the last Congress, three of the strongest advocates for the people of Darfur were Senators Barack Obama, Joseph Biden and Hillary Rodham Clinton, and one of Washington's strongest advocates for action on Sudan was Susan Rice, who is now the ambassador to the United Nations. (She terrifies Sudanese officials; parachute her into Khartoum, and the entire Sudanese leadership might surrender.)

Meanwhile, the Obama administration is undertaking a review of the policy on Darfur, and it's being conducted by Samantha Power, among others. She is a White House aide whose superb book, "A Problem From Hell," catalogs all the ways that American politicians have found excuses to avoid confronting past genocides.

The students at the Obama School have nothing to keep them going but hope. Let's not disappoint them.

continued (3)

備 考 試 題 隨 卷 繳 交

命 題 委 員 : (簽章) 年 月 日

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3. 中譯英：

40%

誰都知道自律是老掉牙的媒體議題。商業的媒體體制談自律，公共的媒體體制也談自律；民主的媒體體制談自律，共黨體制也談自律。媒體是社會的神經系統，社會藉著這套系統來傳遞資訊、互通有無；媒體傳播本身是社會活動的一環，可以說，社會需要媒體傳播，社會也因著媒體傳播而存在；它既與其他社會體制環環相扣，又超乎其他體制之上，所以社會期待它自律。媒體沒有自律，便成了社會亂源。報禁解除二十年來，大家總算看清楚這一點了。

媒體自律的措施，過去主要在兩方面推動。體制上，我們模仿西歐的新聞評議組織，成立了「中華民國新聞評議會」；組織上，我們採用了美國的媒體作業道德規範，較大的媒體都訂有編採作業手冊或道德規範信條。這些，都有一定的用處，但遠遠不夠。



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一、請以下列報導（節錄）為基礎，分析與評論以下問題：（共 50%）

1) 台灣報業未來持續發展的可能途徑。（佔 25%）

2) 媒體工作者如何面對媒體政治經濟情勢的變化？（佔 25%）

用報紙賣米果 報告主任，我們買了《中時》（林倖妃，2009/02 天下雜誌 416 期）

...去年十二月五日下午六時，（國台辦主任）王毅接見（旺旺集團董事長）蔡衍明的過程：「會談中，首先由董事長向王毅主任，簡要介紹前不久集團收購台灣《中國時報》媒體集團的有關情況，董事長稱，此次收購的目的之一，是希望藉助媒體的力量，來推進兩岸關係的進一步發展。」王毅當時的回應是：「如果集團將來有需要，國台辦定會全力支持。不但願意支持食品本業的壯大，對於未來兩岸電視節目的互動交流，國台辦亦願意居中協助，」...

蔡家接掌媒體的經營策略，首要在打造兩岸「交流」的媒體平台。最明顯的動作，就是在台灣報業陷入空前危機之際，辦一份全新的報紙——《旺報》。《旺報》的定位，是要提供台灣人完整的中國大陸資訊。...將和對岸的財經、政論雜誌合作，編採人員由原中時集團兼職，紙張和印刷則運用中時資源。發行量剛開始為四萬份，一天三大張、每份定價五元，初步成本估算，一天只需五萬元廣告收入就可以打平。

經營「平台」要真能發揮綜效，靠的是整合旗下各媒體事業部。...二月十七日在台北國際會議中心登場的「投資新中國高峰論壇」，就是例子。...「這是一次成功的跨媒體行銷，」（《中國時報》社長、中時集團副總經理）吳根成說，連對手報高層，都不得不隱身人群中前往探路。這樣的場面，是中視、中天連跑三個月跑馬燈，《中時》和《工商》大量提供版面打廣告的成果。這場針對單一贊助廠商，以《中時》二版新聞版面配合的「全集團」動員，像是企圖對外宣示，找中時集團合作，可以同時得到旗下所有內容媒體（《中時》、中視、中天和電子報、《工商》、《時周》）的「附加價值」。...

在管理的貫徹上，蔡衍明是一絲不苟。...一名主管形容是「財務掛帥時代來臨！」內部更私下稱現在是「財務主導業務和編務。」...《中國時報》今年一月的虧損額度，從高峰將近每月近億元，大幅降為兩千多萬元，並成為集團下四大報中虧損最少者。...在蔡衍明的要求下，總編輯對銷售份數負有直接責任。吳根成滿懷信心地說，制度改變後，零售率一直在提升中，和去年十二月相比達到二成之多，並以每週二%到三%的比例在成長。庫存量也從高峰期的二〇%，而今控制在五%左右。

蔡家對編務的直接涉入，更延伸到報導的方向。直接涉入報導方向上月，中時集團內部傳出，蔡衍明公開要求編輯部不得批評馬政府、批評要有據，不准稱馬總統為「宅男」。中視也推出新節目「挑戰面對面，唱旺新台灣」，在在都是希望中時集團帶頭不要唱衰政府。...

備	考試題隨卷繳交
命題委員：	（簽章）

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二、 請閱讀以下兩則報導（節錄），寫出評論或感想（兩則請分開書寫，各佔 25%，共 50%）

1. 警拆大漢溪畔違建 原民護家攔阻（劉愛生，2009/02/21 聯合報）

大溪鎮大漢溪畔「撒烏瓦知、崁津」部落四十多原住民前天北上，在行政院抗議「政府不公、打壓河濱部落」，昨天即被桃園優勢警方強制拆除所有河濱違建，部落原住民拉扯攔阻無效，昨天傍晚重返行政院前抗議。

桃園縣府計畫在大溪鎮大漢溪畔興建一條連接鶯歌鎮的河濱自行車休閒步道，規畫路線穿越原住民居住的河濱公有土地。

縣政府水務處河川科長葉孟芬表示，縣政府依拆遷補償等相關規定辦理，調查共有 13 戶違建佔用公地，其中 10 戶設籍桃園縣，每戶依法補償 5000 元至 3 萬元不等，但部落居民拒領。

原住民阿美族牧師張進財表示，10 多年前從台東、花蓮遷居大漢溪畔，長年居住河川地，「我們有權居住在台灣的土地上」，前天到行政院門前落髮陳情，政府同意再延一周，沒想到昨天竟遭強制拆除，族人憤怒不平，昨天傍晚重返行政院前抗議。

2. 按 Enter 我抗議 網路社運來了（黃哲斌、何榮幸、高有智、郭石城，2008/11/21 中國時報）

...網路運動世代來了。一個按鍵，他們就能傳達訴求、連結人氣、串聯行動；一個按鍵，就能發揮媲美傳統媒體或政黨組織的力量。

事情早已悄悄發生。二〇〇三年二月十五日，包括台北的六百個全球城市，在同一天發動反戰示威，抗議英美攻打伊拉克，參與人數超過一千萬人，打破金氏世界紀錄；若沒有網路跨國串聯、發布訊息、提供集會資訊，這幾乎是不可能的任務。今年二月，哥倫比亞民眾抗議左派叛軍綁架人質，透過 Facebook 發動遊行，四百萬人穿著白色 T 恤上街示威。

去年三月，台灣一群部落客在書籤網站《HEMiDEMi》發起「搶救樂生」募款，一天內由網友募得二十萬元，在報紙刊登廣告，隨後在四月十五日發動「捍衛樂生」大遊行，被稱為「史上最高學歷的街頭行動」；他們讓「樂生」成為民進黨總統初選的辯論議題，也暫緩樂生療養院被拆除的命運。

網路運動者改變了傳統社運「蹲點宣傳、發展人脈、組訓成員」的模式，積極以部落格、BBS、串聯貼紙、書籤網站、Google 社群來創造議題，醞釀行動。...

備	考 試 題 隨 卷 繳 交
命 題 委 員 :	( 簽 章 )

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