

# 國立交通大學 104 學年度碩士班考試入學試題

科目：傳播英文(6012)

考試日期：104 年 2 月 6 日 第 3 節

系所班別：傳播研究所 組別：傳播所甲組

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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!!

傳播英文考題共有四題，請將英文翻成中文，請不要用直譯或一字一字翻譯的方法，先將每一段瞭解之後，請用中文的語法，將內容翻譯出來。

(1)

The mobile phone is one of the fastest diffusing communication technologies in the world. Previous studies have mostly focused on the communicative aspects of mobile phone usage and demonstrated that regular voice communication is related to stronger bonds among close friends and family members. However, the mobile phone is no longer just a device that facilitates communication between two individuals; it is also a hybrid technology that integrates audio, video and text with a display screen. Indeed, tracking studies show that users nowadays are increasingly using their phones to download apps, send short messages to friends, browse the Internet, check social networks sites, take photos and perform a variety of other activities, all while on the move. Mobile phone use is characterized by both communicative and non-communicative uses. Not only can users access their social network sites to stay connected with their friends, but as an integrated whole.

(25 分)

(2)

A virtual team is defined as a group of people with unique skills who work interdependently but are separated geographically which necessitates their interacting using technology. Thus, virtual teams allow members to accomplish specific tasks while transcending traditional restrictions of time and proximity. Consequently, virtual teams differ from face-to-face teams in that members are physically separated from one another and they rely on technological devices for communication and information exchange. Virtual teams have become commonplace in large organizations, with one study reporting that 50% of all companies with more than 5000 employees incorporate virtual teams as vehicles for conducting work. Various issues related to virtual teams have been investigated including effectiveness, trust, and adaptation. Recent studies have begun to examine issues surrounding the selection of virtual team members. Some studies have found that the skills one brings to a team are more important selection criteria for virtual team membership than for face-to-face team membership, but that personal characteristics are more important criteria for selecting face-to-face team members.

(25 分)

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(3)

Researchers have questioned whether the form of discourse fostered by computer-mediated discussions captures the benefits of the face-to-face ideal, rejecting the hypothesis that online deliberation expands the informal zone of the public sphere. Several reasons have been presented by scholars to justify this stance. First, computer-mediated communication has been historically regarded as an impersonal phenomenon that deindividuates participants, encouraging uncivil discourse and group-based stereotyping. The absence of cues is identified as the main condition to encourage flaming in online political discourse. Research also found that users who participate in online discussions about politics usually make comments only in groups that agree with their own views, concluding that online deliberation mainly reinforces preexisting views by perpetuating a confirmation bias. Consequently, since online participation has been both positively and negatively related to deliberation, there is a need to clarify the dynamics involved in the uses of specifically Web 2.0-based applications for deliberation purposes.

(25 分)

(4)

Communicative complexity in the media may play a leading role in the construction and the completion of a crisis: A drop in complexity in the news, for example when the evening news covers one issue only, often signals a crisis. In a crisis, media reduce the complexity by selectively emphasizing a specific series of unfolding events that satisfy a variety of news values simultaneously, such as the presence of powerful elites, consonance and negativity, often by stereotyping, moralizing, and scandalizing. Media audiences may already deduce the presence of a new crisis from the predominance in the news of a single issue (e.g., 9/11, Ukraine) or the predominance of a single frame (e.g., almost exclusive associations of terrorists with Muslim fundamentalists, or of the Ukraine with Russian aggression). The sensitizing hypothesis to be elaborated here is that the drop in the complexity of news during a crisis leads to a negative sentiment among news audiences that will gradually improve once news complexity recovers.

(25 分)