

國立交通大學 107 學年度碩士班考試入學試題

科目：傳播英文(6522)

考試日期：107 年 2 月 1 日 第 4 節

系所班別：傳播與科技學系 組別：傳科碩

第 1 頁, 共 1 頁

【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!!

一、請將以下內容翻譯為中文 (60%)

說明：每題 6 句，請逐句完整翻譯，人名不用翻譯。

- (一) Scholars have devoted substantial research attention to explaining patterns of media use in interpersonal relationships. Broadly speaking, such theory development has either considered (a) technological properties or (b) social factors as the locus of media use (Krishnan & Hunt, 2015; Ledbetter, 2009a). Technologically oriented theories focus attention on the fit between characteristics of the medium (i.e., the medium's affordances; Fussell & Setlock, 2014; Gibson, 1979) and the nature of the message. Although a number of theories exemplify this tradition (e.g., social presence theory, Short, Williams, & Christie, 1976; the reduced social context cues perspective, Sproull & Kiesler, 1986), media richness theory represents perhaps the most popular variant. Specifically, media richness theory asserts that communication media vary according to their richness, or "ability to change understanding with a time interval" (Daft & Lengel, 1986, p. 560). For example, media that provide more nonverbal cues (e.g., face-to-face communication, video chat) reduce equivocality and uncertainty more quickly than do media with relatively fewer nonverbal cues (e.g., email, text Taylor et al. 3 messaging). (30%)
- (二) Acquiring a format licence is a way of getting hold of a show that has been in development for several years and produced in several other countries. This accumulated knowledge is part of the format package and a licensing agreement leads to a significant transfer of expertise. Licensees obtain a document that is known as the 'production bible' which teaches local teams everything they need to know in order to produce the show. These can run to hundreds of pages and contain information about run-throughs, budgets, scripts, set designs, graphics, casting procedures, host profile, the selection of contestants, and every other possible aspect associated with the show's production. Bibles also lay out the format rules, determining the elements that can be altered and those which must remain intact. As already seen, formats are geared up to hit specific points throughout the narrative and are constructed to take viewers through a succession of emotional states. (30%)

二、請將以下內容翻譯為英文 (40%)

說明：每題 4 句，請逐句完整翻譯。

- (一) 從實證研究的結果看來，網路素養和網路安全行為之間不盡然完全是正面關係 (Livingstone & Brake, 2010)。一方面，網路素養和社會資本的累積有正面關係，那些具備較佳網路技能的使用者，較有可能在網路上尋求政治、求職或健康相關的訊息 (Hargittai & Hinnant, 2008)。但另一方面，網路素養卻也和網路風險有關，網路素養愈高的人由於對網路活動涉入較深、較廣，使得他們暴露於網路風險的機會也隨之提高 (Livingstone & Helsper, 2008)。而根據傳播技巧缺乏模型 (communication skills deficiency model)，霸凌受害者若缺乏適當的網路素養來面對霸凌行為，很可能會採取報復手段，因為以牙還牙是最直接的應對方式 (Roberto, Eden, Savage, Ramos-Salazar, & Deiss, 2014)。(20%)
- (二) 在昨天立法院通過客家基本法修正案後，客語已被列為正式的國家語言。根據此修正案，客家人口達三分之一以上之鄉鎮市區，將由客委會指定為客家文化重點發展區域，應以客語為通行語之一。這些區域應該致力於客語的教學，以及保存客家文化和相關產業。政府應捐助設立客家公共傳播基金會，製播全國性的客家事務廣播與電視節目，亦應補助製播客語及客家文化節目的廣電業者。(20%)