

一、英翻中：以下有四段與媒介研究有關的不同論述，請將其中畫底線部份的英文字詞翻譯成中文，答案請清楚的標示題號(1)、(2)...(20)(共 20 題，每題 2.5 分，共 50 分)

However, the shift towards (1)a constructionist conception of language and representation did a great deal to displace the subject from a privileged position in relation to knowledge and meaning. The same is true of Foucault's (2)discursive approach. It is discourse, not the subjects who speak it, which produces knowledge. Subjects may produce (3)particular texts, but they are operating within the limits of the episteme, (4)the discursive formation, (5)the regime of truth, of a particular period and culture.

Representation is one of the central practices which produce culture and a key 'moment' in what has been called the (6)'circuit of culture'. But (7)what does representation have to do with 'culture': what is the connection between them? To put it simply, culture is about (8)'shared meanings'. Now, language is (9)the privileged medium in which we make sense of things, in which meaning is produced and exchanged. Meanings can only be shared through our common access to language. So language is central to meaning and culture and has always been regarded as (10)the key repository of culture values and meanings.

Most broadly, the (11)'alternative paradigm' rests on a different view of society, one which does not accept (12)the prevailing liberal-capitalist order as just or inevitable or the best one can hope for in the fallen state of humankind. Nor does it accept (13)the rational-calculative, utilitarian model of social life as at all adequate or desirable, or the commercial model as the only or best to run media. These is (14)an alternative, idealist and sometimes utopian ideology, but nowhere a worked-out model of an ideal social system. Nevertheless, there is a sufficient common basis for rejecting the hidden ideology of (15)pluralism and of (16)conservative functionalism.

Rather than interpret the (17)superstructure as a passive reflection of the (18)economic infrastructure, Althusser viewed the superstructure as necessary to the existence of the base. His formulation therefore allows for the (19)'relative autonomy' of the superstructure, which is determined by the economic base only 'in the last instance.' While the economic therefore remains a determinant, it does so through a (20)'structure of dominance.'

國立中山大學100學年度碩士班招生考試試題

科目：專業語文【傳管所碩士班】

二、 以下是時代雜誌 (Time magazine)選出的 2010 年風雲人物 (Person of the Year)五位入圍者簡介。請以中文翻譯前三題 (亦即第 1、2、3 題，每題十分)；另請寫出畫底線英文文字的中文意義 (亦即(1)、(2)、(3)...(10)題，每字兩分)。(本大題共 50 分)

1. Zuckerberg has (1)retrofitted the Internet's idealistic 1960s-era infrastructure with a more pragmatic millennial sensibility. (2)Anonymity may allow people to reveal their true selves, but maybe our true selves aren't our best selves. Facebook makes cyberspace more like the real world: dull but civilized. The (3)masked-ball period of the Internet is ending. Where people led double lives, real and virtual, now they lead single ones again.
2. WikiLeaks has established itself, too, as a competitor to news media and intelligence agencies. By posting documents in their entirety, the site "disintermediates" the market, as economists say, weakening the old (4)prerogatives of editors and analysts to filter information for their audiences.
3. The Tea Party is a hot brand, but there's no one in power to enforce the trademark. Now that the bailouts are history and Democratic (5)hegemony is broken, what does it stand for? It's a sign of the incredible velocity of politics these days that the colossus of 2010, a movement not even two years old, is already facing an identity crisis.
4. Why did things turn out so blessedly different in Chile? The rescue showcased a commodity even rarer today than the gold the miners were (6)quarrying: leadership. "We made sure it was one for all and all for one down there," foreman Luis Urzua tells us.
5. There are two schools of thought about Hamid Karzai. The first is that he's a (7)vain, incompetent, monumentally corrupt leader with serious mood-disorder problems that require medication. The second is that the President of Afghanistan is a deceptively clever politician who has built a serviceable coalition among Afghanistan's riot of tribes and (8)factions -- which requires a certain amount of skill and (9)lubrication -- and a (10)deft public figure who knows how to balance his dependence on the U.S. military against his public's increasing frustration with an endless war.