

國立臺北科技大學九十七學年度碩士班招生考試

系所組別：6101 6191 技術及職業教育研究所不分組

第一節 教育概論 (選考) 試題

填准考證號碼

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第一頁 共一頁

注意事項：

1. 本試題共三大題，配分共 100 分。
2. 請標明大題、子題編號作答，不必抄題。
3. 全部答案均須在答案卷之答案欄內作答，否則不予計分。

壹、Slaughter 和 Leslie 二位學者在其所著《學術資本主義》(Academic Capitalism) 一書中，將其定義為：「高等機構與專業學界對爭取外部資金的市場式策略或類市場 (market-like) 的努力」(Slaughter & Leslie, 1997)。請試就學術資本主義對高等教育的影響申論之 (25%)

貳、請先將以下短文翻譯為中文，再就內容表達感想或評論之 (25%)

McDonaldization is a term used by sociologist George Ritzer in his book *The McDonaldization of Society* (1995). He describes it as the process by which a society takes on the characteristics of a fast-food restaurant. McDonaldization is a reconceptualization of rationalization, or moving from traditional to rational modes of thought, and scientific management. Where Max Weber used the model of the bureaucracy to represent the direction of this changing

society, Ritzer sees the fast-food restaurant as having become a more representative contemporary paradigm. Ritzer highlighted four primary components of McDonaldization:

1. Efficiency - the optimal method for accomplishing a task.
2. Calculability - objective should be quantifiable (i.e., sales) rather than subjective (i.e., taste).
3. Predictability - standardized and uniform services.
4. Control - standardized and uniform employees, replacement of human by non-human technologies.

With these four processes, a strategy which is rational within a narrow scope can lead to outcomes that are harmful or irrational.

參、名詞解釋 (每子題各 10 分，共 50 分)：

1. tacit knowledge
2. Peter Principle
3. Premack's principle
4. meta analysis
5. normative ethics