科目：傳播中/英文能力　　　　　　　　適用系所：大眾傳播研究所

注意：1.本試題共 2 頁，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則依規定扣分。

一、The following excerpt is extracted from Kim, J. (2021). Please read the text carefully, summarize it in Chinese (20%), and then describe your views in English with no more than 200 words (15%).

Kim, J. (2021). Advertising in the Metaverse: Research agenda. Journal of Interactive Advertising, 21(3), 141–144.

*Metaverse is a term that has been gaining traction in the tech world since 2020. The term metaverse, a three dimensional virtual world inhabited by avatars of real people—and coined by Neal Stephenson in his novel Snow Crash (1992)—became one of the hottest tech terms in 2021.....Though many consider the metaverse as the next web, that is Web 3.0 or the Spatial Web (Cook et al., 2020), which might fundamentally change the way we interact with the digital world (Austin, 2021), there is no clear consensus yet on how the metaverse should be defined or described because of its complexity (Smart, Cascio, and Paffendorf, 2007). Some define it as (1) "a fully realized digital world that exists beyond the analog one in which we live" (Herrman and Browning, 2021), a reimagined version of the OASIS in Ready Player One (Cline, 2011); (2) "a massive virtual world where millions of people—or their avatars—will interact in real time" (Collin,s 2021); (3) "an expansive network of persistent, real-time rendered 3D worlds that support the continuity of identity and objects" (Ball, 2021a); or (4) "a shared virtual 3D world, or worlds, that are interactive, immersive, and collaborative" (Caulfield, 2021).*

二、The following excerpt is extracted from Shin, H., Bunosso, I., & Levine, L. R. (2023). Please read the following paragraph and describe your thoughts in Chinese using no more than 400 words (15%).

Shin, H., Bunosso, I., & Levine, L. R. (2023). The influence of chatbot humour on consumer evaluations of services. International Journal of Consumer Studies, 47(2), 545-562.

*According to Computers-Are-Social-Actors (CASA) paradigms, humans interacting with computers exhibit social reactions that are similar to those observed in human-to-human interpersonal communication (Nass et al., 1994). If chatbots assume roles previously fulfilled by humans, it is necessary to make their interactions as similar as possible to those of human beings through anthropomorphism, a process of attributing human traits to a non-human entity, even when this attribution appears to be illogical (Epley et*

*al., 2007). Anthropomorphism is not a new phenomenon in marketing. Human-like features of products or referencing the product by personal pronouns (Aggarwal & McGill, 2007), assigning human personality to brands (Aaker, 1997), and anthropomorphizing product packaging (Triantos et al., 2016) have been found to positively influence product evaluations and emotional responses. The positive effect of anthropomorphism is grounded in the idea that when people are exposed to anthropomorphic objects, human schemas are activated, and human characteristics are attributed to a non-human entity (MacInnis & Folkes, 2017). Researchers so far have explored using a dialogue-based interaction (Hildebrand & Bergner, 2021), casual, informal language (Araujo, 2018; De Cicco et al., 2021), making and/or correcting communication errors (Sheehan et al., 2020; Toader et al., 2020), a typing cue and intentional delay in response (Schanke et al., 2021; Toader et al., 2020), human name (Araujo, 2018) or gender (Toader et al., 2020), and a humanoid graphic character (Mimoun et al., 2017) as factors of chatbots that can enhance customers' perceptions of anthropomorphism.*

三、2023 年 11 月初，美國媒體彭博社(Bloomberg News) 指出，台灣與印度打算簽署勞務合作備忘錄(MOU)，可能最多開放十萬印度移工來台灣。此消息一出，引發網路社交平台如 Dcard 上的討論聲浪，最終也催生了 12 月初由網路串連「反對增加新移工國」的凱道遊行活動。

　　請針對以上事件，進行網路社論投書，清楚羅列提出的觀點與關切。此評論需附上標題 (10 分)，以及 hashtag 關鍵字 (10 分)，分析內容 (30 分)。