一、請翻譯以下英文關鍵詞 (每題 2 分，共 10 分)

1. Backpack Journalist
2. Head end
3. Packet switching
4. Portals
5. Target audience

二、請完整翻譯以下英文段落 (每題 10 分，共 50 分)

1. It suggests that the networked environment makes possible a new modality of organizing production: radically decentralized, collaborative, and nonproprietary; based on sharing resources and outputs among widely distributed, loosely connected individuals who cooperate with each other without relying on either market signals or managerial commands. This is what I call "commons-based peer production."
(cited from *The Wealth of Networks: How Social Production Transforms Markets and Freedom*, by Yochai Benkler, 2006, p. 60)

2. The most significant dynamic seems to be one of adaptation, transfer and recycling of narrative and other kinds of content. Behind this proliferation of transfers, this ever-expanding recycling of content, is a set of new economic arrangements designed to secure a degree of financial and cultural insurance not easily available in the multi-channel environment of the present.
(cited from *Understanding the Global TV Format*, by Albert Moran, 2006, p. 11)

3. Corporate convergence coexists with grassroots convergence. Media companies are learning how to accelerate the flow of media content across delivery channels to expand revenue opportunities, broaden markets, and reinforce viewer commitments. Consumers are learning how to use these different media technologies to bring the flow of media more fully under their control and to interact with other consumers.
(cited from *Convergence Culture: Where Old and New Media Collide,* by Henry Jenkins, 2006, p. 18)

4. Reality TV, in other words, fits well with the dictates of global media production insofar as it combines a local cast and local viewer participation with a customizable transnational format. What is exported is not the content itself but a recipe for creating a local version of an internationally successful TV show.
(cited from *Reality TV: The Work of Being Watched*, by Mark Andrejevic, 2004, p. 12)

5. In a world of networks, the ability to exercise control over others depends on two basic mechanisms: the ability to program/reprogram the network(s) in terms of the goals assigned to the network; and the ability to connect different networks to ensure their cooperation by sharing common goals and increasing resources.
(cited from *The Network Society: A Cross-Cultural Perspectives*, edited by Manuel Castells, 2004, p. 32)

三、請完整翻譯以下一篇論文摘要 (15 分)

Motivational Processing and Choice Behavior During Television Viewing: An Integrative Dynamic Approach

Zheng Wang, Annie Lang, Jerome R. Busemeyer

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This study was designed to further our understanding of the central role of motivational activation in mediated information processing and media choice. To do this, a dynamic model was developed to formalize the dynamic effects of three basic motivational input variables (arousing content, positivity, and negativity) on four physiological output measures (heart rate, skin conductance level, corrugator activity, and zygomatic activity) and a behavioral choice measure of television channel selection. The input and output variables were selected based on extensive theoretical and empirical research that has explicated static relationships among these variables. In general, the findings of the dynamic modeling approach were consistent with the previous literature using traditional static statistical methods. However, this study also theoretically extended the previous work.

四、請重點摘要翻譯以下文章段落 (25 分)

The social implications for the Internet, as well as the implications for traditional mass media, are continually changing. But some consequences are clear.

A New Model for News
The Internet supplements the surveillance function of the mass media. Because anyone with a blog can become a reporter, the traditional top-down model of journalism (editor to reporter) has shifted. Now news can start at the source and go "sideways" to anyone who is interested. To

some, news used to be a lecture but is now a conversation. Blogs have questioned the accuracy of news stories in the traditional media; thus the Internet provides additional checks and balances to the traditional media. The Internet also expands the interpretation function of the media. Blogs allow anyone to chime in with her or his opinion on news topics and controversial issues.

Lack of Gatekeepers
Without gatekeepers, the risk of the Internet being overwhelmed with unwanted, irrelevant, trivial, unrequested, worthless or inconsequential messages has increased tremendously. Gatekeepers serve as evaluators of information; without them, we must judge the credibility or accuracy of the information we obtain online for ourselves. Having no gatekeepers means having no censorship. However, the lack of gatekeepers also allows bloggers to publicize topics considered too controversial by the mainstream media. Blogs can be partisan and individualistic.

Information Overload
The Internet provides an information retrieval source that is unparalleled in its scope, providing you know how to use and evaluate the data you get from it properly. There is the danger that the large amount of data you retrieve on a subject might be more volume than substance.

Privacy Concerns
Because of the variety and easy accessibility of Internet databases, it's relatively easy to obtain facts about anyone. One specific concern, for example, is the crime of "identity theft," in which someone uses the Net to steal facts about your personal identity for criminal gain. Though many laws and regulations to safeguard personal privacy have been discussed, the issues are complicated. Some say voluntary guidelines would be better than laws.

Escapism and Isolation
Does the Internet detach people from others? Some psychologists have identified a condition they call Internet Addiction, and some early studies found that Internet users who spend many hours online show signs of isolation and depression. However, subsequent studies have not found the link. Many individuals spend much of their time online engaging with others, via e-mail, instant messaging, chatting, game playing and updating their Facebook and Twitter pages.

(From Dominick, J. R. (2011). The Dynamics of Mass Communication: Media in Transition. 11th edition. New York: McGraw Hill. Chapter 12.)