

國立中山大學八十八學年度碩博士班招生考試試題
科目：大眾傳播理論 (傳播管理研究所碩士班)

共 2 頁 第 1 頁

一、選擇題：(共 5 題，每題 3 分)

1. 下列那一個概念並不屬於「閱聽人」的概念：

- (a)大眾
- (b)公眾
- (c)市場
- (d)以上皆是閱聽人的概念

2. 在最近喧騰一時的「網路真人秀」事件，有人批評它是「資本主義商業邏輯的展現」，這樣的論點最可能是來自下列那一種理論的觀點？

- (a)英國文化研究
- (b)美國文化研究
- (c)批判傳播政治經濟學
- (d)自由派的女性主義

3. 以下那一種理論並不屬於量化理論研究的傳統？

- (a)涵化理論
- (b)使用與滿足理論
- (c)議題設定理論
- (d)以上皆是量化理論

4. 以下那一種台灣的傳播產業已經歷「全球化」(globalization)的歷程？

- (a)唱片業
- (b)報紙
- (c)廣告代理業
- (d)a、c 皆是

5. 下列那一個概念並不屬於媒介組織層次的研究？

- (a)gatekeeping
- (b)audience activity
- (c)objectivity
- (d)censorship

二、簡答題：(共5題，每題7分)

1. 量化的內容分析認為「可以用客觀的方法來探求媒介訊息的意義」，針對這一點，文本分析對量化的內容分析有何批評？
2. 傳播理論的學者認為，大眾傳播媒介具有「定義社會現實的能力」，請舉一實例加以說明？
3. 媒介的效果可以分為那幾種層次(levels)？
4. 在那些媒介效果的層次上，批判傳播理論認為媒介是有效果的？
5. 接收分析理論認為「閱聽人具有抗拒解讀 (oppositional reading) 的能力」，從制度性的層次 (institutional level) 來看，接收分析的觀點可能會產生什麼危險？

三、申論題：(共2題，每題25分)

1. 如何評估媒介表現(media performance)？(25分)
2. 試述政治經濟學(political economy)的意義，並說明其在傳播研究的應用。(25分)

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Answer all the following questions: 20 multiple-choice questions, 5 points each.

1. When the government chooses to use resources to build a dam, these sources are no longer available to build a highway. This choice illustrates the concept of
 - a. a market mechanism.
 - b. macroeconomics.
 - c. opportunity cost.
 - d. a closed economy.
2. Suppose that the quantity of root beer demanded declines from 103,000 gallons per week to 97,000 gallons per week as a consequence of a 10 percent increase in the price of root bear. The price elasticity of demand is
 - a. 0.60.
 - b. 1.40.
 - c. 1.97.
 - d. 6.00.
3. The more elastic the demand for good H, the
 - a. less a sales tax will lower the price.
 - b. more a sales tax will lower the price.
 - c. less a sales tax will raise the price.
 - d. more a sales tax will raise the price.
4. Paul runs a shop that sells printers. Paul's business is a perfect competitor and can sell each printer for a price of \$1,000. The marginal cost of selling one printer a day is \$800, the marginal cost of selling a second printer is \$900, and the marginal cost of selling a third printer is \$1,050. To maximize profit, Paul should sell
 - a. one printer a day.
 - b. two printers a day.
 - c. three printers a day.
 - d. more than three printers a day.
5. A price discriminating monopolist charges lower prices to customers with
 - a. lower quantities demanded.
 - b. higher quantities demanded.
 - c. lower elasticities of demand.
 - d. higher elasticities of demand.
6. When making loans, banks use signals such as length of time in a job and home ownership to combat
 - a. both adverse selection and moral hazard.
 - b. neither adverse selection nor moral hazard.
 - c. adverse selection but not moral hazard.
 - d. moral hazard but not adverse selection.

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7. The free-rider problem is the inability of private provision to achieve allocation efficiency of

- a. rival goods.
- b. excludable goods.
- c. public goods.
- d. private goods.

8. In an eight-hour day, Andy can produce either 24 loaves of bread or 8 pounds of butter. In an eight-hour day, Bob can produce either 8 loaves of bread or 8 pounds of butter. We know that Andy has a comparative advantage in the production of

- a. bread, while Bob has a comparative advantage in the production of butter.
- b. butter, while Bob has a comparative advantage in the production of bread.
- c. bread and neither has a comparative advantage in the production of butter.
- d. both bread and butter.

9. Table: William's Total Utility

Total utility from		
Quantity	Donuts	Danishes
1	60	30
2	110	55
3	150	75
4	180	90
5	200	100

In the above table, William eats tire-size donuts and danishes. The price of a donut is \$2.00, and the price of a danish is \$1.00. William's marginal utility from donuts is twice his marginal utility from danishes. William consumes ____ for each danish he consumes.

- a. 1 donut.
- b. 2 donuts.
- c. 1/2 donut.
- d. 1/3 donut.

10. Heavy users of electricity argue that the uncertainty about possible damage from global warming implies that we should not spend billions to control carbon dioxide emissions. Environmentalists argue that uncertainty implies that we should take strong steps to limit emissions. The electricity users

- a. and the environmentalists are thinking of pollution control as investment.
- b. and the environmentalists are thinking of pollution control as insurance.
- c. are thinking of pollution control as investment and the environmentalists are thinking of pollution control as insurance.
- d. are thinking of pollution control as insurance and the environmentalists are thinking of pollution control as investment.

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11. Once a cartel determines the profit-maximizing price,
- no member has a strong incentive to cheat.
 - each member faces the temptation to cheat.
 - changes in the output of any member firm will not affect the market price.
 - entry into the industry by rival firms will not affect the profit of the cartel.
12. If a perfectly competitive industry becomes a monopoly and the costs do not change, which of the following allocation of costs and benefits applies?
- The producer benefits, but demanders and society are harmed.
 - The producer and society are harmed, but demanders benefit.
 - The producers, demanders, and the society are harmed.
 - The producer is harmed, but the demanders and society benefit.
13. Short-Term, Inc. is a corporation that will cease to exist in three years. Short-Term will pay a dividend of \$100 per share at the end of each of the three remaining years. No additional payments will ever be made. If the annual interest rate is 5 percent, the value of a share of Short-Term stock is
- \$250.
 - \$272.
 - \$288.
 - \$300.
14. Taiwan imposes harsher penalties on sellers of cigarettes than on buyers, causing
- a decrease in supply that exceeds the reduction in demand.
 - an increase in supply that exceeds the reduction in demand.
 - a decrease in demand and an increase in supply.
 - an increase in demand and a decrease in supply.
15. If firm X is producing in an oligopolistic industry, when it increases its price,
- rival firm Y will increase its market share if firm Y keeps a constant price.
 - rival firm Y will increase its market share if firm Y increases its price.
 - the behavior of rival firm Y will have no impact on the market share of firm X.
 - the market as a whole will become less profitable.
16. In the new growth theory, an increase in the return to knowledge
- implies that the real interest rate is permanently less than the rate of time preference.
 - reduces the stock of knowledge.
 - reduces the stock of physical capital.
 - implies that the real interest rate is permanently greater than the rate of time preference.

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17. According to Robert Barro, deficits with debt financing may result in
- worse inflation than with money financing because of expectations of monetary financing.
 - worse crowding out if taxpayers expect more debt financing during a recession.
 - no crowding out if taxpayers understand that increased current debt will require increased future taxes and they increase saving.
 - the economy growing slower than it would with money financing.
18. In real business cycle theory, the impulse for a business cycle is
- change in investment.
 - change in the money supply.
 - unexpected changes in aggregate demand.
 - technological change.
19. Celine Dion invests \$100 in a 30-year bond with an annual yield of 7.5 percent. Every year she will reinvest her interest income, also at an annual rate of 7.5 percent. If inflation is 7.5 percent for each of the next 30 years, at the end of the period her investment will be worth
- less than \$100 at today's prices.
 - \$100 at today's prices.
 - between \$100 and \$875 at today's prices.
 - \$875 at today's prices.
20. Dynamic comparative advantage is the
- ability to produce a good at a lower opportunity cost because the maker is the first to produce it.
 - same as ordinary comparative advantage.
 - ability to produce a good at relatively high cost for a time.
 - ability to produce a good at a higher opportunity cost because the maker is the first to produce it.

國立中山大學八十八學年度碩博士班招生考試試題

科目：傳播理論與實務 (傳播管理研究所碩士班)

共 2 頁 第 1 頁

一、選擇題：(共 5 題，每題 3 分)

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二、簡答題：(共 3 題，每題 5 分)

1. 傳播理論的學者認為，大眾傳播媒介具有「定義社會現實的能力」，請舉一實例加以說明？
2. 媒介的效果可以分為那幾種層次(levels)？
3. 在那些媒介效果的層次上，批判傳播理論認為媒介是有效果的？

三、申論題：(1 題，25 分)

請問在你的實務工作經驗中，你最常運用那一種傳播理論幫助你分析或解決工作上所遭遇的問題？請介紹你所運用的傳播理論內容，並舉一個實例說明你所運用的心得。

四、請解釋下列名詞（請註明名詞提出者、提出年代、提出背景、定義並舉例說明）
(45%)

1. groupthink (15%)
2. spiral of silence (15%)
3. cognitive dissonance (15%)

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科目：當代傳播問題 傳播管理研究所碩士班 [甲組]

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- 5
- 一、亞當斯(Stacey Adams, 1980)指出當組織與外界訊息環境互動時，負責篩選訊息進出組織的守門人，經常會犯兩種錯誤。
- 1、請問是那兩種篩選錯誤(Filtering errors)? (10%)
 - 2、請解釋並舉例說明 (20%)。
- 10
- 二、公關是目前很流行的名詞，由企業到政治人物都需要它，尤其是最近有許多人強調個人公關。請問
- 1、個人公關是什麼? (10%)
 - 2、如何利用新興科技來提升個人公關能力?(10%)
(請於五百字內答完此題，字數超過將不予計分)
- 15
- 三、網際網路發達後，電子報如雨後春筍般的增加。
- 1、試說明電子報的特性及其優點與缺點。(10%)
 - 2、電子報與傳統報紙之間是否有競爭關係?以中國時報為例，中國時報與中時電子報間的關係是如何呢?試由報老闆與讀者的角度加以探討。(15%)
- 20
- 四、公共電視開播，對許多人來說，也許可以期待看到高水準的節目，但是另一方面這些節目卻常常曲高和寡，造成收視率無法提高，以致於常招到立委的質疑。請問
- 1、為什麼高水準的節目卻收視率低呢?請以適當的理論加以分析。(15%)
 - 2、作為經營者您要如何在節目水準與收視率間求取平衡呢?
(10%)
- 25
- 30

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科目：管理學

傳播所 乙組

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一、單選題（請將您認為最合適的答案，依照題號的順序填入答案紙上的「是非、選擇專用頁」中。每題答對得 2 分，答錯不倒扣。）

1. Due to the diverse and complex nature of management, successful managers should possess a variety of which of the following skills?
 - a. arts and crafts
 - b. conceptual, human, and technical
 - c. analytical, athletic, and musical
 - d. conceptual, abstract, and human
 - e. technical, analytical, and conceptual
2. Project managers manage _____ and give up their management responsibilities when the project is finished.
 - a. vertically
 - b. diagonally
 - c. horizontally
 - d. competitors
 - e. nonhuman resources
3. Managers may perform up to ten different roles as part of their everyday job. The roles are divided into three categories:
 - a. personal, private, and public.
 - b. interpersonal, informational, and decisional.
 - c. semiprivate, informational, and public.
 - d. interpersonal, informative, and interesting.
 - e. decisional, argumentative, and disruptive.
4. The revolution in management thinking is caused by the
 - a. modern behavioral scientists.
 - b. chaotic environment and a shift in the way people think about organizations.
 - c. government and the environmentalists.
 - d. women's movement and the glass ceiling.
 - e. global peace movement.
5. An example of a corporate culture can be seen in
 - a. an object, act, or event that conveys meaning to others.
 - b. manners, dress, stories, physical symbols, organizational ceremonies, and office layout.
 - c. an association made of organizations with similar interests for the purpose of influencing the environment.
 - d. roles assumed by people and or departments that link and coordinate the organization with key elements of the external environment.
 - e. an association of people gathered together to discuss areas of disagreement.
6. Power distance can be defined as
 - a. a preference for a tightly knit social framework.
 - b. a cultural preference for achievement.
 - c. the degree to which people accept inequality in power among institutions, organizations, and people.
 - d. the degree to which organizations exert power over people.
 - e. the degree to which people are comfortable standing next to other people.
7. Ethics can be more clearly understood when compared with behaviors governed by the laws and by
 - a. free speech.
 - b. free press.
 - c. free choice.
 - d. free food.
 - e. free thought.

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8. Ethical dilemmas occur because
- all legal and moral obligations have been fulfilled.
 - right and wrong can be clearly identified, yet it isn't profitable either way.
 - each choice or behavior is undesirable due to the possibility of a harmful ethical consequence.
 - an attempt is made for two wrongs to make a right.
 - right and wrong are clearly identifiable; each choice or behavior is more desirable due to the lack of any possible harmful ethical consequence.
9. _____ is the process of initializing a business venture, organizing the necessary resources, and assuming the necessary risks and rewards.
- Intrapreneurship
 - Venture capital
 - Entrepreneurship
 - Franchising
 - Resource maturity
10. The belief by individuals that their future is within their control and that external forces will have little influence is referred to as a(n)
- tolerance for ambiguity.
 - internal locus of control.
 - awareness of passing time.
 - external locus of control.
 - personal conflict.
11. A _____ is a unique form of entrepreneurial company, which was previously associated with and owes its start-up to another organization.
- franchise
 - corporation
 - partnership
 - spin-off
 - proprietorship
12. There are different levels of the organization and therefore there should be different levels of the planning process. What level of the organization should be looking at the question, "How to compete?"
- Business level strategy
 - Corporate level strategy
 - Functional level strategy
 - Personal level strategy
 - Industrywide level strategy
13. The competitive model lists five competitive forces. Which of the following is not part of the model?
- potential new entrants
 - bargaining power of buyers
 - life cycle of your product
 - threat of substitute products
 - rivalry among competitors
14. _____ means that a decision has clear-cut objectives and that good information is available, but the future outcomes associated with each alternative are subject to chance.
- Sureness
 - Uncertainty
 - Risk
 - Certainty
 - Ambiguity
15. _____ means that people have limits, or boundaries, on how rational they can be.
- Bounded irrationality
 - Classical bureaucratic
 - Classical distinguished
 - Bounded rationality
 - Administrative bureaucracy

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- 5
16. Satisfying means that decision makers choose the _____ solution alternative that satisfies minimal decision criteria.
- a. first
 - b. second
 - c. third
 - d. alternative
 - e. last
17. Which of the following is not an advantage of participative decision making?
- a. More knowledge, facts, and alternatives can be evaluated.
 - b. Broader perspective for problem definition and analysis.
 - c. Member satisfaction and support for decision.
 - d. Clear focus for decision responsibility.
 - e. All of the above are advantages of participative decision making.
- 10
18. Despite the advantages of specialization, many organizations are moving away from the principle. Many companies are _____ jobs to provide greater challenges and are even assigning teams to tasks so that employees can rotate among several jobs performed by the team.
- a. reducing
 - b. enlarging
 - c. specializing
 - d. eliminating
 - e. transferring
- 15
19. _____ is the application of behavioral science knowledge to improve an organization's health and effectiveness through its ability to cope with environmental changes, improve internal relationships and increase problem-solving capacities.
- a. Motivation
 - b. Organizational development
 - c. Management psychology
 - d. Systems management
 - e. Time and motion studies
- 20
20. The hiring or promoting of applicants based on criteria that are not job relevant is referred to as _____
- a. affirmative action.
 - b. equal employment opportunity.
 - c. minority preference.
 - d. discrimination.
 - e. employment-at-will.
- 25
21. _____ refers to the relationship between one's score on a selection device and one's future job performance.
- a. Reliability
 - b. Validity
 - c. Application form
 - d. Assessment testing
 - e. Exit interview
- 30
22. Workforce diversity means the hiring and inclusion of people of _____ human qualities or who belong to various cultural groups.
- a. the same
 - b. similar
 - c. identical
 - d. different
 - e. analogous
23. The _____ style in Hersey and Blanchard's situational theory is for _____ subordinates.
- a. telling, high-readiness
 - b. telling, low-readiness
 - c. participating, high-readiness
 - d. participating, low-readiness
 - e. delegating, moderate-readiness
- 30

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科目：管理學

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24. In the path-goal theory, leaders increase their motivation by either _____ or _____.
- a. decreasing the subordinates' path to rewards, decreasing rewards that subordinates value or desire
 - b. clarifying the subordinates' path to the rewards, increasing the rewards that subordinates value or desire
 - c. telling subordinates exactly what they are supposed to do, consulting with his or her subordinates about what to do
 - d. stressing higher quality performance, stressing improvement over current performance
 - e. clarifying the subordinate's path to rewards, consulting with his or her subordinates about what to do
25. When a union tries to improve wages and working conditions in order to be consistent with a comparable union whose members make more money, it is using the _____ method for reducing inequity.
- a. change outcomes
 - b. change inputs
 - c. distortion of perceptions of self
 - d. distortion of perceptions of others
 - e. none of the above
26. Informal communications coexists with formal but may skip hierarchical levels, cutting across _____ chains of command to connect virtually anyone in the organization.
- a. formal
 - b. informal
 - c. vertical
 - d. horizontal
 - e. lateral
27. A team that uses computer technology and groupware so that geographically distant members can collaborate on projects and reach common goals is known as a _____ team.
- a. problem-solving
 - b. virtual
 - c. technocratic
 - d. quality circle
 - e. groupware
28. What is the proper order of the stages of team development?
- a. storming, norming, forming, performing, adjourning
 - b. adjourning, storming, norming, forming, performing
 - c. performing, storming, norming, forming, adjourning
 - d. forming, storming, norming, performing, adjourning
 - e. forming, norming, storming, performing, adjourning
29. _____ control is the use of rules, policies, hierarchy of authority, written documentation, reward systems, and other formal mechanisms that influence employee behaviors and enhance performance.
- a. Bureaucratic
 - b. Decentralized
 - c. Peer group
 - d. Self
 - e. Individuality
30. The budget process is concerned with
- a. whether budgets meet their goals.
 - b. how budgets are actually formulated and implemented.
 - c. who gets the budget reports.
 - d. how much over- or under-budget the organization is.
 - e. what budget the organization is following.

二. 申論題 (40分)；以 500 字作答，請先整理思緒，再從容作答；
凡字跡潦草，字數過多或過少皆扣分；評分標準為內容
論點、結構、見解及文字流暢)

請選擇一個媒體產業 (如平面媒體的報紙、雜誌，電子媒體的電
視、廣播，...等)，針對此一媒體受到資訊科技 (如電腦、
網際網路、通訊工具...等) 影響，在該媒體機構之組織
結構型態及個人工作行為有何改變？

國立中山大學八十八學年度碩博士班招生考試試題

科目：專業語文（傳播所甲、乙組）

共五頁 第一頁

中文：下列文句摘錄於司馬遷所著史記中之項羽本紀，請閱讀過後回答下列兩個問題：

- 一、請分析劉邦及項羽之行事風格。(25%) 你認為那一個人較適宜領導今日的台灣社會邁向下一個世紀？為什麼？(20%) (請僞限字數於八百字內答完此題，字數超過將不予計分)
- 二、又就你所選擇的領導人，告訴我你將如何在他身邊扮演魏徵的角色？(25%) (請僞限字數於四百字內答完此題，字數超過將不予計分)

行略定秦地^①，函谷關有兵守關^②，不得入；又聞沛公已破咸陽，項羽大怒，使當陽君等擊關。項羽遂入，至于戲西^③。沛公軍霸上^④，未得與項羽相見。沛公左司馬曹無傷使人言於項羽曰^⑤：「沛公欲王關中，使子嬰為相^⑥，珍寶盡有之。」項羽大怒，曰：「旦日饗士卒^⑦，為擊破沛公軍！」當是時，項羽兵四十萬，在新豐鴻門^⑧；沛公兵十萬，在霸上。范增說項羽曰：「沛公居山東時^⑨，貪於財貨，好美姬；今入關，財物無所取，婦女無所幸，此其志不在小。吾令人望其氣^⑩，皆為龍虎，成五采，此天子氣也，急擊勿失。」

楚左尹項伯者^⑪，項羽季父也，素善留侯張良。張良是時從沛公。項伯乃夜馳之沛公軍，私見張良，具告以事，欲呼張良與俱去，曰：「毋從俱死也^⑫。」張良曰：「臣為韓王送沛公^⑬，沛公今事有急，亡去不義，不可不語。」良乃入，具告沛公。沛公大驚，曰：「為之奈何？」張良曰：「誰為大王為此計者？」曰：「鯨生說我曰^⑭：『距關，毋內諸侯^⑮，秦地可盡王也。』故聽之。」良曰：「料大王士卒足以當項王乎^⑯？」沛公默然^⑰，曰：「固不如也，且為之奈何？」張良曰：「請往謂項伯，言沛公不敢背項王也。」沛公曰：「君安與項伯有故？」張良曰：「秦時與臣游，項伯殺人，臣活之。今事有急，故幸來告良。」沛公曰：「孰與君少長？」良曰：「長於臣。」沛公曰：「君為我呼入，吾得兄事之。」張良出，要項伯。項伯即入見沛公。沛公奉卮酒為壽^⑱，約為婚姻^⑲，曰：「吾入關，秋秦不敢有所近^⑳，籍吏民^㉑，封府庫，而待將軍。所以遣將守關者，備他盜之出入與非常也^㉒。日夜望將軍至，豈敢反乎！願伯具言臣之不敬，德也。」項伯許諾。謂沛公曰：「旦日不可不蚤自來謝項王^㉓。」沛公曰：「諾。」於是項伯復夜去，至軍中，具以沛公言報項王。因言曰：「沛公不先破關中，公豈敢入乎？今人有大功而擊之，不義也，不如因善遇之。」項王許諾^㉔。

沛公旦日從百餘騎來見項王，至鴻門，謝曰：「臣與將軍戮力而攻秦，將軍戰河北，臣戰河南，然不自意能先入關破秦，得復見將軍於此。今者有小人之言，令將軍與臣有怨^㉕。」項王曰：「此沛公左司馬曹無傷言之，不然，藉何以至此。」

沛公至軍^㉖，立誅殺曹無傷。

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〔當此時，彭越數反梁地，絕楚糧食，項王患之。為高俎，置太公其上，告漢王曰：「今不急下，吾烹太公。」漢王曰：「吾與項羽俱北面受命懷王，曰『約為兄弟』，吾翁即若翁，必欲烹而翁也，則幸分我一杯羹。」項王怒，欲殺之。項伯曰：「天下事未可知，且為天下者不顧家，雖殺之無益，祇益禍耳。」項王從之。

楚、漢久相持未決，丁壯苦軍旅，老弱轉漕。項王謂漢王曰：「天下匈匈數歲者，徒以吾兩人耳，願與漢王挑戰決雌雄，毋徒苦天下之民父子為也。」漢王笑謝曰：「吾寧關智，不能關力。」項王令壯士出挑戰，漢有善騎射者樓煩，楚挑戰三合，樓煩輒射殺之。項王大怒，乃自被甲持戟挑戰，樓煩欲射之，項王瞋目叱之，樓煩目不敢視，手不敢發，遂走還入壁，不敢復出。漢王使人問問之，乃項王也。漢王大驚。於是項王乃即漢王相與臨廣武間而語。漢王數之，項王怒，欲一戰。漢王不聽，項王伏弩射中漢王。漢王傷，走入成皋。

〔注釋〕

①行——前進。

②函谷關——在今河南省靈寶東北，是東方入秦的要道。

③戲西——戲水之西。戲水源出驪山，流過今陝西省臨潼東，注入渭水。

④霸上——即霸水之西的白鹿原，在今陝西省西安市東南。

⑤左司馬——主管軍中法紀政務的官，當時可能設為左右二人。

⑥使子嬰為相——子嬰，有說是二世之兄，有說是二世之侄，有說是二世的堂兄弟。二世三年（前二〇七）八月，趙高殺掉了胡亥，另立子嬰為三世。子嬰與其三子合力殺掉了趙高，滅其族。為帝四十六日，劉邦入關，子嬰遂降。按：劉邦「欲王關中，使子嬰為相」，此事他處不見，或許劉邦等當時果有此意。誠若此，則穩定關中更易為力。

⑦且曰——猶言「明日」。

饗（十二）——犒勞。

⑧新豐——漢縣名，秦時原名酈邑，在今陝西省臨潼東。

鴻門——在新豐東，今名項王營。

⑨山東——崤山以東，泛指當時的六國之地。

⑩望其氣——古時的一種迷信活動，說是觀測雲氣可以得知人事的禍福。

⑪左尹——職同左相。楚稱丞相為令尹。

項伯——名繆，因輔助劉邦有功，後被劉邦封為射陽侯，賜姓劉。

⑫毋從俱死也——不要跟著他一起被殺。王念孫曰：「『從俱死』當作『徒俱死』。」（《讀書雜誌》）徒：白白地。按：二者皆可，似不必另生枝節。

⑬為韓王送沛公——張良是韓國的舊貴族，反秦義軍起後，項梁立韓成為韓王，張良為韓國司徒。劉邦率軍西下時，韓成留守陽翟（今河南禹縣），張良隨劉邦入關。送：從也。

⑭鯀（且之）生——猶言「一個無知的小人」。鯀：雜小魚也。有曰：鯀：姓也。鯀生，一個姓鯀的人。

⑮距關，毋內諸侯——擋住函谷關，不要讓諸侯軍進來。距：同「拒」。內：同「納」。

⑯料大王士卒足以當項王乎——當：敵。王維祺曰：「張良反問沛公，是其素所長。」（《史記評林》）

⑰沛公默然四句——按：於此見劉邦內心覺知不足以敵項羽，而口中又不願明顯示弱的慍怒煩躁之情。《淮陰侯列傳》：「（韓信）曰：『大王自料勇悍仁彊孰與項王？』漢王默然良久，曰：『不如也。』」情景與此相同。「固不如也，且為之奈何」，猶言「當然是不如啦，你就先說咱對他怎麼辦吧！」

⑱奉卮酒為壽——舉杯敬酒，祝其健康長壽。卮（也）：酒杯。壽：祝禱長壽。

⑲約為婚姻——約做兒女親家。

⑳秋豪——秋天動物身上新長出的茸毛，用以比喻事物的極端微小。豪：同「毫」。

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注釋：(續)

⑭籍吏民——登記所有人口。籍：登記。

⑮非常——意外的變故。

⑯軍——同「軍」。

⑰項王許諾——梁玉繩曰：「項伯之招子房，非奉羽之命也，何以言『報』？且私良會沛，伯負瀟師之重罪，尚能告羽乎？使羽語曰：『公安與沛公語？』則伯將奚對？史果可盡信哉？」（《史記志疑》）

⑱令將軍與臣有卻——吳兒思曰：「一件驚天動地事，數語說得雪淡，若無意於此者，故項羽死心塌地。辭令之妙。」楊慎曰：「將飛者翼伏，將奮者足局，將斃者爪縮，將文者且橫，夫惟鴻門之不爭，故天下莫能與之爭。」按：劉邦生性好大言，好侮人，今說話用此等腔口，蓋一生中僅此一次。

略

⑲北面——意指臣服。

⑳必欲烹而翁一句——吳兒思曰：「兵鈍糧絕，項王爲此，乃急事也。已爲漢王窺破，必不敢沒太公，故爲大言。」洪亮吉曰：「烹則烹矣。必高其俎而置之，無非欲愚弄漢王，冀得講解耳。漢王深悉其計，矯情邊語，分發一言，雖因料敵太清，然浮才太過，未免貽口實於來世。」（《四史發伏》）

㉑罷轉漕——疲弊勞乏於運送糧餉。軍運曰轉，船運曰漕。罷：同「疲」。

㉒匈匈——煩苦勞擾的樣子。

㉓樓煩——指優秀射手。中井曰：「樓煩本胡名，俗便騎射，故號善射者爲樓煩。」

㉔三合——猶言三次，三回。

㉕不敢復出——凌稚隆曰：「連用三『不敢』字，樓爲羽威猛如畫。」

㉖問問——暗中打聽。

㉗廣武間——即廣武湖。間：同「湖」。

㉘漢王數之——漢王數項羽十大罪狀，見《高祖本紀》。

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英文試題部份

一、以下為 CBS 晚間新聞主播 Dan Rather 對於美國總統與南斯拉夫外長的專訪稿內容。請寫出下文中劃底線的單字或片語的意義。(30 分)

>> I asked him if he'll respond to calls for a bombing (1)halt for Easter.

>>> I hate the idea of having to continue this campaign during this period, but I hate more the idea that we would walk away from this campaign while he continues to clean out house after house and village after village and kill a lot of innocent people. (2) That would not serve to honor the occasion.

>> Mr. President. There are reports, as we speak and through this evening, that there will be air attacks in Belgrade itself. Is that correct?

>>> It is accurate that we are attacking targets that we believe will achieve our stated objective, which is either to raise the price of aggression to an unacceptably high level so we can get back to talking peace and security, or to substantially undermine the capacity of the Serbian government to wage war.

>> Would that include attacks now in Belgrade? Have you authorized the military to go downtown?

>>> I have authorized them to attacks that I believe are appropriate to achieve our objectives. We worked very hard to minimize the risk of (3)collateral damage.

>> This afternoon, I had an exclusive interview with the Yugoslavian Foreign Minister. Among other things, he twice (4)flatly denied that his army has taken any Albanian villages.

>> Is it true or untrue that Yugoslav forces have move into two Albanian villages, clearly across the border into Albania?

>> It is not true. This is a kind of (5)fabrication to present Yugoslavia as not constructive country. What is true, it is today the fourth (6)consecutive day that Yugoslav territory has been under aggression from Albanian territory.

>> I want to make sure I understand. Is it not true that the Yugoslav army took these villages?

>> It is not true.

>> Tell me, Mr. Foreign Minister what it is that you believe Americans don't know about this situation that it is vital for them to know?

>> First of all, many of them don't know even where this country is. They, for instance, don't know that this is peace-loving country. The problems in Kosovo and Macedonia have never been (7)in the sphere of human rights or the rights of national minorities. It has been for some time now the problems (8)emanating from terrorism

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and (9)separatism. Certain power greedy leaders of Albanian community in Kosovo and Macedonia came up with a program of separation to take Kosovo and Macedonia out of Serbia and to take it by arms.

>> President Clinton in a recent interview that I did with him disputes this. And he said most forcefully from his point of view this was going to happen and that we, meaning the United States and NATO, stepped in to do our best to stop it. What you've outlined to me is the direct opposite of that.

>> Mr. Clinton is number one responsible for this aggression, and there are no (10)justifications at all for destroying this country, for killing people all over Yugoslavia. How can one justify, let's say, ruining schools, hospitals, ruining roads? Only yesterday they have destroyed six bridges in Yugoslavia. How to justify bombing the bridge with civilian international passengers train killing instantly 11 people, wounding about 20 people.

二、請全文翻譯下文 (20 分)

Regulation may be imposed simply by enacting laws and leaving their supervision to the normal processes of the law, by setting up special regulatory agencies or by encouraging self-regulation. Except where regulation is necessary to prevent the abuse of monopoly power, in the interests of preserving health and safety or to correct externalities or other instances of market failure, there is a risk that the compliance costs and other costs of regulation may exceed the social benefits.