

**Please translate the following paragraphs into Chinese. (100 points in total)**

1. Narratives can provide unique perspectives on the situations and problems story characters experience; however, researchers have expressed considerable trepidation about the diagnostic value of anecdotal news accounts for assessing the prevalence of the phenomena they depict. In discussing the use of exemplars in news reports, researchers observed, "The focus is mostly on extraordinary rather than on typical cases . . . The likely result of this partial, non-representative accounting is the inaccurate perception, if not the plain misperception, of the projected phenomenon" (p. viii). Although demonstrating that news media proffer threatening anecdotes featuring atypical and unrepresentative cases and that exposure to them may prompt news consumers to overestimate the prevalence of the phenomena they depict have significant implications for media policy, more important is understanding the mechanisms by which exposure to such stories is transduced into exaggerated judgments about the phenomena's prevalence and excessive fear about them. One approach, embodied in the accessibility model, has attempted to identify mechanisms by which cultivation effects occur. A study reported positive correlations between amount of television viewing and the magnitudes of estimates of a number of phenomena when individuals made their estimates under a heuristic set (make the estimates "off the top of your head"). (25 points)

2. Framing is an unavoidable reality of the science communication process. Press officers and science reporters routinely negotiate story angles that favor particular themes and narratives or, at the expense of context, define news narrowly around a single scientific study. When a science subject shifts from its traditional home at science pages to other media beats, new audiences are reached and new voices gain standing in coverage. These rival voices strategically frame issues around dimensions that feed on the biases of journalists, commentators, and their respective audiences. Effective framing can result in a range of outcomes. Science organizations can use framing to motivate greater interest and concern thereby expanding the audience for science, to go beyond polarized and gridlocked interpretations of an issue and provide a context for dialogue, or to nudge public support toward policies informed by science and that solve collective problems. In these cases, framing can be used ethically by prioritizing dialogue and bottom-up citizen expression, by avoiding false spin or hype and remaining true to what is conventionally known about a scientific topic, and by avoiding the denigration of social groups and the advancement of partisan causes. (25 points)

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【不可使用計算機】\*作答前請先核對試題、答案卷(試卷)與准考證之所組別與考科是否相符!!

3. In this article we focus on adolescents, given their specific status of being digital natives. Today's adolescents, regarded by scholars to be commonly aged somewhere between the age of 12 and 18 years, are growing up with the Internet as an absoluteness. They are part of the first generation ever to natively speak the digital language of the Internet and digital technology in general. Analogue to the WWW, they are experiencing a phase of transition, struggling out to reach maturity. This transition into adulthood comprises physical as well as cognitive and emotional changes. It is a time in which the ability to think more effectively and complexly dramatically increases. This brings about critical thoughts on oneself, others, and the surrounding world. Teenagers reflect upon who they are, what they stand for, and where they are heading to, thus forming a concept of identity. At the same time, due to a amplified sense of autonomy, adolescents get more detached from their parents, increasingly make decisions of their own and become emotionally independent. They de-idealize their parents while on the other hand peer relations gain importance. Young adolescents are also keen on their privacy, on having a space of their own. (25 points)

4. Generally speaking, analyses of media violence exposure on viewer behavior find evidence for small effects, ranging in size roughly between 0% and 4% in overlapping variance, particularly when analyses are limited to only measures of serious aggression or violence. Most studies, particularly early studies of media violence, relied heavily on bivariate correlations between media violence use and negative outcomes, which may have a tendency to inflate effects. For example, if a small correlation is found between violent video game use and aggression, this may be explained by observing that boys both play more violent video games and are more aggressive than girls. If controlling for gender causes the correlation between video game violence and aggression to drop to zero, then it can reasonably be assumed that the video game violence/aggression bivariate correlation is spurious and explained as a gender effects. Some attention has focused on the possibility that personality traits including Big-5 personality traits and trait aggression may mediate media violence effects, although so far empirical attention to this issue has been relatively slim. The current research is informed by this view and seeks to address limitations in previous research by examining the degree to which media effects may be mediated by personality variables. (25 points)