

世新大學 100 學年度碩士班招生考試試題卷

第 1 頁共計 / 頁

系所組別	考試科目
傳播管理學系	傳播理論

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

一、過去研究者對好萊塢電影席捲全球市場已有多分析。請擇一你所熟悉的傳播理論來解釋好萊塢在國際市場的高市佔率現象(15%)? 並循此理論脈絡，分析《海角七號》(2008)或《艋舺》(2010)如何突破台片往常在電影產業鏈上的結構性限制，在台票房奏捷(15%)。

二、部落格(blog)、社群網站(如臉書 facebook)與智慧型手機(如 iphone)皆是某種程度的科技創新:

- i. 試分析此三種創新之間的互補與替代的關係 (10%)
- ii. 互動性(interactivity)與匿名性(anonymity)一直是網路科技能抓住使用者的重要元素，請就你所讀過之傳播理論闡釋分析這二個概念，並說明臉書在上述兩面向上的創新(10%)。
- iii. 請依你所閱讀過的傳播科技理論，分析比較這三個傳播科技對台灣社會的影響。(15分)

三、請閱讀底下文章，回答之後的問題

Looking at the iPad From Two Angles

The iPad is the newest device in Apple's family of touch-based computers. Positioned between a traditional laptop computer and pocket computers like the iPod Touch, nobody seems quite sure how to categorize the iPad. Is it a competitor for low-cost "netbooks?" A big iPod? A new platform? What role, exactly, will it play in our digital lives?

Following months of pre-release discussion, we purchased the \$499 model on the day it arrived at Apple's stores. iPad in hand, we then spent several days evaluating the system and gathering input from a cross-section of people ranging from traditional Apple enthusiasts to netbook owners to self-described "computer illiterates." We found it to be a useful "peripheral computer", a unique device that complements, rather than replaces, existing computers and smartphones. It also extends Apple's mobile, touch-based platform, adding even more energy to a vibrant "ecosystem," which is controlled from top to bottom by Apple but also benefits from the creativity and hard work of a growing army of third-party developers.

In 10 years of reviewing tech products for The New York Times, I've never seen a product as polarizing as Apple's iPad. "This device is laughably absurd," goes a typical remark on a tech blog's comments board. "How can they expect anyone to get serious computer work done without a mouse?" "This truly is a magical revolution," goes another. "I can't imagine why anyone will want to go back to using a mouse and keyboard once they've experienced Apple's visionary user interface!" Those are some pretty confident critiques of the iPad — considering that their authors have never even tried it. In any case, there's a pattern to these assessments. The haters tend to be techies; the fans tend to be regular people. Therefore, no single write-up can serve both readerships adequately.

- i. 請替該文下標題(中或英皆可) (5%)，並依作者分析歸納闡述 ipad 產品特色(6%)；作者將 ipad 定位成 peripheral computer，其意義為何 (4%)？第三段以作者十年來評論新科技產品的經驗，說明了市場對 ipad 這產品的反應之獨特處，請問那是甚麼，你同意嗎 (6%)？
- ii. 請列舉說明三個創新傳佈 (Diffusion of Innovations) 理論中所提及的影響創新擴散因素 (6%)，並整合作者的評論、創新傳佈理論與個人觀察，說明 ipad 推出的市場意義及對出版業的影響 (8%)。