

# 國立中正大學 112 學年度碩士班招生考試試題

科目名稱：傳播英文

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系所組別：傳播學系電訊傳播

## 一、選擇題（單選，每題 3 分）

1-1

**paragraph 1.** A ritual view conceives communication as a process through which a shared culture is created, modified, and transformed. The archetypal case of communication is ritual and mythology for those who come at the problem from anthropology; art and literature for those who come at the problem from literary criticism and history. A ritual view of communication is directed not toward the extension of messages in space but the maintenance of society in time (even if some find this maintenance characterized by domination and therefore illegitimate); not the act of imparting information or influence but the creation, representation, and celebration of shared even if illusory beliefs. If a transmission view of communication centers on the extension of messages across geography for purposes of control, a ritual view centers on the sacred ceremony that draws persons together in fellowship and commonality.

**paragraph 2.** Now the differences between these views can be seen as mere transpositions of one another. However, they have quite distinct consequences, substantively and methodologically. They obviously derive from differing problematics; that is, the basic questions of one tradition do not connect with the basic questions of the other.

**paragraph 3.** What is the relationship between culture and society—or, more generally, between expressive forms, particularly art, and social order? For American scholars in general this problem is not even seen as a problem. It is simply a matter of individual choice or one form of determination or another. There is art, of course, and there is society; but to chart the relationship between them is, for a student in communication, to rehearse the obvious and unnecessary. However, in much European work one of the principal (though not exclusive) tasks of scholarship is to work through the relationship of expressive form to social order.

(Source: Carey, J. W. (2009). *Communication as Culture: Essays on Media and Society* (Revised ed.). New York: Routledge.)

1. The word 'ritual' in the paragraphs above (1-3) is closest in meaning to
  - A. outstanding performance
  - B. God's blessing
  - C. shared event
  - D. unbelievable miracle
2. The concept of 'the extension of messages in space' in paragraph 1 is closet in meaning to
  - A. transmission mode of communication

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- B. established social order
  - C. celebration of illusory faith
  - D. expressive forms
3. According to paragraph 1, what does the author imply about the ritual view in communication studies?
- A. researchers shall shed light primarily on the process and outcome of message delivery
  - B. shared beliefs among who are engaged in communication process matter
  - C. literacy criticism and history are not helpful for understanding communication
  - D. controlling media to make messages influential is the fundamental concern
4. According to paragraph 2, the difference between ritual view and others is caused by
- A. research funding system
  - B. approach of constituting problems and solutions
  - C. easy transpositions between them
  - D. institutional expectation
5. According to paragraph 3, the principal tasks of American scholarship would focus on:
- A. problems about changing culture
  - B. expressive forms of social order
  - C. determinate factors behind individual choices
  - D. chart the relationships between art and society

1-2

**paragraph 4.** Separating journalism from its technologies is difficult, because journalism by definition relies on technology of some sort to craft its messages and share them with the public: From bullhorns and alphabets to notepads and cameras, journalists have always used tools to stretch and expand their capacity to collect, document, present and spread information. Journalism's technologies are expansive, resembling an ever-intensifying matrix of new and refashioned capabilities, and they morph assertively, building in both direct and indirect ways on technologies of yore.

**paragraph 5.** Digital technology is no exception. By tweaking and enhancing the qualities of earlier technological environments, the digital magnifies the reach of journalistic practices and output. It hones journalism's focus on acts of compression and extraction, giving new dimensions to what is meant by size, brevity, searchability and retrievability. It amplifies journalism's orientation to speed, and the acceleration, instantaneity and simultaneity that go with it. And it promises increasingly interactive experiences of engagement and in many cases new degrees of affordability.

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**paragraph 6.** To be sure, the structural environment surrounding journalism—inhabited by new tech companies, an institutional culture with pervasive power dynamics and patterned structural adjustments to evolving technological parameters—adds to these attributes in directly impacting what digital journalism looks like. Digital technology has introduced marked differences in journalistic style, information-gathering, sourcing, analysis, distribution and financing that have led in turn to new presentational formats: hooks, listicles, gifs, podcasts, virtual and augmented reality, conversational interfaces, data visualization, full immersion experiences, among others. These new formalistic features—enhanced by robust capabilities of storage, retrieval and remediation—make today’s news feel more proximate and personalized, usable and interactive than ever before.

(Source: Zelizer, B. (2019). Why journalism is about more than digital technology. *Digital Journalism*, 7(3), 343-350. doi:10.1080/21670811.2019.1571932)

6. The term ‘digital journalism’ in the paragraphs above (4-6) is closest in meaning to
  - A. news produced and circulated with digital tools
  - B. news providing numbers and charts for better understanding
  - C. news generated by machine automatically
  - D. news completed with computer scientist’s help
7. Which of the sentences below best expresses the essential argument in the paragraphs (4-6)? Incorrect choices change the meaning in important ways or leave out essential information.
  - A. digital technology makes journalist’s tasks easier
  - B. technology is constantly relevant to the development of journalism
  - C. interactive news would be pervasive in the near future.
  - D. data-driven technology is helpful for news credibility.
8. According to paragraph 4, which of the following was NOT the ‘refashioned capabilities’ of modern journalist
  - A. writing
  - B. photographing
  - C. moving
  - D. information delivering
9. According to paragraph 5, what does the author imply when saying ‘the digital magnifies the reach of journalistic practices and output’?
  - A. news quality is improved
  - B. individual journalist’s capability is enhanced
  - C. personalized news becomes possible

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D. digital convergence in newsroom is inevitable

10. According to paragraph 6, all the following were the new formalistic features of digital journalism EXCEPT:

- A. conversational interfaces
- B. infographics
- C. full immersion experiences
- D. automated information processing

二、名詞解釋：(請將下列英文名詞譯為中文，每題 2 分)

1. public sphere
2. muckraking
3. selective self-presentation
4. cross pressure
5. echo chamber
6. priming effect
7. media richness
8. internet flaming
9. social capital
10. incidental exposure

三、英譯中：(每題 10 分)

1. The terms “misinformation,” “disinformation,” and “propaganda” are sometimes used interchangeably, with shifting and overlapping definitions. All three concern false or misleading messages spread under the guise of informative content, whether in the form of elite communication, online messages, advertising, or published articles. We define misinformation as constituting a claim that contradicts or distorts common understandings of verifiable facts.

(Source: Persily, N. & Tucker, J. A. (2020) (Eds.) Social Media and Democracy. Cambridge University Press.)

2. One recent development in agenda-setting theory, the network agenda-setting (NAS) model, asserts that the salience of network relationships between objects and attributes can also be transferred from the media to the public agenda. This is considered the third level of agenda setting, which emphasizes the effect of the overall picture of the news

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coverage rather than the prominence of individual elements

( Source: Chen, H.-T., Guo, L., & Su, C. C. (2020). Network agenda setting, partisan selective exposure, and opinion repertoire: The effects of pro- and counter-attitudinal media in Hong Kong. *Journal of Communication*. 70(1), 35-59. )

3. Communications Privacy Management Theory is an evidence-based theory centered on the dialectical tension that exists between one's need to control one's personal information and one's relational need to share it. Its main principles are that people believe they own their private information, as they might own possessions. They believe they have the right to control it and develop privacy rules to help impose this control

( Source: Mullen, C., & Hamilton, N. F (2016). Adolescents' response to parental Facebook friend requests: The comparative influence of privacy management, parent-child relational quality, attitude and peer influence, *Computer in Human Behavior*, 60,165-172. )

4. Any discussion of social fragmentation and online behavior requires an understanding of social cascades—above all because they become more likely when information, including false information, can be spread to hundreds, thousands, or even millions by the simple press of a button. Cascades are often hard or even impossible to predict, but they are all around us, and they organize our culture and even our lives.

(Source: Sunstein, C. R. (2017). *#Republic: Divided Democracy in the Age of Social Media*. Princeton, NJ.: Princeton University Press.)

5. Data colonialism appropriates for profitable exploitation a resource that did not begin to be universally appropriated until two decades ago: data. According to an authoritative definition, data is the “material produced by abstracting the world into categories, measures and other representational forms . . . that constitute the building blocks from which information and knowledge are created.” More than that, human life, and particularly human social life, is increasingly being constructed so that it generates data from which profit can be extracted.

(Source: Couldry, N., & Mejias, U. (2019). *The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism*. Stanford, CA.: Stanford University Press.)

