

考試科目	中/英文能力	系所別	傳播碩士學程	考試時間	2月7日(五)第三節
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第 1 題 (25%)

2019年11月，政治大學羅家倫國際漢學講座邀請王德威院士以〈危機時刻的知識份子〉為題講演。王院士表示，自周代詩經至最近的流行語「芒果乾」，皆可窺見憂患意識深植於華人心靈。1958年，徐復觀等修改唐君毅起草的《為中國文化敬告世界人文宣言》，主張真正的智慧從來就生於憂患，呼應了政權變動反而催逼文人奮起、由悲而壯的情懷。演講最終，王院士提出自己的觀點：「幽黯」是心理與倫理之不可迴避，但藉由文學的持有 (holding) 與涵容 (containing)，或許可視出黯中之光，故知識份子須理解幽黯，否則當善來臨時無從準備，當惡來臨時也無從判斷。

這讓人想起1925年魯迅筆下的〈希望〉：「但暗夜又在那裡呢？現在沒有星，沒有月光以至沒有笑的渺茫和愛的翔舞；青年們很平安，而我的面前又竟至于並且沒有真的暗夜。絕望之為虛妄，正與希望相同！」請妳/你以自身經驗，談談文學如何在變動世局陪伴青年理解幽黯、安頓自身、尋找價值？

2. 以下的文章段落節錄自 Iwabuchi, K. (2015) **Pop-culture diplomacy in Japan: soft power, nation branding and the question of 'international cultural exchange'**. *International Journal of Cultural Policy*, 21(4): 419-432。請將此段落逐句翻譯為中文。(25%)

As pointed out, the standard Japanese idea of pop-culture diplomacy tends to rely on naïve assumptions about media culture's capacity to improve Japan's reputation abroad, and to transcend the problematic and historically constituted relations between Japan and other Asian countries. With the intensification of anti-Japanese demonstrations in China and South Korea, the spread of Japanese media culture has been expected to efface lingering antagonistic sentiments. When Aso was appointed Foreign Minister in 2005, he said to reporters that Japan's relationship with China should be unproblematic inasmuch as Japanese pop culture such as animation was advancing cultural exchange between the two countries. The 2005 White Paper produced by Japan's Economic and Trade Ministry clearly stated that 'without the spread of Japanese pop culture, anti-Japanese sentiment would have been stronger in South Korea'. The assumption is that South Korean young people who like to consume Japanese media culture will feel more tolerant towards the history of Japan's colonial rule, and thus increased exports of media culture to Asian markets automatically facilitate Japan's public diplomacy outcomes. However, the reality is far more complex than such reasoning suggests. In South Korea and China, many of those who are happy to consume Japanese media culture actually consider historical issues separately and critically.

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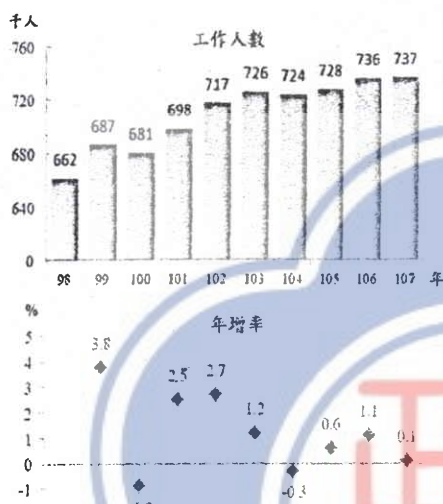
註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。

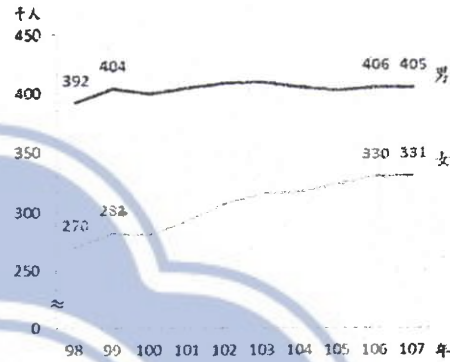
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3. 以下圖表資料為主計總處公布之「107年國人赴海外工作人數統計結果」。請檢視圖表，並以五百字以內中文簡述圖表所表達之意義。(25%)

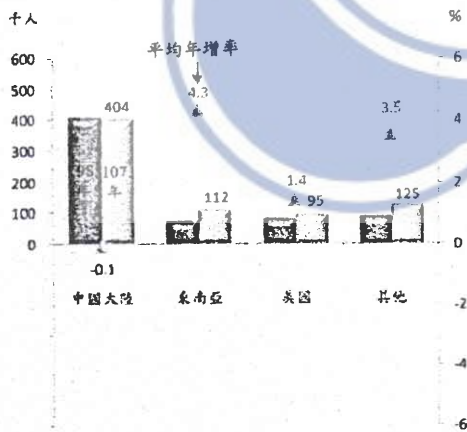
赴海外工作人數與年增率



赴海外工作者按性別分



赴海外工作地區(與 98 年比較)



註：主計總處說明，本統計係運用戶籍檔連結國人入出國檔、勞工保險檔、全民健康保險檔等相關公務登記資料進行推估，編製流程如下：(一)運用戶籍檔連結國人入出國檔，計算個人於各該國家(地區)停留之天數，篩選經常或連續性停留海外達90天者。(二)連結勞工保險檔、全民健康保險檔，依個人勞保投保身分、年齡、教育程度、健保投保身分等資料，判定是否赴海外工作。

備

註

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- 二、試題請隨卷繳交。

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4. Please read the following news and answer the questions below.

July 19, 2019, *Taipei Times*

Instagram yesterday started hiding “likes” on its platform in Australia, Brazil and several other major markets, saying it wanted to ease pressure on users, following criticism about its impacts on mental health. The Facebook Inc.-owned social media giant’s trial changes mean users in the six countries will no longer be able to see the number of likes other people’s posts receive.

“We want Instagram to be a place where people feel comfortable expressing themselves,” Facebook Australia and New Zealand policy director Mia Garlick said in a statement. “We hope this test will remove the pressure of how many likes a post will receive, so you can focus on sharing the things you love.”

Australia, Italy, Ireland, Japan, Brazil and New Zealand are involved in the new trial, which follows an initial test that was launched in Canada in May. Although Instagram described the hiding of the likes for users as a “test,” no deadline was given for when it would end.

Instagram, which has more than 1 billion users, is a platform that allows users to post images and videos that others can then like or comment on.

However, in the chosen test countries, likes will not be visible on people’s profiles, the main image feed or permalink pages. While Instagram users will still be able to view the total number of likes on their own posts, they will need to click through to another page to do so.

Social media giants have faced increased scrutiny over the impact their platforms can have on users, and there is some research to suggest Instagram can negatively affect the mental health of young people who use it.

A 2017 study by the Royal Society for Public Health ranked Instagram as the worst social media platform for young people’s mental health in the UK.

A survey of teenagers in the US by the Pew Research Center last year found that nearly 40 percent felt pressure to only share digital content that had garnered a lot of likes or comments.

Another statement from Instagram emphasized they were in response to concerns about the pressures that users felt.

“We are testing this because we want your followers to focus on the photos and videos you share, not how many likes they get,” an Instagram spokesman said. “We don’t want Instagram to feel like a competition.”

The latest measure came just a week after Instagram implemented new features aimed at curbing online bullying using artificial intelligence.

In another effort introduced in February to safeguard the mental health of young users, Instagram clamped down on images related to self harm.

It said the measures to conceal likes would not affect measurement tools used by businesses that use the platform to promote their products.

- (1) Please discuss the reasons why there is such an initiative. (10%)
- (2) Please explain the last sentence (“It said the measures to conceal likes would not affect...”) and discuss the implications for professionals in our field. (15%)

備註	一、作答於試題上者，不予計分。 二、試題請隨卷繳交。
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考試科目	傳播知識	系所別	傳播碩士學程	考試時間	2月7日(五) 第四節
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1. 試舉一些創新之實例，說明在氣候變遷、人口變遷、全球化、數位化、數位匯流、數位敘事、數位社群、大數據…趨勢下，傳播內容產製，以及傳播服務型態之改變。(25%)
2. 設若三、四年後，你將從傳播碩士班畢業；請預作分析，彼時，你想投入的傳播工作（例如，新聞、廣告、公關、廣播、電視、電影、出版、新媒體…、或遊戲產業）將面臨什麼挑戰，機會又在哪裡？因此，就學期間，你應該強化什麼專業知/能（請具體陳述，例如 database narrative、data driven marketing、web journalism…），如何強化？(25%)

3. The echo chamber 是近年來傳播領域的重要概念，有人認為它是造成當前社會政治極化的主要原因，但也有人認為它的影響被過度誇大了。針對這個議題，請你回答以下幾個問題：

- (1) 請說明 echo chamber 這個概念是什麼意思？(10%)
- (2) 你認為造成 echo chamber 的可能原因有那些。(15%)

4. 就台灣社會而言，請回答以下問題：

- (1) 請舉一個實例說明台灣的 echo chamber 現象。(10%)
- (2) 如果要進行一個研究設計，你認為該如何研究或評估 echo chamber 現象對台灣民眾之新聞媒體消費的影響？(15%)

備

註

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