

國立中山大學 101 學年度碩士暨碩士專班招生考試試題

題號：4141

科目：專業語文【傳管所碩士班甲組、乙組】

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一、以下 6 則國際新聞，(一)請將前 3 則新聞翻譯為中文(第 1、2、3 題，各 10 分，共 30 分)，(二)請寫出畫底線英文字彙的中文意義(第(1)–(10)題，各 2 分，共 20 分)。答題時，請清楚標示題號。

1. Washington and Beijing have differed on a range of global issues, including **(1)sanctions** on Iranian oil exports, dealing with North Korea, territorial disputes over islands in the South China Sea and, most recently, China's decision of vetoing a U.N. Security Council **(2)resolution** condemning Syria's crackdown on anti-government protesters.
2. In the biggest test of British unity in decades, Scotland is on the verge of being granted the right to hold a **(3)referendum** on whether to secede from the United Kingdom, putting asunder more than 300 years of marriage to England and Wales.
3. Protesters took to the freezing cold streets of Berlin, Helsinki and many other European cities to voice anger at an international copyright treaty they fear will lead to censorship and a loss of privacy on the Internet. The rallies underline how opposition to the Anti-Counterfeiting Trade Agreement(ACTA) has spread quickly since a first **(4)groundswell** of opposition emerged last month in Poland.

A decade after it started sourcing coffee from India, Starbucks has decided to serve up its concoctions to an Indian audience. Starbucks's **(5)joint venture** with Indian **(6)conglomerate** Tata Group will set up 50 co-branded cafés in Indian cities over the next eight months.

Washington Post has expanded its Web presence by trying to meld what was great about the old Post with new **(7)traffic-baiting** tricks of online start-ups — creating new, **(8)high-minded** blogs like Ezra Klein's "Wonkblog," along with "Celebratology 2.0" where news about the Kardashian sisters and Justin Bieber can be found. That has many inside the paper starting to wonder if online growth has come at too high a cost.

The sad truth is that the memory of Whitney Houston will forever be tarnished by her addictions. The images that we carry of her are hard to **(9)reconcile** with the voice. But that's where "I Will Always Love You" comes in. Put it on. Turn it up. Close your eyes. Whitney's voice, mere hours after her death, has already proved it can outlive her body. Even if her humanity couldn't handle that tone, **(10)posterity** certainly can.

二、以下兩題，請皆以英文作答。

1. What do these abbreviations stand for in the field of media and communication studies? (20%, 5% each)

- ICT
- CMC
- SNS
- LBS

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2. The traditional paradigm of media and communication studies is to divide a communication process into a sender, a message, and a receiver perspective. However, given the technological developments of the past two decades, particularly the recent advent of social media, has led to a re-consideration of the media and communication model. What is the definition of social media and how the communication process has been transformed through these new forms of communication tools? (15%) Can social media be a vehicle for political, cultural, and economic change? (15%)