

國立臺灣師範大學 108 學年度碩士班招生考試試題

科目：傳播中/英文能力

適用系所：大眾傳播研究所

注意：1.本試題共 1 頁，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則依規定扣分。

傳播英文能力（50 分）

1. In no more than 150 words, introduce a mobile software app you use frequently (excluding Facebook, Instagram, and LINE). Describe its function(s) and what you use it for under what circumstances. Speculate any possible personal, social, or cultural meanings that arose from the experience. (25 分。請用英文作答)
2. If a monkey takes a selfie photo using a camera equipment set up by a human, is the photo under copyright protection? In a series of legal disputes from 2011-2014, British nature photographer David Slater lost the copyright claim to a “monkey selfie” he “helped” set up. The image was declared in court to belong to the public domain; it belongs neither to the monkey nor to Slater. Though the case is mainly about copyright, it raises relevant issues about what constitutes communication—expressive or machinic—in our intensifying digital culture and economies. What’s your opinion on the monkey selfie dispute? Could the selfie-snapping monkey be a creative body? By extension, could algorithms be creative? You may respond in Chinese. (25 分。可用中文作答)

傳播中文能力（50 分）

- 一、請您以「台師大大傳所研究生」署名（請勿寫出真實姓名，以免違反考試規定），寫一封信（請以書信格式）給一位現任立法委員（寫出立委姓名），說服他支持文化部所提出的「公共媒體法」草案，並表達您對立法院儘速通過「公共媒體法」立法的期待。(25 分)
- 二、請您以「台師大大傳所研究生」署名（請勿寫出真實姓名，以免違反考試規定），寫一封信（請以書信格式）給新任教育部部長潘文忠，告訴他當前推動媒體素養教育有多重要，然後建議他如何落實媒體素養教育。(25 分)