

國立交通大學 102 學年度碩士班考試入學試題

科目：傳播英文(6032)

考試日期：102 年 2 月 3 日 第 3 節

系所班別：傳播研究所 組別：傳播所乙組

第 / 頁, 共 乙 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、英翻中 (請將以下之英文翻譯為中文) (共兩題, 每題 25 分)

1.

The research project described in this report is the second examination of Chicago's "new news ecosystem" undertaken by the authors on behalf of The Chicago Community Trust, using sophisticated network analytics. The first study, based on data gathered in August 2010, provided insights into the most important news and information websites in Chicago, based on an analysis of the hyperlinks connecting these sites. It may have been the first network analysis focusing specifically on links among news sites in a local U.S. market. The new study, with data from April 2012, updates and extends the findings of the first study and adds a novel analysis of web-analytics data for almost 100 websites in the region. The key findings from our links research are:

- (1) 301 websites form what we consider to be the core of the Chicago news and information ecosystem – sites that are connected to each other by one or more links. This network is 13 percent larger than the network of 268 connected sites identified in the 2010 study.
- (2) Chicago's 2012 network of sites is more tightly linked than in 2010. Almost 3 percent of all possible site-to-site links exist – almost twice what we found in 2010.
- (3) Three national sites with a local presence now play very important roles in the ecosystem because they have actively embraced linking to other sites: patch.com (AOL's hyper local network), huffingtonpost.com (which has an active Chicago subsite) and chicago.everyblock.com (which, under the ownership of MSNBC, has expanded its influence in the network by enabling and promoting conversations among residents of Chicago neighborhoods).

2.

China's state broadcaster is launching a major expansion in pursuit of an international audience, increasing its overseas staff fivefold by the end of next year and almost tenfold by 2016. China Central Television (CCTV) hopes to win millions of viewers in the US and Africa with English-language services produced in Washington and Nairobi. It is the latest in a multibillion-pound soft power push, as Beijing searches for a "cultural aircraft carrier" to extend its global influence.

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第 2 頁, 共 2 頁

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(continued)

"Global competition nowadays is not just political and economic, but cultural ... Countries that take the dominant position in cultural development and own strong cultural soft power are the ones that gain the initiative in fierce international competition," argued an essay in Chinese journal *Leadership Decision-Making Information* last month.

The CCTV expansion is arguably the most ambitious, although the broadcaster declined to answer queries about the plans. According to its website, it had 49 staff posted abroad in November 2010 – with 10 more in Hong Kong and Macau – and wants overseas staff to increase to 280 by 2012. That number should rise to 500 by 2016, across 80 bureaus. (Source: The Guardian, 8 Dec 2011)

二、中翻英(請將以下中文翻譯為英文)(共兩題,每題 25 分)

1.

美國報業協會最近進行一項調查,把「報紙」依載具分為四種型態:紙張印刷、桌上與筆記型電腦、智慧型手機以及平板電腦。有近八成網路受訪者回答:他們平均每週都會用不同的方式閱讀「報紙」,有六成受訪者回答讀過印刷版,將近一半回答說曾用過電腦、手機、平板電腦來讀讀數位版,三成多是印刷與一種或多種數位版同時閱讀。只讀印刷版的受訪者約四分之一,只讀數位版的約七分之一。儘管報紙印刷版的發行人日漸減少,把印刷版加上各種載具上的版本,仍然是一個強勢的媒體。媒體經營者不過是把資源做更有效率的分配。此外,雖然內容相同,但各種載具給讀者的閱讀經驗、感受、以及使用的情境並不完全相同。這正說明了不同型態的「報紙」其實各有其不同的效用、服務不同的讀者。

2.

1990 年代初期是台灣第一波媒體改革運動高峰,訴求「黨政軍退出媒體」,也就是反黨國壟斷。但當時部分媒體改革社團就質疑這種論述的不足,他們提出簡單且關鍵的問題:黨政軍退出後呢?媒體該交給誰?他們主張媒體公共化,讓媒體回到公民手中。可惜這主張後來並未取代主流,更因相關政策設計不當或落實不力,多數媒體落入資本家手中。近日媒體所有權愈發集中的趨勢,引發另一波媒改運動。值得注意的是,儘管是從反黨國變成反資本,但就運動的邏輯和實質來看,並未改變。反資本壟斷跟反黨國壟斷相同,都非常正當。但「反」的動員容易,改革方向卻未明。