

# 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：專業語文【傳管所碩士班甲組、乙組】

題號：446005

※本科目依簡章規定「不可以」使用計算機

共 2 頁第 1 頁

## I. 英翻中：請將以下四段的英文翻譯為中文（共四題，50 分）

1. An ideology is basically a system of meaning that helps define and explain the world and that makes value judgments about that world. (5 分)
2. Rose (1994) points out that a much larger body of rap music acts in subtle and indirect way to refuse dominant ideological assumptions about black youth, urban life, and racial inequality by articulating opposing interpretations of current social relations. (10 分)
3. Some work has tempered claims about the media's ability to set the agenda. Brosius and Kepplinger (1990) coupled a yearlong content analysis of German television news programs with weekly public opinion polls on the most important issues of the day. They found strong agenda-setting effects on some issues. (10 分)
4. (1) The lesson has been clear: Appearance matters. Charismatic individuals who have experience in dealing with the media are at a decided advantage in the political realm. (5 分)  
(2) Media coverage of elections, especially on television, tends to highlight images. News accounts of elections emphasize personal stories, personalities, and preplanned campaign events and are less likely to explain the background and implications of substantive issues and policy debates. (10 分)  
(3) In this way, as political scientist Doris Graber (2001) puts it, media seek to "please audiences who do not care very much about serious political news". The result of expanded media coverage has, in many ways, been a loss of substance in favor of appearance. (10 分) (本題共 25 分)

## II. 英翻中：請將以下三段論述翻譯成中文，答案請清楚標示題號（每題 10 分，共 30 分）

1. What is needed now in communications policy is leadership – strong leadership, substantive leadership. We need a conversation that recognizes the substantial uncertainty present in Internet regulation, that attempts to articulate competing models of Internet regulation in a comprehensive fashion, and that articulates a rational course for Internet policy.
2. In his scholarship and in his practice as a regulator, Alfred Kahn, a leading proponent of deregulation, has built on principles of Hippocrates and Schumpeter. Borrowing from the former he has emphasized that regulatory intervention in the competitive process could create more harm than good, and from the latter Kahn viewed competition within a framework of dynamic process over time.
3. The centripetal model of command-and-control regulation of the past that put in place strict rules to elicit a uniformity of market outcomes must now yield to a centrifugal model of regulation in which the regulator becomes less of a controller and more of an enabler.

## III. 問答題：請以英文作答（20 分）

Social media, as we know it today, has not been around for very long. Both Facebook and Twitter came into being less than decade ago and really only gained public consciousness over the past five years. Today, Facebook boasts one billion users, 70 percent of whom reside outside the United States. The composition of this young social media ecosystem changes every year and 2013 will be no different. Discuss why social media has become an attractive tool for advertisers and how it has changed the media

# 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：專業語文【傳管所碩士班甲組、乙組】

題號：446005

※本科目依簡章規定「不可以」使用計算機

共 2 頁第 2 頁

environment? (10%). There are arguments that the popularity of social media may have already reached the maturity stage. Take a position as to whether this is true or not, providing examples to support your opinion. (10%)