

# 國立臺灣師範大學 112 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 2 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。

一、請提出對於「地緣政治」這一詞的理解為何？這一詞常在哪些特定議題的

新聞報導或評論中被使用？（10 分）

二、最近台積電赴美設廠，引發國內外媒體報導與相關專家一些不同的觀點與爭論。請針對此事件，

A. 寫一篇新聞評論，提出你的看法與分析。（25 分）

B. 並給與此篇評論一個標題。（8 分）

C. 另外，若將此篇評論放在網路上，你會下哪些 #hashtag 的關鍵字？（7 分）

3. The following excerpt is extracted from Arsenyan & Mirowska (2021). Please read the text carefully, summarize it in Chinese, (20 points) and then describe your views in English with no more than 200 words. (15 points)

Arsenyan, J., & Mirowska, A. (2021). Almost human? A comparative case study on the social media presence of virtual influencers. *International Journal of Human-Computer Studies*, 155, 102694.

*Shechtman and Horowitz (2003), drawing on interpersonal theory, found that people reacted differently depending on whether they believed they were interacting with a computer or a human, putting more effort into their conversation when they believed they were speaking with a human partner. There is also evidence that especially human-like robots and avatars, particularly when coupled with a perception of human-like cognitive abilities, can engender negative affective reactions (MacDorman, 2019; Stein et al., 2020). This idea is captured in the Uncanny Valley (UV) hypothesis (Mori, 1970; Mori et al., 2012), which argues that as non-human entities such as avatars or robots become more human-like, they may reach a point where they elicit a negative reaction from users, due to feelings of an uncanny resemblance to humans (Katsyri et al., 2017; Mathur et al., 2020; Wiese and Weis, 2020). When an agent is almost human looking, the affinity with it*

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*decreases (Beer et al., 2015) as the imperfections in this resemblance make people uncomfortable (Li, 2015). Attempts at mechanistic dehumanization may serve to strip away human characteristics, leading to a distancing from and indifference to the non-human agent (Haslam, 2006).*

4. The following excerpt is extracted from Hudders, De Jans, & De Veirman (2021). Please read the following paragraph and describe your thoughts in Chinese using no more than 400 words (15 points).

Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327-375.

*Influencer marketing provides substantial added value to advertisers as influencers not only produce the content but also distribute this content to their follower base. A difficult balance, however, lies in the integration of sponsored content into the editorial content of influencers, as an overload of commercial content may dilute the authenticity and persuasive power of the influencer. On the one hand, it is important to keep a balance between authenticity and commercialism, as posting branded content is one of the core activities of many influencers, although posting too much sponsored content can harm their authenticity. On the other hand, influencers also need to preserve a balance between being connected with their followers and showing an excessive lifestyle. Being attainable and genuine is central to the connection with their followers, which may be damaged through the excessive lifestyle they portray, making the influencer look less relatable.*