

考 試 科 目	國際傳播議題分析	系 所 別	國際傳播英語碩士學位學程 (IMICS)	考 試 時 間	2 月 9 日(三) 第 4 節
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1. “Compared to traditional TV, Netflix challenges the western-centrism and cultural imperialism in the media world, and encourages cultural diversity across the globe.” Do you agree? Discuss. (20%)
2. Hashtag activism refers to a network of social media participants who use the same hashtag to promote a social or political movement. Please discuss the phenomenon of hashtag activism in relation to **TWO** of the following concepts of your choice. Provide examples to support your discussion. (30%)
 - (a) Misinformation and disinformation
 - (b) Deliberative democracy
 - (c) Hegemony
 - (d) Digital literacy
 - (e) Globalization
 - (f) Glocalization
 - (g) De/reterritorialization
3. Recent changes in the contemporary information environments make it easier for individuals to actively shape their news repertoires based on their habits, needs, preferences, and predispositions. Given the algorithmically automated mechanisms available and the ambient nature of news online, individuals may consider themselves to be highly informed about current events without actively seeking news and political information—that is, exhibit what has been called the “news-finds-me” perception. Take such a phenomenon into consideration, please refer to relevant theoretical concepts to discuss the implications of digital and social media on public opinion formation and political engagement. (25%)
4. Deepfakes are hyper-realistic videos created using artificial intelligence-driven face swaps and audio technologies that leave little trace of manipulation. Given its reach and potential impact, please discuss (1) the benefits and threats of deepfake technology and (2) its psychological, social, and policy implications. (25%)

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- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。