國立中山大學 114 學年度
碩士班考試入學招生考試試題

科目名稱：傳播理論與實務【行銷傳播所碩士班甲組】

一、單選題（每題 5 分，共 5 題，總計 25 分）

1. The statement, "agenda conflicts are not just about what issues government chooses to act on; they are also about competing interpretations of political problems and the alternative worldviews that underlie them," best describes which of the following theories?
   A. Uses and Gratifications Theory
   B. Social Exchange Theory
   C. Agenda Setting Theory
   D. Public Sphere Theory

2. Which of the following best represents the core idea of the Third-Person Effect?
   A. People tend to perceive that mass media messages have a stronger influence on them than on others.
   B. People tend to perceive that mass media messages have a greater effect on others than on themselves.
   C. People tend to perceive that mass media messages affect everyone equally.
   D. People tend to perceive that mass media messages have no effect on them at all.

3. In a social media group, members primarily interact with others who share similar beliefs and opinions. Over time, this leads to the reinforcement of their views, while opposing perspectives are rarely encountered or considered. As a result, their beliefs may become more polarized. What is this phenomenon called?
   A. Framing Effect
   B. Agenda-Setting Effect
   C. Echo Chamber Effect
   D. Spiral of Silence Effect

4. Which of the following statements best reflects the concept of "mediatization," particularly in relation to the evolving role of media in shaping social practices and institutions?
   A. Mediatization involves media becoming increasingly dependent on traditional institutions like government and religion, reinforcing established societal structures.
   B. Mediatization describes the growing independence and dominance of media, with a significant impact on the practices and structures of various social institutions.
   C. Mediatization refers to the decline of media's influence over time, as other social institutions regain their autonomy in shaping societal norms.
   D. Mediatization is confined to traditional forms of media such as television and newspapers, with digital media remaining largely unaffected by this process.

5. Emma follows a popular social media influencer who regularly posts content related to lifestyle, fashion, and personal experiences. Over time, Emma develops a sense of familiarity and emotional attachment to the influencer's persona, commenting frequently on their posts and feeling as though she knows the influencer personally. Despite the lack of direct interaction from the influencer, Emma believes that she shares a connection with them. Which of the following is **NOT** an attribute of Emma's parasocial interaction with the influencer?
   A. Emma forms a one-sided emotional bond with the influencer, characterized by a perception of intimacy without reciprocal communication.
   B. Emma believes that the influencer's personal life and experiences are tailored specifically to her interests and preferences.
   C. Emma perceives the influencer as a personal friend, with whom she shares a mutual and reciprocal relationship.

D. Emma's connection with the influencer is facilitated through social media platforms, where she regularly interacts with their posts.

二、問答題（共 2 題，總計 75 分，答案請清楚標示主要題目及子題的題號）

（一）有關傳播科技在社會中所扮演的角色，在傳播理論的發展中一直是核心的關鍵問題，相關的討論包括：科技會如何產生影響？科技如何與社會力量產生互動？科技和人類行動之間的關係為何？以上這些重要議題的探討，大致可以區分為「科技決定論」(technological determinism)和「社會建構論」(social contstructionism)兩個論點，請就這兩個不同的理論途徑回答以下 5 個問題 (每題 10 分，共 50 分)：
1. 請說明「科技決定論」的主要內涵
2. 請根據「科技決定論」的觀點，說明一個傳播科技的相關具體實例
3. 請說明「社會建構論」的主要內涵
4. 請根據「社會建構論」的觀點，說明一個傳播科技的相關具體實例
5. 請問這兩個不同的理論途徑，你比較偏向那一個論點？為什麼？

（二）請回答以下問題：
1. 何謂媒體去專業化 (media deprofessionalization)？媒體去專業化如何影響媒體內容的產製與消費？(10 分)
2. 學者認為媒體的去專業化過程可以用 Henry Jenkins (2006)的「融合」(Convergence)以及 Axel Bruns (2007)的「生產使用」(Produsage)這兩個關鍵詞來概括。請說明這兩個概念的內涵，以及這兩個概念如何闡釋媒體去專業化過程？(10 分)
3. 媒體去專業化的現象可能會帶來哪些倫理挑戰？請舉例說明。(5 分)