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| 考試科目 | 國際傳播議題分析 | 系所別 | 國際傳播英語 碩士學位學程 | 考試時間 | 2 月 18 日(一) 第三節 |
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1. In 2018, American singer Beyoncé was accused of “cultural appropriation” following her performance at a wedding in India wearing a dress resembling traditional Indian clothing. Similar criticisms also emerged when in 2018 a white American teen girl wore a traditional Chinese dress, *Qipao*, to her prom. More recently, many New Zealand businesses have also been criticized for culturally appropriating indigenous Maori culture in their marketing activities.

(1) What is cultural appropriation? (10%)

(2) “Cultural appropriation is harmful because it capitalizes on minority culture and thus violates collective intellectual property.” Do you agree? Discuss. (30%)

2. Discuss **One** of the following concepts. Please give examples to elaborate your discussion. (30%)

(1) Public diplomacy

(2) Social marketing

(3) Multiculturalism

(4) Orientalism

(5) Cultural globalization

3. According to the International Telecommunication Union, half of the world will be online by the end of this year. A decade ago, less than 25% of global population had access to the internet. Although the digital infrastructure in underdeveloped countries has seemed to improve over the years, some worry that gaining access to the internet is not necessarily a good thing for poorer countries. Do you agree? What may be the potential risks of gaining access to the internet for underdeveloped countries? (30%)

備

註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。