

第一項：翻譯題 請完整翻譯下列段落。

段落 1 (十五分)

In the currently prevalent format of television advertising, where advertising is presented sequentially with programming, viewers have multiple options to avoid exposure to the advertisement, including the ability to zap ads (change channels when ads are playing) and zip through ads (fast-forward ads on recorded programs). The ad-avoidance behavior of consumers has been studied extensively. Reports of the extent of ad-avoidance behavior have varied. Siddarth and Chattopadhyay (1998) report that there is a 2.7% probability of zapping a particular ad, while Zufryden, Pedrick, and Sankaralingam (1993) find this probability to be 5%. Other studies have found much higher instances of ad avoidance. Collectively, these studies emphasize that ad avoidance, in some form, is a robust behavioral phenomenon demonstrated by television viewers.

段落 2 (十五分)

When we talk about association or lack of association, we are essentially talking about predictability, dependence, or relationship. If two variables X and Y are independent or unassociated, then knowledge of the value of X for any case in the data provides no information about how that case's measurement on Y. If that is true, then you cannot predict Y from X, because Y and X are unrelated or independent statistically. Or if gender and GPA are unassociated, then knowing whether a person is a male or female gives you no information about that person's GPA, because the two variables are unrelated or independent. If education and media use are independent, then knowing how educated a person is should provide no information about, or no ability to predict, the person's media use (for example, how much time the person spends watching TV, reading the newspaper, or reading magazines, for example).

段落 3 (二十分)

Television influences one's judgments about the real world. More than 30 years of research into television's ability to cultivate or construct viewers' social reality has demonstrated a moderate but reliable link between television exposure and some social judgments. Although the existence of this relationship is evident, the processes responsible for the relationship are little understood. Without understanding these processes, research into media's influence on social judgment is open to questions of spuriousness and causal direction. A number of process models have been proposed that describe learning mechanisms, inference mechanisms, information availability mechanisms, and source monitoring processes.

Shrum and his colleagues argued that for heavier television viewers, some constructs are more accessible in memory because television acts as a "natural prime". They suggested that because television offers a heavy diet of crime, for instance, heavier viewers see more examples of crime and are more frequently reminded of crime than are lighter viewers. Therefore, when individuals estimate the frequency or prevalence of crime (or other events that are commonly presented on television), heavier viewers make higher estimates than lighter viewers. This is because for heavier viewers, related constructs are more accessible in memory.

第二項 釋義與理解題：以下兩段文章，請於閱讀完後，依各子題問題回答。

段落 4 (二十五分)

By the end of the 1990s, branding was not simply a concept for the marketing of goods and services; it had taken on a promiscuous existence in ranging discussions about the management of identity, and not only those of sneakers and coffee, but of cities, countries, corporations, civic authorities, public institutions and personal life itself. 'Brand thyself' became a clarion call in a period defined by narratives of the marketplace; the rationale of branding was applied not simply to manufacturing and service industries but to museums, universities, charities, government agencies and a myriad of non-commercial bodies anxious to fortify or revitalize their consumer appeal. If, as Andrew Wernick suggests, contemporary culture is defined by

narratives of the 'extension of promotion through all the contemporary circuits of social life', the rhetorical profligacy of branding came to suffuse communicative processes beyond the traditional domain of commercial selling (Wernick 1991).

(Source: Paul Grain, *Brand Hollywood*, 2008, p. 21)

問題4-1 請重點摘要解釋上述段落 (十五分)

問題4-2 請用一個在台灣的例子，說明上文這種'branding'現象。(十分)

段落 5 (二十五分)

We must acknowledge both that journalism is a prerequisite for democracy and also that the market will not support journalism in the future. We have to spend public money; the question is how best to spend the money to promote and protect the values we cherish most. One plan was proposed by the late First Amendment scholar C. Edwin Baker, who argued that government should pay one-half the salary of all journalists, up to \$45,000 per year. Rules would be put into place to prevent fraud, according to his plan, and the subsidy would go to commercial as well as noncommercial media.

An even better idea is one the economist Dean Baker first suggested more than a decade ago. Baker's plan would be let every American allocate \$200 of public funds to the new medium of their choice. In exchange, the media that receive these "citizenship news vouchers" would have to place everything they produce online for free. The brilliance of this plan is that it pays people up-front to produce content, it embraces the Internet, and it makes the results free to all. It sets up massive competition for the funds and therefore promises innovation.

(Source: Robert W. McChesney & John Nichols, Down the news hole. In R. McChesney & V. Pickard eds., *Will the Last Reporter Please Turn Out the Light*, 2011, pp. 111-112.)

問題5-1 請重點摘要解釋上述段落。(十五分)

問題5-2 上述兩種關於支持美國新聞業的方式，妳(你)認為何種可行性較高？是否也適合用來解決台灣現今報業的困境？(十分)