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| 考試科目 | 傳播英文 | 所別 | 傳院在職專班 AS11 | 考試時間 | 2月23日(日) 第三節 |
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一、請將以下論文段落翻譯成中文：

Most commentators believe that we are in the middle of a media revolution, centering on the internet's connection and transmission capacities and the countless digital media devices and infrastructures that have grown up around them. (20%)

But the long history of 'myth-making' about technology should make us cautious. New communications technologies in particular have generated endless myth (of democratization, political harmony, world peace), most recently the myth that information, and particularly digital information, is free. (20%) (Nick Couldry, 2012:9)

二、請將以下評論段落翻譯成中文：

The mistake of thinking that most people belong to a single group became clear on February 10, 2010, when Google sprung Buzz on the unsuspecting world of its Gmail users. Wanting an internet application that blended Facebook's connectivity with Twitter's microblogs, Buzz sought to make things easy by putting each user's frequently contacted people into a personalized Buzz network. (20%)

All hell broke loose. People in discreet multiple relationships were outed. Unlike a village, modern people live segmented lives in which they cycle among different social networks. Google had not realized the potential problems and were apparently surprised by the widespread upset. (20%) (Rainie and Wellman, 2012:36)

三、請以中文重點摘述以下的新聞段落 (不須逐字翻譯，人名、地名可暫略)：

When his teenage daughter Yu-mi landed a job at the electronics company Samsung, Hwang Sang-ki was bursting with pride. Yu-mi would bring in enough money to support her struggling family and, she was hoping, it would pay her younger brother's way through university.

But in 2007, five years after she began work at one of the semiconductor plants of the South Korean consumer electronics firm, Yu-mi died, on the back seat of her father's taxi as he rushed her to hospital.

The 23-year-old had been diagnosed with a rare form of acute leukaemia 20 months earlier, a disease her father insists was caused by her exposure to hazardous chemicals at the Samsung plant in the city of Suwon.

Hwang's quest to prove his daughter died from a workplace-related illness has pitted him against the world's biggest technology company and a largely timorous South Korean media. (20%)

【Justin McCurry in Seoul, The Guardian, 5 February 2014】

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註 試題隨卷繳交

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| 考 試 科 目 | 社會問題分析 | 所 別 | 傳播學院碩士在職專班 AS11 | 考 試 時 間 | 2月23日(日) 第四節 |
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- 一、 社會運動以及傳播學術界近兩年來積極推動「公民不服從」與「公民不冷血」等運動。請回答以下問題。
- (一) 什麼是公民不服從、公民不冷血？與這組概念相關的知識、人物、行動或事件有哪些？請提出較為學理性的說明，展現您對這組概念的知識。(25分)
- (二) 從傳播專業工作者的角度，您對這組概念所展現的行動，有何評論？(評論請務必從您的專業出發，具體討論，請勿作道德評斷)(25分)
- 二、 這幾年很流行使用「大數據」(big data)進行商務活動或新聞報導。請以一個具體使用大數據進行的傳播或商務活動為例，說明什麼是「大數據」？這種資料型態的特色與缺點是什麼？請從您的個人經驗或專業出發，評論這種資料型態。(25分)
- 三、 您認為「網際網路上」展現的最重要的台灣社會議題是什麼？請提出您觀察的依據(如：從哪裡觀察到的？如何評估觀察的有效性)。這些議題在主流媒體上呈現的樣貌如何？如果有落差，形成原因是什麼？如果沒有落差，網路與主流媒體的具體差異是什麼？(25分)