

科目：專業英文

系所組：大眾傳播學研究所

題目共兩題，請看清題意，標明題號。

請將以下的英文段落翻譯成中文（60%）

1. The earlier mass media of press and broadcasting were widely seen as beneficial (even necessary) for the conduct of democratic politics. The benefit comes from the flow of information about public events to all citizens and the exposure of politicians and governments to the public gaze and critique. However, negative effects have also been perceived, stemming from the dominance of channels by a few voices, the predominance of a “vertical flow”, and the heightened commercialism of the media market, leading to neglect of democratic roles. The typical organization and forms of mass communication limit access and discourage active participation and dialogue. The new electronic media have been widely hailed as a potential way of escape from the oppressive “top-down” politics of mass democracies in which tightly organized political parties make policy unilaterally and mobilize support behind them with minimal negotiation and grass-roots input. The new media provide the means for highly differentiated provision of political information and ideas, almost unlimited access in theory for all voices, and much feedback and negotiation between leaders and followers. They promise new fora for the development of interest groups and formation of opinion.

請將以下的英文段落翻譯成中文（40%）

2. The case study method is a common qualitative research technique. Simply put, a case study uses as many data sources as possible to systematically investigate individuals, groups, organizations, or events. Case studies are conducted when a researcher needs to understand or explain a phenomenon. They are frequently used in medicine, management science, and history. Sigmund Freud wrote case studies of his patients; economists wrote case studies of the cable TV industry for the FCC; and the list goes on and on. On a more formal level, a case study can be defined as an empirical inquiry that uses multiple sources of evidence to investigate a contemporary phenomenon within its real-life context, in which the boundaries between the phenomenon and its context are not clearly evident. This definition highlights how a case study differs from other research strategies. For example, an experiment separates a phenomenon from its real-life context. The laboratory environment controls the context. The survey technique tries to define the phenomenon under study narrowly enough to limit the number of variables to be examined.

※ 注意：1.考生須在「彌封答案卷」上作答。

2.本試題紙空白部份可當稿紙使用。

3.考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。