

國立中山大學 112 學年度

碩士班暨碩士在職專班招生考試試題

科目名稱：傳播理論與實務【行銷傳播所碩士班甲組】

— 作答注意事項 —

考試時間：100 分鐘

- 考試開始鈴響前不得翻閱試題，並不得書寫、劃記、作答。請先檢查答案卷（卡）之應考證號碼、桌角號碼、應試科目是否正確，如有不同立即請監試人員處理。
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共 3 頁第 1 頁

一、 單選題 (每題 5 分, 共 5 題, 總分 25 分)

1. The disciplinary origins of framing are often traced to macro-level or sociological approaches, and to more micro-level or psychological approaches. Which of the following is NOT a feature of the sociological approach?
 - A. Deals with the creation and social negotiation of media frames.
 - B. Predicts and explains how individuals can be influenced by exposure to media frames.
 - C. Draws heavily from assumptions outlined in attribution theory and frame analysis.
 - D. Examines the link between elite communication and the way issues are framed in mass media.
2. Smartphones have advanced social coordination at the group-level. Compared with individual texting, which of the following is NOT true for group messaging?
 - A. Group messaging has a decentralized context.
 - B. Group messaging is more transparent.
 - C. Group messaging is more efficient.
 - D. The volume and flow of group messaging is more manageable.
3. Which one of the following persuasion theories has emphasized the importance of emotion?
 - A. Zillmann's (1999) exemplification theory, which posits that individuals form and maintain beliefs about phenomena based on samplings of direct or indirect experiences.
 - B. Dual coding theory (Paivio, 2007), which posits the existence of two mental systems: the verbal and the nonverbal.
 - C. The Extended Parallel Processing Model (EPPM) of fear appeals (Witte, 1992), which specifies that fear is responsible for instigating defensive reactions to inhibit persuasion.
 - D. The reasoned action perspective (Fishbein & Ajzen, 1975), which asserts that behavior is determined by beliefs about its consequences, beliefs about what others do or think, and beliefs about whether the target is able to execute the behavior.
4. Which of the following theoretical accounts can explain selective exposure to attitude-consistent messages?
 - A. Individuals' interests foster selective exposure to related messages.
 - B. Individuals experience tension and discomfort if they encounter information that challenges their preexisting views or behaviors.
 - C. Individuals prefer messages that have informational utility to adapt to the environment.
 - D. People select messages to optimize their moods.
5. Media priming refers to the effects of the content in the media on people's later behavior, thoughts, or judgments. The media coverage activated a concept from memory, which makes it more accessible later. Which of the following CANNOT be explained by this theory.

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- A. People who play a violent video game are more likely to think aggressive thoughts.
- B. When media predominantly focus on domestic issues, then judgments of how well the president is doing on domestic issues weigh heavier in people's overall evaluation of the president.
- C. Participants perceived the women as more dominant after exposure to the stereotypical portrayals than after exposure to videos without stereotypical portrayals.
- D. In virtual reality, the appearance of a person's avatar can influence judgments of the self.

二、問答題（共 4 題，總分 75 分）。答題時，請清楚標示大題（如：1、2）和子題（如：(1)）的題號。

1. 在社群媒體廣泛使用的今天，是否還存在新聞媒體對社群媒體的議題設定效果？是否有可能反轉成為主要由社群媒體設定新聞媒體的議程？

- (1) 請簡單描述第一層級和第二層級的議題設定效果 (7%)。
- (2) 請列出主要由新聞媒體設定社群媒體議程的理由 (6%)。
- (3) 請列出主要由社群媒體設定新聞媒體議程的理由 (6%)。
- (4) 社群媒體上包括各式各樣的人和組織，如果把社群媒體上面的帳號具體分為：媒體、政府、精英和一般民眾。請問，以「新冠疫苗副作用的議題」為例，哪些人的議題設定能力比較強？哪些人的議題設定能力比較弱？為什麼？(6%)。

2. The observation that assorted digital media can differentially influence social connectedness processes corroborates notions from social presence theory (SPT; Short et al., 1976). SPT suggests that digital media vary in their ability to transmit social cues and thereby facilitate social presence through computer-mediated interpersonal communication (for a systematic review see Oh et al., 2018). Media that are high in social presence (e.g. synchronous and with more communicative cues) such as video and phone calls are likely better at facilitating social connectedness because they are closer to face-to-face communication compared to media that are lower in social presence (e.g. asynchronous and with fewer communicative cues) such as text messaging and email. As such, SPT can help us understand why some digital communication methods are more likely to facilitate social connectedness than others.

摘錄自：Nguyen, M. H., Gruber, J., Marler, W., Hunsaker, A., Fuchs, J., & Hargittai, E. (2022). Staying connected while physically apart: Digital communication when face-to-face interactions are limited. *New Media & Society*, 24(9), 2046-2067.

- (1) 請翻譯摘錄的這段文字 (10%)
- (2) 請以至少一個傳播相關的理論來支持或駁斥 SPT 的論述觀點，並舉疫情影響下的數位傳播媒體使用現象來輔助說明 (10%)。

3. 社群媒體已是現代人生活中很重要的一部分，當使用者越來越習慣於在社群平台上分享訊息，也產生非常多隱私相關的問題。針對社群媒體使用者隱私的研究卻有相互對峙的理論脈絡，其中一派學者持隱私悖論 (privacy paradox) 觀點，而另一派學者則以隱私計算理論 (privacy calculus theory) 為基礎。

- (1) 請簡單說明兩個理論觀點 (10%)。
- (2) 妳/你贊成從哪一個觀點來解釋現代人對於社群媒體使用以及隱私顧慮之間的關係？請說明原因 (10%)。

試題請隨卷繳回，請留意背面是否有題

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4. 什麼是”cancel culture”? 請以至少一個傳播相關理論來解釋這個現象。(10%)

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共 5 頁第 1 頁

一、單選題(共 5 題，題號 1-5，每題 3 分，共計 15 分)

1. What is the key to creating brand equity?
A. Cash cow.
B. Brand knowledge.
C. Product category hierarchy.
D. Total quality management.
2. Brand Positioning is defined as
A. Product reliability, durability, and serviceability.
B. strong associations with the appropriate product category or other relevant purchase or consumption cues.
C. the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds.
D. the likelihood that the brand will be a member of the consideration set.
3. Which of the following is not advantages of global marketing programs?
A. Have economies of scale in production and distribution.
B. Have a high level of visibility and a rich set of useful associations, judgments, and feelings.
C. Lower marketing costs.
D. Leverage good ideas quickly and efficiently.
4. _____ occurs when two or more existing brands are combined into a joint product or are marketed together in some fashion.
A. Celebrity brands endorsement.
B. Leveraging secondary brand associations.
C. Co-branding.
D. Points-of-parity brand associations.
5. Andy and Tim are starting a restaurant business and want to be protected so that none of their personal assets will be at risk if the business fails. Which form of ownership should they pursue?
A. Nonprofit corporation.
B. General partnership.
C. LLC.
D. Sole proprietorship.

二、單選題(共 7 題，題號 6-12，每題 5 分，合計 35 分)

6. Miranda is a manager at a distribution plant. Her customers have been complaining about timely deliveries. Which area of the business requires her most attention to ensure on-time delivery?
A. Production.
B. Human resource management.
C. Marketing.
D. Supply chain management.

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7. Consumers perceive risks when making a purchase decision. The literature identifies many kinds of risks as perceived by consumers. Which of the following statements offers the best description about social risk?
 - A. Social risk reflects the disappointment in the individual by friends and family in case of a poor product or service choice. The person might lose social stature because of that purchase.
 - B. Social risk reflects individual's disappointment in oneself in case of a poor product or service choice
 - C. Social risk refers to the probability that a purchase results in loss of time to purchase or retain the product as well as the time and effort lost in returning or exchanging the product, and any technological problems such as a slow website server
 - D. None of above.

8. When a business needs to gain significant improvements in cost, quality, and services, eliminate the wasted or redundant effort, and improve efficiency to gain competitiveness, a manager would most likely choose to _____
 - A. increase production.
 - B. speed up diversification.
 - C. redesign the business processes.
 - D. create new brands.

9. The secret sauce of Amy's pork chop restaurant has made the business very popular in Chicago. Amy's secret sauce needs to be protected as a _____
 - A. copyright.
 - B. trade secret.
 - C. trademark.
 - D. patent.

10. How to conduct a SWOT analysis?
 - A. Use Michael Porter's Diamond Model to develop strengths, weaknesses, opportunities and threats strategies.
 - B. Identify strong and weak business factors in value chain activities to develop new offerings to target customers.
 - C. Evaluate both internal and external factors, identify a company's strengths, weaknesses, opportunities and threats, and use SWOT matrix to develop OS, OW, TS, TW strategies.
 - D. None of above.

11. CSR is rapidly becoming a worldwide phenomenon. CSR benefits from corporations being involved in development include:
 - A. Increase sales revenue by finding new customers, selling more to existing customers, increasing prices, and selling in new markets.
 - B. Give consumers power and enable them to speak up and to challenge poor treatment from a public authority.
 - C. Increase recognition of the brand. It is the foundation of acquiring a customer audience and helping them understand and become comfortable with a firm's products and services.
 - D. Access to finance is greatly improved as socially responsible investment becomes more and more important. The creation of new financial indexes is also supporting these trends for example FTSE4Good and the Dow Jones Sustainability Index (DJSI) are publicly ranking the major international companies according to their environmental and social performance.

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12. Reasons for regional marketing?

- A. The shift from national advertising to sales promotions & expand the depth and/or breadth of awareness by improving consumer recall and recognition.
- B. Need for more focused targeting & the shift from national advertising to sales promotions.
- C. The shift from national advertising to sales promotions & forging strong associations with the appropriate product category or other relevant purchase or consumption cues.
- D. Need for more focused targeting & expand the depth and/or breadth of awareness by improving consumer recall and recognition.

二、問答題 (請以中文作答，字跡請勿潦草以免影響閱讀，共計四小題，故請妥善調配時間) (50 分)

請先閱讀以下關於「羨慕 (envy)」研究的摘錄內容：

In social contexts, individuals tend to compare themselves with others to know their relative standing (Festinger, 1954). Social networking sites (SNS) make the social comparison process easy and ubiquitous increasing the desire to make self-comparison to others because the information is readily available in the form of SNS posts (Haferkamp and Krämer, 2011; Lim and Yang, 2015; Vogel et al., 2014). There are two kinds of social comparison; upward and downward. Upward social comparison takes place when the SNS user compares him- or herself with a superior individual, and downward social comparison takes place when the SNS user compares him- or herself with an inferior individual (Gerber et al., 2018). Individuals are more likely to engage in upward comparison rather than in downward comparison (i.e., upward drive; Festinger (1954); Gerber et al. (2018). In SNS environments, individuals are also likely to engage in upward comparison, and it is because of the attributes of SNS communications, as “Facebook users often post about their positive life events, successes, and entertaining status updates and sometimes even present themselves in overly flattering ways” (Lin and Utz, 2015, p. 30). Furthermore, most connections are with classmates, friends, and colleagues (Ellison et al., 2007; Hew, 2011), who are at times (or often) trying to portray their best side in order to impress peers (Buffardi and Campbell, 2008; Fan et al., 2019). Narcissistic and self-promoting posts of online connections (hereafter, referred to as SNS friends), in particular, are often intended to demonstrate their superior life standing.

Envy (colloquially referred to as jealousy) is described as ‘a frustrating emotion that arises from upward social comparison’ (Van de Ven, Zeelenberg, and Pieters 2012, 195). It is considered ‘one of the most universal and deep-seated human passions’, and is ‘probably one of the most potent causes of unhappiness’ (Russell 1930, 82). Envy has a long and deep-rooted history. It has existed since the dawn of humanity and was recorded in biblical texts. According to the scripture, envy was the motivation behind one of the first heinous crimes in history, the crucifixion of the Son of God: ‘for he knew that the chief priests had handed Him over because of envy’ (The New Testament, Mark 15:10).

Envy is believed to occur when a person lacks what another possesses and hence, looks inferior. As Salovey (1991, 4) affirms, ‘It occurs when the superior qualities, achievements, or possessions of another are perceived as reflecting badly on the self’. However, envy is not a product of all upward social comparisons. There are certain conditions necessary for envy to occur. Feelings of envy are largely caused by comparisons made with others whom we consider similar to ourselves (Heider 1958; Smith 2000). That is, we are more likely to envy people who are similar to ourselves (e.g. peers) because such comparisons are more relevant. The domain of comparison is also critical. An emotional reaction is only likely if the domain of comparison is important to one’s self-view (Salovey and Rodin 1984). Further,

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envious episodes can be intensified when the envier lacks the control to change their situation for the better. While a high-level of perceived control is related to benign envy, a low-level of it is associated with malicious envy (van de Ven et al., 2012v). Further, Rawls (1999) suggested that hostile envy would occur when people have no opportunity to act constructively. In other words, malicious envy would be stronger for those who believe they cannot improve their current situation. To be specific, if one finds that it is impossible to reach or get the other's position, one will be more likely to experience malicious envy. Differently, if enviers believe that the distance between themselves and others could be managed or minimized by improving their own abilities, they will be more likely to be inspired and motivated to reach a higher position. The envy then turns to benign. The last condition is perceived deservingness (or fairness). Deservingness refers to whether the enviable advantage is earned. Appraisals of deservingness in a situation is of great importance, particularly when trying to distinguish between the two types of envy.

Van de Ven, Zeelenberg, and Pieters (2009) describe two forms of envy that people are prone to: benign and malicious. This distinction exists in several languages, including Dutch (benijden, afgunsten) and German (beneiden, missgönnen). In Russia, it is referred to as white and black envy (Lange and Crusius 2015). Similarly, in Arabic, Hasad refers to the malicious form of envy and Ghibtah is more emulative in nature (Khan and Ghani 2018). Benign envy is more inspiring, and people feel motivated to better themselves when they experience this form of envy. It occurs in situations where the superiority or advantage of the envied person is perceived to be deserved (or fair). The envier observes a sense of authentic pride in the envied person (Brooks et al. 2019). Attitude towards the envied person is more positive than malicious envy: 'Benign envy is the more uplifting type of envy: people like and admire the comparison other more, want to be closer to this other person, and give more compliments than those experiencing malicious envy' (Van de Ven, Zeelenberg, and Pieters 2009, 425).

In contrast to benign envy, the motivation for malicious envy is to hurt or pull the other person down. It occurs when the advantage of the envied person is perceived to be undeservedly better and thus, the attitude towards the envied person is more negative (i.e. malicious). In malicious envy, the envier observes a sense of hubristic pride in the envied person (Brooks et al. 2019). As such, people are more likely to gossip about this person (Van de Ven, Zeelenberg, and Pieters 2012, 2009).

Benign envy is a feeling of inferiority and resentment results in a desire to have the same advantage possessed by the comparison target, whereas malicious envy is a feeling of inferiority and resentment that results in a wish for the comparison target to lose the advantage (Lange and Crusius, 2015; Van de Ven, Zeelenberg, and Pieters, 2009). Benign envy may translate into challenge-oriented behavior in the form of self-improvement intention (i.e., by improving their own perceived advantages; Van de Ven, 2016; Van de Ven et al., 2009), and malicious envy may translate into threat-oriented behavior in the form of negative gossiping about SNS friend (i.e., by damaging the perceived advantages of envied user; Tariq et al., 2019; Van de Ven, 2016; Van de Ven et al., 2009; Weng et al., 2020). Both, benign and malicious envy are more likely to be experienced by individuals who suffer from low trait self-esteem (Vrabel, Zeigler-Hill, and Southard 2018).

The reaction to social comparison with the comparison target is influenced by the contrast-assimilation process (Mussweiler et al., 2004). An assimilative social comparison occurs when the individual focus is on relational similarities with the comparison target, and the motivation is to become similar to the comparison target. However, a contrastive social comparison occurs when an individual focuses on relational differences with the comparison target and what up-holds them. Online social identity is defined as "self-concept that results through identification with social groups or categories that individuals experience online" (Pegg et al., 2018, p. 51). Self-concepts "includes both personal and social identities; social identities are aspects of self-concept based not on individual traits and goals but social

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group-based traits and goals” (Oyserman et al., 2006, p. 189). In this study, we emphasize social contexts over and above the personal traits (see Kozlowski and Klein (2000) by examining the pivotal role of social identity in upward social comparison (Brewer and Gardner, 1996; Hogg, 2000; Kim and Glomb, 2014). We propose online social identity moderates the relationship between social comparison and benign and malicious envy on SNS. Theoretically, the user's online social identity moderates the relationship between social comparison and benign and malicious envy because it changes the unfavorable social comparison process in three ways; (i) the frame of reference, (ii) the origination of self-evaluation from individual superiority to online social group superiority, and (iii) the perceptions toward online friends from “they” to “we (Brewer and Gardner, 1996; Hogg, 2000) thus, identification stimulates an assimilative approach toward social comparisons and reduces the contrastive effect. In such cases, the social comparison on SNS is less threatening. Consequently, online social identity may enhance the benevolent assimilative emotion, i.e., benign envy, and reduce the psychological outcome of benevolent contrastive emotion, i.e., malicious envy towards envied SNS friends such that instead of focusing on what they lack and feel envious, users may develop a sense of communion with other SNS users which boosts their self-evaluation (Kim and Glomb, 2014; Latif et al., 2020). Therefore, online social identity moderates the relationship between social comparison and benign and malicious envy.

摘自：

Latif, K., Weng, Q., Pitafi, A. H., Ali, A., Siddiqui, A. W., Malik, M. Y., & Latif, Z. (2021). Social comparison as a double-edged sword on social media: The role of envy type and online social identity. *Telematics and Informatics*, 56, 101470.

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- (1) 人是一種社交動物，而「羨慕」是人們受到社會影響之後常會產生的特定情緒，請先根據上述文章，說明羨慕是什麼，如何產生，以及哪些因素會影響羨慕的產生。(10分)
- (2) 根據過去文獻，羨慕可以分成兩種類型，試比較兩種類型的差異，以及哪些因素會影響人們產生何種羨慕。(10分)
- (3) Festinger (1954) 認為社會比較是人類的基本需求，人們生來就是喜愛比較，特別是在競爭激烈的職場，人們更是容易透過與地位相近同儕的比較(無論是在薪資、福利、績效考核結果、升遷、甚至是受上屬關愛程度的差異、人際關係、外貌等)，來準確了解自己的表現或是情況，而在比較後，時常會產生羨慕的感受。試以組織管理的觀點，就主管的角度，說明可透過什麼方式來讓員工發揮羨慕的正向效益，並降低羨慕的負面結果。(15分)
- (4) 請嘗試結合過去所學習過的理論，或根據個人的經驗與觀察，提出一個會影響人們產生何種類型羨慕的新變數，並請邏輯性推導出該變數的影響效果。(15分)