

請將以下英文翻譯為中文（總共四題，每題 25 分）

1. In the last two decades, media and cultural globalization has reached another level of development and penetration. While various (national) media markets have been penetrated and integrated by the powerful missionaries of global media culture such as News Corporation, Disney and Time Warner, the development of East Asian media cultural production and inter-Asian media co-production, circulation and consumption has become no less conspicuous. On the one hand, these developments have highlighted the de-Westernized patterns of cultural production, circulation and connection in, from and within the region. However, on the other, it is still questionable if these developments have eventually challenged uneven transnational media cultural flows and have truthfully promoted dialogic connections among people of various places, as they reproduce hierarchy, unevenness and marginalization.
2. One commonality in the rich body of research on political participation is an assumption that remains untested. Generally, researchers studying political participation code participation acts as zero (no participation) and one (participation), and subsequently sum up or compute the average of the scores. Such a cumulative index accurately taps the breadth of one's participation in politics, since it gives respondents higher scores for engaging in a more diverse set of acts. What this index might misrepresent or underestimate is the extent or level of participation in politics, especially for those respondents who frequently partake in just one or two acts (e.g., some individuals might frequently contact local media and attend the meetings, but never engage in any other political activities). Such individuals might be deeply involved in politics—albeit in their own idiosyncratic ways—but the cumulative index will portray them as less politically participatory than other individuals who engage in politics less frequently, but when they do engage, they partake in a greater variety of acts. Conceptually, this appears problematic since researchers often use the participation index to tap the level or intensity of one's participation in politics—not the breadth. Whether the breadth and the level of participation in politics are interchangeable, is an empirical question that needs to be verified.

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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. The global media market is dominated by ten or so vertically integrated media conglomerates, most of which are based in the United States. Another thirty or forty significant supporting firms round out the meaningful position in the system. These firms operate in oligopolistic markets with substantial barriers to entry. They compete vigorously on a non-price basis, but their competition is softened not only by common interest as oligopolies, but also by a vast array of joint ventures, strategic alliances, and cross-ownership among the leading firms... The market is still in the process of rapid change, and more mergers, acquisitions, and joint ventures can be expected before the dust clears.
4. With but a few keystrokes and mouse clicks any audience member may initiate a new discussion or respond to an existing one with text or audio, or perhaps images and even video. Transmitting requires minimal effort, and once one is digitally equipped, it is virtually costless. To posit that the power of the public agenda has swung from media elites and establishment institutions to the citizenry would be naïve. But the foundational conceptions of self-evident media agenda-setting may benefit from some fresh rethinking. The fundamental question may best be characterized as this: Under what conditions do digitally connected publics respond and when do those responses meaningfully impact the broader public and media agendas and the framing of public issues? Before the reintroduction of the term, the notion of reverse agenda-setting meant simply that journalists may be responding to actual or perceived public interests and thus the public agenda could be seen as preceding and influencing the media agenda.