

科目：專業英文

系所組：大眾傳播學研究所

題目共兩題，請看清題意，標明題號

以下段落有 10 個拼字或是文法錯誤。請在答案卷上寫出錯誤的地方，並且寫出正確答案。每個答案請寫在不同行上。作答範例：「將 **maesurements** 改成 **measurements**」(30%)

1. One goal of scientific research is to describe the nurture of a population—a group or class of subjects, variables, concepts, or phenomena. In some cases, an entire class or group are investigating, as in a study of prime-time television programs during the week of September 10-16. The process of examining every member of such a population is called a census. In many situations, however, a entire population cannot be examine due to time and resource constraints. Studying every member of a population is also generally cost-prohabitive and may, in fact, confound the research because measurements of large numbers of people often affects measurement quality.

請將以下英文翻譯成中文 (70%)

2. The trend towards greater media concentration, nationally and internationally, gives rise to three main kinds of public policy issues. One relates to pricing, another to the product, and a third to the position of competitors. The main pricing issue has to do with consumer protection, since the more monopoly there is the greater the power of the provider to set prices. A media example is offered by the case of cable television, which can gradually acquire a distribution monopoly for the residents of a locality, where there is limited substitutability. Competition in most other media sectors is effective in keeping prices down. A separate question relates to rates charged to advertisers under conditions of monopoly, and similar considerations arise.

The main product issue has to do with the content of a monopoly-supplied media service, especially questions of adequate quality and choice, both for the consumer and for would-be providers of content. The third issue, concerning competitors, refers to the driving out of competitors as a result of economies of scale or advantages in the advertising market of high density of coverage or use of financial power to engage in 'ruinous competition'. Concentration will generally impinge only on competitors in the same market, but it can extend further. For all the reasons given, there has been much research directed at the consequences of concentration (whether good or bad)—especially for the newspaper sector, where concentrations has been greatest (see Picard et al., 1988).

※ 注意：1. 考生須在「彌封答案卷」上作答。

2. 本試題紙空白部份可當稿紙使用。

3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。