

考 試 科 目	國際傳播議題分析 51413	系 所 別	國際傳播英語碩士 學位學程	考 試 時 間	2月18日(六) 第三節
<p>1. Oxford Dictionaries have named 'post-truth' to be its 2016 international word of the year, defining this adjective as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief'. Some argue that both Brexit and the recent presidential election in the United States exemplify a post-truth culture of public opinion and media narratives. Do you agree with this argument? Please provide reasons to support your answer. (25%)</p> <p>2. Discuss the perceived rise of a post-truth culture in relation to TWO of the following concepts/issues of your choice: (25%)</p> <p>(1) Social media (2) Citizen journalism (3) Framing (4) Media representation (5) Social construction (6) Alt right (7) Far right (8) Globalization (9) Neoliberalism</p> <p>3. An increasing number of politicians across the globe have utilized digital technologies to engage the public in order to gain support. American President Donald Trump heavily relied on Twitter to express millions of personal views directly to the Internet users, bypassing news coverage of traditional media. On his inauguration day, President Trump unleashed an attack on news media and called journalists "among the most dishonest human beings on earth" and blamed intelligence agencies to allow the fake news to "leak" into the public. Please discuss the following questions:</p> <p>(1) How political use of social media, such as Twitter and live streaming, has influenced politicians' relationship with traditional news media and the public? What are the implications? Elaborate your perspectives with examples (20%).</p> <p>(2) What kinds of survival strategies will you suggest traditional news media maintain professionalism against fierce competition and fake news? (15%)</p> <p>(3) How do Internet and social media algorithm create filtering bubbles and echo chambers which tend to reinforce polarized public opinions? Support your arguments with appropriate theoretical concepts and cases. (15%)</p>					
備 註	<p>一、作答於試題上者，不予計分。 二、試題請隨卷繳交。 三、請以英文作答。</p>				