

考 試 科 目	英文	所 別	傳播學院碩士在職專班 AS11	考 試 時 間	3月6日(六) 第三節
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1. 請將下面句子翻譯成中文。Translate the following sentences into Chinese. (50%)

- (1) Discovery has been the aim of science since the dawn of the renaissance. But how those discoveries are made have varied with the nature of the materials being studied and the times.
- (2) What is the difference between theory and description? Basically, the answer comes down to two main points. First, theory uses concepts. Similar data are grouped and given conceptual labels.
- (3) Language is both the vehicle of most cross-cultural research and part of its object. Language is the most clearly recognizable part of culture and the part that has lent itself most readily to systematic study and theory-building.
- (4) The literature germane to political knowledge and its role in democratic society finds that education, prior knowledge, and political involvement are some of the most consistent determinants of knowledge about public affairs.
- (5) Today, the ubiquity of news media and the advent of 24-hour news broadcasts make political information relatively easy to come by.

2. 請將下面句子翻譯成英文。Translate the following into English. (20%)

- (1) 近幾年來，日本的大眾媒體在男女性別角色的呈現上，逐漸有與不同於傳統方式的跡象。以女性的角色來說，過去家庭主婦的形象最普遍，現在上班族女性的形象則更為多見，而男性的媒體形象也較過去多元，不再像過去侷限為上班族的角色，有更多丈夫或父親的角色
- (2) 這個世紀以來發生了許多金融醜聞，而公司破產以及執行長坐領高薪等情況，更讓大眾對企業失去信任感，這對於扮演組織發言人以及與大眾溝通橋梁的公關人員來說，重建公眾的信任感便成了一項重要議題，也使他們審慎思考如何在說服的過程中，兼顧內容的真實性與傳播的專業倫理。

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3. 閱讀下面文章後，請以中文回答文後問題。 Read the following article and answer the question in Chinese. (30%)

Google Exec: We're Here to Help Newspapers

Hal Varian Says Devices Such as iPad Are Good, but News Orgs Need to Serve Their Audiences Better

by Tasneem Raja (*Ad Age*, January 28, 2010)

Devices like Apple's iPad may help newspapers and traditional publishers, but only significant evolution will save them, Google's chief economist, Hal Varian, said in a talk with journalism students at UC Berkeley.

"The future of news may lie in harnessing these kinds of devices," Mr. Varian said at UC's Graduate School of Journalism. "Users will likely engage with the tablet during peak leisure hours, and you would imagine that's very attractive to publishers."

But given the music industry's uneasy relationship with iTunes, which wrenched control over packaging and pricing away from the record labels, should publishers think twice before jumping into bed with Apple?

"We know there will be eventual competition from other devices, like the Kindle," he said, "and of course there's still the whole web. I don't think the tablet should be viewed as the be-all and end-all of distribution."

Mr. Varian said he has been studying data on news publishing, ad revenue and circulation figures from the Newspaper Association of America, the Pew Research Center and other sources. His conclusion: Digital distribution will be a boon to newspaper publishers if they can also radically redefine their product and means of reaching consumers.

Typically, 53% of newspaper spending goes to traditional printing for distribution -- costs eliminated through digital distribution -- compared with 35% on what the Google exec called the "core" functions of news gathering, editorial and administration.

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The trouble is the audience for news has been declining. Newspaper circulation has been slipping since 1990 and has plummeted in the past five years. Online, only 39% of internet users surveyed by Pew said they spent time online looking for news.

The opportunity with new devices such as the iPad is to capture more readers during more hours of the day. "The good news is online information can reach people where they weren't accessible before -- at their work desks," Mr. Varian said. "The bad news is they don't have much time there to read it."

And what's worse, search-query data show that online readers aren't visiting news sites for content that advertisers favored in the print era, such as home and garden, travel and automotive, depriving publishers of a cash cow in the offline world. Rather, they're visiting Amazon, Bing Travel and Edmunds.com.

"The verticals that drive traffic are things like sports, weather and current news, but the money is in things like travel and shopping," says Mr. Varian. "Pure news is the unique product that newspapers provide, but it is very hard to monetize."

Currently, he said, online ads bring in only 5% of newspaper ad revenue.

Google wants to help publishers use web technology to grow, Mr. Varian said. "I think papers could better exploit the data they have. They need better contextual targeting and ad-effectiveness measurement."

Mr. Varian said Google advises some publishers from the Google News roster on ad targeting and engagement. But not all of the newspaper world sees the search giant as a friend; last spring, News Corp. boss Rupert Murdoch accused the company of trampling copyrights by displaying snippets of new stories and selling advertising against them, taking money out of publishers' pockets. And last week, digital marketing firm Outsell released a report claiming that 44% of Google News users don't click through to the original sites.

Mr. Varian dismissed Outsells's report, claiming the survey design is "not very impressive," and a Google spokesperson said Google sends more than 4 billion clicks to publishers worldwide each month. "It's a symbiotic relationship," Mr. Varian said. "As a search engine, we want rich content out there for our users to find."

Mr. Varian's list of suggestions doesn't include pay walls, such as the New York Times' plan for a metered approach to charging users. "It's too easy to bypass," he says.

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Instead, publishers should be looking at platforms such as the iPad to lure in readers during non-work hours, when they could presumably spend more time on individual news sites if they wanted to. "The challenge is, how can we make newspaper reading a leisure-time activity again? We know reading the news is valuable to our customers, but they don't spend much time doing it."

Question: In Mr. Varian's view, what are the main reasons or ways that Google can help newspapers?
Write **three** brief answers in Chinese, each limited to 100 words. 請以中文簡要作答。



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一，閱讀下列節錄的報導，分析並評論以下問題：(50%)

- 1，置入性行銷未來可能的發展和問題。(25%)
- 2，請分析網路造成的「社群」關係及其影響力。(25%)

(中央社消費情報 20100128) 邁入 2010 年，社群網站 Facebook 來勢洶洶，不論是想研擬因應對策，或者想搭上 Facebook 順風車，最好能「知己知彼，百戰百勝」！根據達摩傳媒 BloggerAds 的觀察和整理，2009 年有二十大、你不可不知的網路「頭條爆點」，其中跟 Facebook 等社群媒體相關的大事，佔了將近半數！

一、Facebook「開心農場」熱潮，讓 Facebook 成為 2009 年最紅社群。

「你今天偷菜了嗎？」這句耳熟能詳的招呼語，就是 Facebook 爆紅的代表作！Facebook 的開心農場藉由簡單小遊戲，網友不僅從中獲得成就感，還可以利用澆水或偷菜功能和朋友進行另類互動，吸引了大批的上班族、學生等陸續加入 Facebook。截至 2009 年 11 月為止，Facebook 的台灣註冊會員已超過 506 萬人，跟無名小站的 650 萬人差距已愈拉愈近。

二、Facebook 網路收視率，在 2009 年 9 月首度超越無名小站。

Facebook 人氣飆升，讓它在 2009 年 9 月的網路收視率調查 (Access Rating Online, ARO) 中，首度超過無名小站，躍升為台灣網友最愛的社群網站第一名！

三、飲料廠「美粒果」在 Facebook 開心農場做社群行銷，口碑火熱！

2009 年 11 月初，台灣飲料廠商「美粒果」創市場之先，和 Facebook 合作，在開心農場遊戲做置入性行銷，不只成功引起關注，還創造新一波的行銷話題和銷售業績。這種「社群」導向的行銷模式已引起企業關注，包括：永慶房屋、便利商店 7-11 和全家，也不約而同在 2009 年下半年，開始強化「社群」的經營。

四、創造高人氣絕招：Facebook、部落格並用！

Facebook 用戶一星期平均增加 30~40 萬人，在台灣成為僅次於部落格、最大的社群媒體。目前，國外已有超過 60 萬家企業，利用 Facebook 做社群行銷，而國內也有愈來愈多企業，開始嘗試結合 Facebook 和部落格行銷的力量，跟網路社群做深度溝通，創造更有效、更驚人的宣傳效果，「這顯示個人在網路媒體的影響力正逐步擴大！」……

二，一月中旬美國網路搜尋巨擘谷歌公司 (Google) 突然宣布退出中國市場，其後中國谷歌的動靜一直引人注目。一月廿九日谷歌執行長史密特在瑞士達佛「世界經濟論壇」上表示，「希望繼續留在中國」、「不想關閉在中國的業務」，但仍堅持不配合中國政府的網路管制政策。

請就下列兩個主題與傳播媒體的關係做出簡評：

- 1，言論自由 (25%)
- 2，經濟利益與科技發展 (25%)

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