

國立中山大學 102 學年度碩士暨碩士專班招生考試試題

科目名稱：大眾傳播理論【傳管所碩士班甲組】

題號：446001

※本科目依簡章規定「不可以」使用計算機

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I. 選擇題 (每題 2.5 分, 共 10 題, 總分 25 分)

1. Media scholars often study how pressure from advertisers influences journalists' news reporting. In media sociology, advertising pressure can be regarded as _____ and journalists as _____.
 - a) structure, agency
 - b) agency, structure
 - c) environment, functions
 - d) functions, environment
2. Sociologists argue that humans must build and interpret the meaning of objective reality. They refer to this process as:
 - a) The variability of reality
 - b) Reality attainment
 - c) Social specificity
 - d) The social construction of reality
3. Much of the initial funding for the Internet came from:
 - a) Private corporations
 - b) Individual computer hobbyists
 - c) Nonprofit, public-interest foundations
 - d) The government, especially the Pentagon
4. A company seeking to become vertically integrated in the book industry may want to purchase which of the following companies?
 - a) A record label
 - b) A paper mill
 - c) A chain of movie theaters
 - d) None of the above
5. Conglomeration refers to the process in which:
 - a) Fewer corporations own the media
 - b) A larger number of corporations enter the media industry
 - c) Media companies become part of larger corporations
 - d) Media companies begin to sell off their holdings
6. News companies are taking various measures to keep costs down lately. Which of the following does not belong to such measures?
 - a) Decrease the number of journalists on staff
 - b) Limit investigative reporting
 - c) Focus the news on preplanned official events
 - d) Increase international news coverage

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7. The following arguments concern how technologies change society. Which of the following arguments is *not* considered an example of technological determinism?
- a) The Internet has ushered in a new age, an information society, which differs fundamentally from the societal orders of the past.
 - b) The invention of television created an obsession with visual culture and caused the decline in the seriousness of rational public discourse.
 - c) The invention of the printing press in the 15th century caused religious reformation and ultimately helped create nation-states.
 - d) Radio became one of the successful commercial media in the United States, whereas communist China and Russia controlled radio and used it for propaganda medium.
8. Which of the following is *not* a core argument from social construction of technology?
- a) Technology is an external force that exercise an independent impact on society.
 - b) Human agency takes the center stage in the development of technology.
 - c) Cultural norms shape the use of technology.
 - d) Economic forces shape the use of technology.
9. Which of the following is *not* a defining characteristic of mass communication?
- a) A known sender, always a known receiver
 - b) A known sender, but generally an anonymous receiver
 - c) Generally one-way communication
 - d) A clear distinction between a sender and a receiver
10. Which of the following best describes McLuhan's quote, "The medium is the message."
- a) Media messages are easily disseminated by different media.
 - b) There is only one powerful medium and many less powerful media.
 - c) Medium itself is sometimes more important than the message it carries.
 - d) Media messages are very powerful and they influence a large number of people.

II 問答題：請針對以下問題以中文作答，並請清楚標示題號(75 分)

1. (1) How do you think the presence of television has changed family life? (5 分) (2) Do you think the spread of the Internet will have similar effects? Why or why not? (5 分)
2. (1) New media may push toward greater diversity and participation, but how do other social forces push society toward uniformity and spectatorship? (5 分)
(2) What are these forces? (5 分)
(3) What might be the possible consequences? (5 分)
3. 傳播媒體的發展雖歷經幾番典範性轉移，然不少傳播理論經學者重新詮釋，仍沿用至今，並且解釋了新的傳播現象，請問：
- (1) Two-step flow of communication model 最初是由哪位學者提出？(3%)請解釋此 model 基本概念 (7%)

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- (2) 此 model 後來被延伸到廣告行銷領域，解釋了哪一種對於產品認知和態度極具影響力的行銷手法？(3%) 請加以闡述並試舉一例。(12%)

4、社群媒體發展日新月異，與現代社會中訊息的傳播模式亦產生密不可分之關係，請根據社群媒體的特質和發展歷程，回答下列問題：

(1) 社群媒體可分為哪些形式？請至少列出四種形式，並各舉一例。(10%)

(2) 請列舉麥克魯漢父子提出的四大媒體律(tetrads)，並以此媒體律闡述社群媒體演化的螺旋(15%)。

