



考試科目	中/英文能力	系所別	傳播學碩士 學位學程	考試時間	2月5日(五)第3節
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## 中文能力第二卷

### 二、

(一) 下列三則成語，都是由古代故事轉化而來，請說出它們的典故（9%）。

- 1-1. 徐娘半老
- 1-2. 唇亡齒寒
- 1-3. 東山再起

(二) 請用白話文轉譯下列兩則內容。請別只顧著翻譯，也會看你的寫作能力（16%）。

- 2-1. 昨夜星辰昨夜風，畫樓西畔桂堂東，身無彩鳳雙飛翼，心有靈犀一點通。  
隔座送鉤春酒暖，分曹射覆蠟燈紅，嗟余聽鼓應官去，走馬蘭臺類轉蓬。  
(無題，李商隱)

- 2-2. 善行無轍跡，善言無瑕謫，善數不用籌策，善閉無關楗而不可開，善結無繩約而不可解。是以聖人常善救人，故無棄人；常善救物，故無棄物，是謂襲明。故善人者，不善人之師；不善人者，善人之資。不貴其師、不愛其資，雖智大迷，是謂要妙。  
(第27章，道德經)

備註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。

考試科目	中/英文能力	系所別	傳播學院碩士 學位學程	考試時間	2月5日(五)第3節
<p>英文能力第一卷 (25%)</p> <p>一、 The following excerpt is from “Stuart Hall and the Rise of Cultural Studies” by Hua Hsu for <i>The New Yorker</i>, July 17, 2017.</p> <p>Please translate it into Chinese and answers two questions at the end in Chinese.</p> <p>Broadly speaking, cultural studies is not one arm of the humanities so much as an attempt to use all of those arms at once. It emerged in England, in the nineteen-fifties and sixties, when scholars from working-class backgrounds, such as Richard Hoggart and Raymond Williams, began thinking about the distance between canonical cultural touchstones—the music or books that were supposed to teach you how to be civil and well-mannered—and their own upbringings. These scholars believed that the rise of mass communications and popular forms were permanently changing our relationship to power and authority, and to one another. There was no longer consensus. Hall was interested in the experience of being alive during such disruptive times. What is culture, he proposed, but an attempt to grasp at these changes, to wrap one’s head around what is newly possible?</p> <p>Hall retained faith that culture was a site of “negotiation,” as he put it, a space of give and take where intended meanings could be short-circuited. “Popular culture is one of the sites where this struggle for and against a culture of the powerful is engaged: it is also the stake to be won or lost in that struggle,” he argues. “It is the arena of consent and resistance.” In a free society, culture does not answer to central, governmental dictates, but it nonetheless embodies an unconscious sense of the values we share, of what it means to be right or wrong. Over his career, Hall became fascinated with theories of “reception”—how we decode the different messages that culture is telling us, how culture helps us choose our own identities. He wasn’t merely interested in interpreting new forms, such as film or television, using the tools that scholars had previously brought to bear on literature. He was interested in understanding the various political, economic, or social forces that converged in these media. It wasn’t merely the content or the language of the nightly news, or middlebrow magazines, that told us what to think; it was also how they were structured, packaged, and distributed.</p> <p>二、 翻譯完畢。請回答下列兩個問題：</p> <ol style="list-style-type: none"> <li>1. 解釋 “the rise of mass communications and popular forms were permanently changing our relationship to power and authority, and to one another”，並請用你的例證說明。</li> <li>2. Hall 主張：Popular culture is “the arena of consent and resistance”，請解釋，並請用你的例證說明。</li> </ol>					
備註	<p>一、作答於試題上者，不予計分。</p> <p>二、試題請隨卷繳交。</p>				

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英文能力第一卷 (25%)					
三、					
<p>Social media sometimes will control or ban the posts/accounts if the message is considered fake or inciting. For instance, during the US presidential campaigns, the New York Post published an article containing incriminating documents and photos allegedly taken from the laptop of Hunter Biden, Joe Biden's son, Facebook reduced distribution of the story, so it would show up less in people's feeds until fact-checkers weighed in. In addition, Twitter, Facebook and its subsidiary Instagram decided recently to suspend US President Donald Trump's accounts after the pro-Trump supporters stormed the US Capitol building in Washington DC. The riot interrupted a joint congressional session to confirm President-elect Joe Biden's election victory.</p> <p>There have been pros and cons of social media's interference with the posts on the platform of free speech. The above are just two of the many examples. Please write in complete sentences to answer the following questions:</p> <p>(1) Provide TWO different solid reasons why you think people are in favor of the ban/control decision. (10%, 200 words maximum)</p> <p>(2) Likewise, indicate TWO different solid reasons why you think people are opposed to the decision. (10%, 200 words maximum)</p> <p>(3) In your opinion, what can be the missing link of the pros and cons of the ban/control decision? What can communication scholarship possibly contribute to the discussion? (5%, 100 words maximum)</p>					
備註	一、作答於試題上者，不予計分。 二、試題請隨卷繳交。				

考試科目	傳播知識	系所別	傳播學院碩士學位學程	考試時間	2月5日(五)第4節
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## 第一卷

### 一、

今晚你做了一個夢，夢到你是一間有線電視新聞台的總經理，再過一個月，你們電視台就要被下架了。

1. 你夢到下架的過程中，社會也有不少討論，想請問你：

- 你覺得主管機關應如何監理、以減少社會紛爭？ (5%)
- 如果能重新來過，新聞台內部應該有什麼樣的治理與內控機制？ (10%)

2. 在夢中，你打算把有線新聞台搬到 YouTube 上，那麼：

- 身為一個純 YouTube 的新聞頻道，你的內容策略會有什麼不同？ (10%)
- 你要如何與廣告部同仁溝通，來因應接下來的變化？ (5%)

### 二、

傳播是個迷人的行業，也是一個與社會高度互動交流的行業，傳播學界近年來借用了社會學家 Gieryn 的 Boundary-Work 概念，來討論傳播、新聞、電視或廣告等不斷變動的「邊界」。在邊界調整的過程中，有許多非傳統的「傳播人」進入這個領域，並且與原本已經在這個行業中的人不斷透過劃界 (Demarcation) 來確定邊界。

- 不論你原本是不是讀傳播，請你用 Goffman 或者你覺得其他更適合的理論，來討論在這個年代非傳播背景者進入這個行業時，會如何自我呈現？ (10%)
- 請挑選一個傳播領域（新聞、廣告、公關、電影、廣播等等），並試圖以 Boundary-Work 的方式來定義，在目前的科技、社會、經濟等環境下，這個領域的「邊界」在哪裡？什麼是？什麼不是？請盡量也援引其他傳播理論來論述。 (10%)

備註

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<p>第二卷</p> <p>三、</p> <p>第五代行動通訊技術(5G)於2019年開始在全球推出，台灣也開始提供5G商業化應用。</p> <p>(1) 5G科技具有那三大特性？它將對傳播、媒體創新及使用者帶來哪些影響？(15%)</p> <p>(2) 目前台灣5G發展與推行現狀為何？屬於Everett Rogers創新擴散理論哪一階段？你認為傳播業者(電信商、媒體)該如何讓此科技普及化？試提出具體建議。(10%)</p> <p>四、</p> <p>近年來社群媒體使用普及，常被應用於選戰與政治傳播，於國內外皆然。2016年美國總統大選後引發對於社群媒體演算法及社群機器人(socialbots)熱烈討論與研究。社群媒體與同溫層(stratosphere)與過濾泡(filter bubble)有何關係？為何它會助長假訊息(disinformation)擴散及造成政治極化(polarization)現象呢？請解釋上述四專有名詞意涵(畫底線者)，並以相關研究結果及案例清楚說明其相互關係與影響。(25%)</p>					
備註	<p>一、作答於試題上者，不予計分。</p> <p>二、試題請隨卷繳交。</p>				