科目：　　專業英文　　　　　　　　系所組：大眾傳播學研究所

題目共四題，請看清題意，標明題號

請將以下英文翻譯成中文（50％）

1. Your literature review should yield several kinds of ideas and evidence. Primarily, it gives you a picture of the variety of conceptual and operational definitions the concept has been given. These will be dealt with later, in connection with meaning analysis and the design of actual research procedures. But the literature also provides descriptive information regarding your concept. This can be useful to you throughout conceptualization, from guiding your imagination in formulation ideas, to providing you with expectations of what you will find when you undertake your own study.

Keep track of empirical findings as you analyze various kinds of studies. Note, for example, the distribution of values your concept seems to take on in different populations. Is it common or rare, normally distributed or skewed? How does it vary over time, or is it highly stable? What are its correlates? Is it limited to certain situations or groups (e.g., elites), or to certain periods in history or societal development (e.g., times or rapid change)?

The value of keeping track of contextual information is illustrated by Martin, McNelly and Izcaray's (1976) study of relationships between use of different mass media. They divided the studies they found into two groups based on the correlations between media. Some surveys reported high correlations between reading newspapers, watching television, attending films, and listening to radio; further, each of these measures was correlated with the person's education and income. They put into a second group those studies where correlations between use of the different media were low, and in which education and income were not particularly associated with radio, film, or TV use. Divided in this way, the first subliterature turned out to consist almost entirely of rural surveys in Latin America, whereas the low-correction samples were all urban and were not geographically concentrated. The authors built on this background to devise a test of the theory that media use is constrained by socioeconomic status at the low end (rural populations), but that different media are somewhat interchangeable in the typical urban condition where structural constrains on expensive and demanding forms of media use are not so stringent. This hypothesis, which was supported, in effect modified their conceptualization of media use.

※ 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。

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將以下中文翻譯成英文 (總共 30%)

2. 在二十世紀誕生的網際網路改變了大眾媒體的風貌，隨著網路使用人口的增加，也出現了許多與其有關的新議題，而網路犯罪就是其中相當重要的一個。網路犯罪中，有些是透過網路進行的傳統犯罪，有些則是因網路而新產生的。常見犯罪行為包括了散佈色情或族群仇恨內容、詐騙、著作權侵害、入侵他人電腦、賭博與販賣管制物品等，甚至有犯罪或族群仇恨組織透過網路招募成員。由於網路跨國傳播的特性，犯罪者可能是位在當地法律無法管轄的地點，增加了網路犯罪防治的難度。目前網路犯罪的問題，雖然獲得大部分人的注意，但有關的學術研究仍顯不足。(25%)

3. 語藝分析; 賽伯生化人; 問題意識的形成; 媒體去管制化; 流離社群　(5%)

請以英文回答以下問題 (20 %)

4. Please elaborate Stuart Hall's "encoding/ decoding" model and its significance in audience studies.

(End) -

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