

1. 從美國、與台灣的媒介發展過程來看，媒介競爭激烈的時候，通常也都是黃色新聞氾濫的時候。從媒介組織的制度性層次(institutional level)而言，台灣的媒介為何在近幾年大幅的加重報導社會犯罪的新聞？是經濟因素、還是社會因素、或是其他因素導致這種情況的發生？而這樣的大幅報導犯罪新聞是否會引起青少年的犯罪學習，請舉出任何媒介的效果理論加以說明。(30%)

2. 傳播學者常致力於媒介的內容研究，他們所使用的方法通常有量化的內容分析法、與質化的文本分析法兩種。請說明這兩種分析方法各具有什麼特點？它們的優缺點為何？有沒有可能將這兩種方法結合，同時使用在媒介的內容研究當中？回答以上問題時，請盡量舉例說明。(25%)

3. 從1980年代以來，全球化(globalization)的浪潮席捲全世界。在此趨勢之下，國際傳播的體系結構有何特色？就第三世界的國家而言，在這樣的國際傳播體系之下，本土的傳播媒介結構、媒介內容、與閱聽人會受到什麼影響？這樣的影響是好是壞，你有何看法？(25%)

4. 解釋名詞：

- (a) reception theory
 - (b) political economy of communications
 - (c) cultivation theory
 - (d) gatekeeping
- (20%)

一、台灣近一年來發生多件從小學生到研究生「主演」的兇殺案件，據稱其手法多由描述作案細節的電視節目及報紙報導學習而來。請問：

1. 傳播學界針對兒童觀看暴力節目及其暴力行為之關聯性研究，獲致何項結論？(10分)
2. 過度報導犯罪過程的媒體內容，應如何管制？請分自律與他律兩層面析論(15分)

二、近年在傳播科技界經常聽到3C字眼，意指電腦、電信與家電媒體刻正進行融合(convergence)。數位化與頻寬速度是3C整合的關鍵傳輸技術。

1. 請比較一般電話線數據機(telephone modem)、ISDN、ADSL與cable modem的傳輸速度。(8分)
2. 電腦、電信與家電媒體融合過程中發展出多項衍生性產品，例如網路電話(I-phone)。還有一種產品叫做set-top box，請說明其功能。(7分)
3. 日前交通部電信總局選定美規為發展數位電視(digital TV)發射端系統標準，請說明政府推動數位電視的時程表。(10分)

三、電視台頻道林立，但總有節目內容同質性過高或內容粗糙之嘆！今你若有權經營一頻道，設計節目的內容，你會呈現何種內容給社會大眾？為什麼？(25分)

四、隨著天空的開放，民營電訊公司相繼成立，行動電話的普及率亦迅速提昇，「人手一行動電話」之畫面或指日可待。試討論此「行動電話傳播文化」對日常生活及工作所可能造成之正、負面影響，並舉例說明之。(25分)

一、新聞評論：20%

試就英王妃戴安娜車禍死亡事件，評論獨家新聞與新聞自律間之衝突與平衡。

二、新聞寫作：30%

請根據下面「孟子·離婁下」所記載的事件為基礎，改寫成一篇有標題的社會新聞稿。

一個齊國人，有一妻一妾同住在家裏。那個丈夫每次出去，就一定吃飽了酒肉才回來。他妻子問他跟甚麼人在一起吃喝，他說的全都是有錢有勢的人物。他妻子告訴他的妾說：「我們的丈夫每次出去，就一定吃飽了酒肉才回來。問他和甚麼人在一起吃喝，據他說全都是有錢有勢的人物；可是從來沒有甚麼顯達的人到家裏來過。我倒要暗中看看他到底是往那裏去的。」

第二天一早起來，丈夫走到那裏，她就躲躲閃閃地跟蹤到那裏。走遍了全城，都沒有停下來和他說句話的人。最後他走向東郭外面的墳墓間，走向在墓上祭祀的人，向他們乞討殘餘的酒肉；吃得不够，又東張西望，到別的墳上去——原來這就是他每次吃飽喝足的方法呀！

那妻子回去，告訴那妾說：「丈夫是我們依靠著活一輩子的人，現在竟是這個樣子！」便和妾痛罵她們的丈夫，並且在院子裏相對哭泣著；可是那丈夫還不知道這回事哩，仍然洋洋得意地從外頭回來，在自己妻妾面前裝出一副了不起的樣子。

英文部份考題共有三大題。考生不得攜帶字典入場。英文考題佔50分。

一、請寫出句中劃底線的單字或片語的中文字義。(佔20分)

1. So some westerners are inclined to shrug their shoulders and say that East Asian children are naturally more diligent or even more intelligent.
2. The success of Asian-Americans in gaining admission to elite universities has been so marked that it has provoked rows about discrimination against Asians.
3. The Asian example has helped to bring regular tests and whole-class teaching back into fashion in Britain.
4. Japan's media bosses have begun to fear that they may not be calling the shots for much longer.
5. The snag is that subscribers will also have to pay more money for another set-up box and satellite dish to received PerfecTV!'s compressed signal.
6. Other digital broadcasters are expected to follow suit - or, at least, to make their services as compatible as possible.
7. Keenly aware of everthing that could go wrong between their two countries, the leaders of Japan and China are usually careful to get along with each other.
8. Although the Japanese government has neither endorsed nor repudiated the federation's actions, the whole controversy has allowed Japan publicly to reiterate its claim to the islands.
9. Usually they park outside the offices of some offending politicians, bureaucrat or business to yell abuse-mostly as a way of extracting hush money.
10. China has long said that, for the sake of good relations with Japan, it is prepared to shelve the sovereignty issue.

二、選擇題：請在各題中選出正確的號碼。注意選用正確的拼字、詞性與字義。(佔20分)

1. Many theories about East Asian economic success are _____.
1) controversial 2) controvertial 3) controversy
2. Unlike South Asians and Latin Americans, Americans and _____ cannot blame their relative failure on a lack of universal primary education.
1) British 2) Britain 3) Britons
3. In South Korea, Taiwan and Japan, many children are sent to _____ schools in the evening to supplement their daily lessons.
1) cramming 2) cram 3) crammed

4. Come next summer, viewers who have bought receiving equipment for PerfectTV! will also be able to _____ JSkyB.

- 1) tune on to 2) tune in to 3) tune into

5. _____ a result, subscribers to both satellite services will be able to use the same set-top box and miniature dish.

- 1) For 2) As 3) In

6. With up to 500 Japanese-language channels to feed, such production houses will bring Japan's most _____ young producers streaming out of the television studios to seek their fortune.

- 1) talent 2) talents 3) talented

7. There is no more important and potentially _____ relationship in Asia than that between Japan and China.

- 1) faithful 2) fateful 3) fatal

8. The Potsdam declaration stated that all territories ' _____ ' from China by Japan would be returned.

- 1) steal 2) stole 3) stolen

9. On his recent visit to Hong Kong, Japan's foreign minister was greeted by protests led by some Democrats who, ironically, have long been considered _____ by Beijing.

- 1) subvert 2) subversives 3) subversion

10. The governor of Taiwan province appealed to Beijing saying it was _____ time that it showed the world that it has the capability and determination to protect China's historical territory.

- 1) highest 2) high 3) higher

三、英譯中：請用中文忠實譯出下列英文文句的意思。(佔10分)

1. But only if the programmes of the digital satellite services are at least as good as those from analogue broadcasters will digital television in Japan copy America's blast-off, rather than Germany's sluggish start.

2. In 1994 some government officials wanted to bring forward the date at which all the country's TV would be broadcast digitally from 2010 to 1999 - only to have their plan shredded by NHK.

經濟學

(I) 選擇題 (請選出最適當之答案) 每題 5 分，共 100 分

1. When a perfectly competitive firm attains long-run equilibrium, it is certain to be operating at an output level at which its long-run average cost curve:
 - a) is falling.
 - b) is falling or attains a minimum.
 - c) is rising.
 - d) attains a minimum or is rising.

2. If a perfectly competitive industry is in short-run equilibrium, we can be sure that:
 - a) all producers in the industry are making a profit.
 - b) every producer who is supplying output is making a profit.
 - c) all producers who are supplying output are making the same profit.
 - d) every producer who is supplying output is producing at a point where market price equals his marginal cost.

3. According to the law of diminishing returns, the *marginal product* of labor employed in a production process that also uses fixed inputs:
 - a) must rise initially as labor inputs are increased.
 - b) must fall eventually as labor inputs are increased.
 - c) must exceed AP_L over some range of labor inputs.
 - d) must exceed AP_L over all range of labor inputs.

4. The production function facing a firm will change whenever:
 - a) input prices change.
 - b) the firm employs more of any variable input.
 - c) relevant technology changes.
 - d) the firm increases its level of output.

5. In any production process, the marginal product of labor equals:
 - a) the value of total output minus the cost of the fixed capital stock.
 - b) the change in total output that occurs when a one-unit change is made in labor inputs.
 - c) total output divided by total labor inputs.
 - d) total output produced with the given labor inputs.

- 5
6. If the market demand curve is inelastic at any point, we can be sure that, at the quantity level corresponding to this point, marginal revenue:
- a) will be positive.
 - b) will be zero.
 - c) will be negative.
 - d) will exceed average revenue.
- 10
7. If an individual selling in a perfectly competitive market wants to double the amount he sells in this market, he:
- a) should lower price.
 - b) should advertise his product.
 - c) should take steps to increase the elasticity of demand for his output.
 - d) need only double his output and the amount he offers for sale.
- 15
8. For a producer who sells in a perfectly competitive market and who attains short-run equilibrium by supplying the output level that equates marginal cost with market price, all of the following statements will hold except:
- a) average variable cost is certain to be minimized.
 - b) marginal revenue will equal marginal cost.
 - c) marginal revenue will equal average revenue.
 - d) profits will be maximized.
- 20
9. If the market demand curve is linear and negatively sloped, we can be sure that:
- a) it will have unitary elasticity everywhere.
 - b) the slope of the market demand curve will be everywhere the same but elasticity will fall as quantity sold is increased.
 - c) price elasticity will be everywhere greater than one.
 - d) price elasticity will be everywhere less than one but greater than zero.
- 25
10. A monopolist with positive MC would never maximize profits by producing at which of the following points:
- a) the one where TR is maximized.
 - b) one where AVC is falling.
 - c) one where MC is falling.
 - d) one where the price elasticity of demand for his output was less than one.
- 5
- 10
- 15
- 20
- 25

11. A monopoly position is *certain* to offer profits to the firm exercising it in which of the following situations:
- a) the firm is also a monopolist.
 - b) the firm's MR curve intersects its MC curve at the point where MC equals ATC.
 - c) the firm's MR curve intersects its MC curve twice.
 - d) the firm's ATC curve lies at some output levels below its AR curve.
12. For a market to be perfectly competitive, all of the following conditions must hold except:
- a) buyers must behave as price takers.
 - b) the market demand curve must be horizontal.
 - c) sellers must behave as price takers.
 - d) the product sold must be homogeneous.
13. In the special case in which all monopolistic competitors in a given group are assumed to face identical cost and revenue curves, the profits that these firms earn in long-run equilibrium will, assuming free exit and entry:
- a) be substantial if they avoid price competition.
 - b) be zero.
 - c) be substantial if they avoid nonprice competition.
 - d) be substantial if exit from the group is limited.
14. The imposition of a tax on the sale of a product traded in a perfectly competitive market will have no effect in the short run on the quantity of output traded in which of the following situations:
- a) the tax is imposed on buyers of the product.
 - b) The tax is small.
 - c) market demand for the product has zero elasticity.
 - d) market supply of the product has zero elasticity.
15. The means by which a producer can seek to differentiate his product form that of his competitors include all of the following but:
- a) changing the ingredients he puts in his product.
 - b) changing the price at which he sells his product.
 - c) changing the way he packages his product.
 - d) changing the properties he attributes to his product in advertising.

- 5
16. A perfectly competitive economy would not achieve a Pareto optimal allocation of resources in production in the presence of which of the following conditions:
- a) the government requires large producers to pay a tax on the labor they employ but exempts small firms from the tax.
 - b) the government imposes a minimum wage that exceeds the wage that would equate the supply of and demand for unskilled labor.
 - c) externalities exist in consumption; i.e., the utility of some consumers depends in part on the goods consumed by other individuals.
 - d) the economy, while it is operating at a point on its production possibility frontier, is not operating at the point necessary for obtaining constrained bliss.
- 10
17. In a certain economy, producers of commodity X impose external diseconomies on producers of other outputs. For resource allocation in this economy to be Pareto optimal:
- a) production of commodity X must be halted altogether.
 - b) consumption of commodity X must be discouraged.
 - c) commodity X must be sold at a price equal to its social marginal cost.
 - d) commodity X must be made a public good.
- 15
18. In any economy in which all markets are perfectly competitive, the allocation of consumption goods is efficient (i.e., Pareto optimal) because:
- a) in such an economy production is efficient.
 - b) all consumers will be maximizing their satisfaction relative to the same set of commodity prices, and, consequently, they will all have identical rates of commodity substitution between any pair of consumption goods.
 - c) the social welfare function is defined in such a way that any point of general equilibrium in a competitive economy maximizes social welfare; i.e., corresponds to a point of constrained bliss.
 - d) perfect competition permits the economy to consume at a point beyond (i.e., above) the production possibility frontier.
- 20
- 25
19. To move in a two-good, two-person economy from the contract curve in the Edgeworth box to the utility-possibility frontier, we need to know:
- a) the initial endowments possessed by both consumers of both goods.
 - b) the competitive structure of the market in which the two goods are traded.
 - c) the point on the contract curve the two consumers reach through trading.
 - d) the level of utility that corresponds to each one of both consumers' indifference curves.
- 25

20. If a two-input, two-output economy is operating at a point along its production possibility curve, which of the following is not true:
- a) production is Pareto optimal.
 - b) consumption is Pareto optimal.
 - c) all producers in both industries have identical rates of technical substitution between both inputs.
 - d) the output of one good could not be increased without decreasing the output of the other good.

(橫書式)

國立中山大學八十七學年度碩博士班招生考試試題

科目：管理學(傳習所乙組)

共 4 頁 第 1 頁

一、

單選題二十五題 (請選擇一個最適當的答案，依題號填在考試試卷內頁之答案紙的“是非、選擇題專用頁”上；每題兩分，答錯者不倒扣。)

1. Management is considered to be _____ because it requires the same basic principles and concepts to attain high performance in all types of organizations.
 - a. organizational
 - b. universal
 - c. limited
 - d. opportunistic
 - e. narrow
2. _____ means defining goals for future organizational performance and deciding on the tasks and use of resources needed to attain them.
 - a. Planning
 - b. Organizing
 - c. Controlling
 - d. Leading
 - e. Communicating
3. Max Weber was credited with introducing most of the concepts on
 - a. fair pricing.
 - b. wage and salary.
 - c. employee benefits.
 - d. bureaucratic organizations.
 - e. scientific management.
4. The _____ invests his or her money and owns the business but does not have to develop a new product, create a new company, or test the market.
 - a. franchiser
 - b. partner
 - c. corporation
 - d. franchisee
 - e. proprietor
5. _____ goals are often called official goals.
 - a. Operational
 - b. Tactical
 - c. Informal
 - d. Strategic
 - e. Mission
6. _____ is a method whereby managers and employees define objectives individually for all personnel and functions and use them to control subsequent performance.
 - a. MBO
 - b. PERT
 - c. Gantt
 - d. Critical path
 - e. Pareto diagram

(橫書式)

國立中山大學八十七學年度碩博士班招生考試試題

✓ 科目：管理學(僑管乙組)

共 4 頁 第 2 頁

7. When organizational parts interact to produce a joint effect that is greater than the sum of the parts acting alone, _____ occurs.
- a. creativity
 - b. planning
 - c. value
 - d. synergy
 - e. cycle-time
8. Which of the following is a programmed decision?
- a. decision to relocate a manufacturing plant
 - b. decision to reorder more paint to complete a job
 - c. decision to set up a new manufacturing assembly line
 - d. decision to offer a new product line
 - e. decision to discontinue cafeteria service
9. _____ uses a face-to-face, interactive group to spontaneously suggest ideas for problem solutions.
- a. Delphi process
 - b. Nominal group technique
 - c. Multiple advocacy
 - d. Groupthink
 - e. Brainstorming
10. When the external environment uncertainty is high, the organization should have a(n) _____ structure that emphasizes lateral relationships such as teams and task forces.
- a. loose
 - b. tight
 - c. mechanistic
 - d. organic
 - e. inorganic
11. A fundamental principle about work and how workers can perform it, is that it can be performed more efficiently if workers are allowed to
- a. do their own thing.
 - b. specialize.
 - c. work in cliques.
 - d. work at home.
 - e. work close to home.
12. Reengineering is the radical redesign of business processes to achieve dramatic improvements in
- a. cost.
 - b. quality.
 - c. service.
 - d. speed.
 - e. all of the above.
13. The _____ utilizes functional and divisional chains of command simultaneously in the same part of the organization.
- a. geographical approach
 - b. functional approach
 - c. divisional approach
 - d. matrix approach
 - e. organizational approach

14. Just-in-time inventory control systems schedule material to arrive at the company _____ on the production line.
- a. just after they are needed
 - b. way before they are needed
 - c. just as they are needed
 - d. irrespective of when needed because of finished goods
 - e. as the finished goods are completed
15. _____ is the systematic reduction in the number of managers and employees to make a company more cost efficient and competitive.
- a. Downsizing
 - b. HR planning
 - c. Discrimination
 - d. Affirmative action
 - e. Termination from the HR viewpoint
16. A charismatic leader is one who
- a. "barks" orders to subordinates.
 - b. creates a vision, inspires loyalty, and motivates subordinates to realize the vision.
 - c. is democratic, issues orders, and expects subordinates to follow them.
 - d. is a "country club style manager" who expects subordinates to provide solutions.
 - e. is an autocrat, makes decisions without consultation, and accepts the blame if things go wrong.
17. _____ power comes from a formal management position in an organization and the authority granted to it.
- a. Referent
 - b. Expert
 - c. Coercive
 - d. Reward
 - e. Legitimate
18. Supportive leadership involves behavior that
- a. stresses higher quality performance.
 - b. has the leader consulting with his or her subordinates about what to do.
 - c. has the leader telling subordinates exactly what they are supposed to do.
 - d. classifies the subordinate's path to rewards and say nothing.
 - e. shows concern about the subordinates' well being and personal needs.
19. Alderfer's ERG theory identified three categories of needs:
- a. existence, retardness, and growth.
 - b. esteem, retardness, and growth.
 - c. esteem, relatedness, and goals.
 - d. existence, relatedness, and growth.
 - e. equity, relatedness, and growth.
20. _____ occurs when the receiver responds to the sender's communication with a return message.
- a. Encoder
 - b. Decoder
 - c. Message
 - d. Channel
 - e. Feedback

(橫書式)

國立中山大學八十七學年度碩博士班招生考試試題

科目：管理學(經濟系乙組)

共 4 頁 第 4 頁

21. _____ is the process by which individuals screen and select the various objects and stimuli that compete for their attention.
- Stereotype
 - Perception organization
 - Perceptual selectivity
 - Perception
 - Archetype
22. The _____ stage of development is a period of orientation and becoming acquainted.
- adjourning
 - norming
 - performing
 - storming
 - forming
23. A _____ is a group of from 6 to 12 volunteer employees who meet regularly to discuss and solve problems affecting their common work activities.
- focus group
 - benchmarking
 - decision support group
 - quality circle
 - social committee
24. Apple, IBM, and Compaq were locked in a titanic power struggle to dominate the personal computer hardware industry. They can be described as
- suppliers.
 - competitors.
 - customers.
 - labor market operators.
 - none of the above.
25. _____ change involves redesign and renewal of the total organization.
- Transactional
 - Mechanistic
 - Transformational
 - Horizontal
 - Vertical

二、解釋名詞(每題5分,共30分)

試扼要說明以下各名詞的意義:

1. Entrepreneurship
2. Breakeven Analysis
3. 領導的管理方格(Managerial Grid)理論
4. 市場區隔
5. 行銷的4P
6. Frederick Hertzberg的 Two-factor Theory

三、近年來網際網路的發展非常迅速,帶來了另一波的資訊革命,與許多的商機。例如,美國線上(American on Line)公司在去年有一千一百萬會員,創造了二十億美元的營收,股價大漲三倍。試說明電腦網路對管理循環中各項功能的影響。(20分)

一、隨著天空的開放，民營電訊公司相繼成立，行動電話的普及率亦迅速提升，「人手一行動電話」的時代似乎指日可待，試討論此「行動電話傳播文化」對日常生活及工作之正、負面影響，並舉例說明之。
(30%)

二、從媒介開放競爭以後，台灣大眾媒介的財務來源由原有的政府補助，與閱聽人收費，轉而越來越依賴廣告的收入。請由控制(control)的觀點，說明這些不同的財務來源對於媒介的內容會產生什麼樣的影響？並舉實例說明。(15%)
就你個人的觀點而言，媒介的經濟結構與它的社會角色有無衝突之處？若有衝突存在，是否有方法可加以解決？(15%)

三、電腦網路的興起吸引了許多人的注意，華視的網站號稱以有六百萬人上站，中時電子報也預計在今年達到2700萬的廣告量。政府也大力推動全民上網。試說明網路媒體的發展對現有媒體的影響。
(20%)
另外，媒體工作者如何能夠掌握這種網路發展的契機，在採訪工作與媒體經營上發揮競爭力。(20%)