

# 國立中山大學 89 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甲 共 1 頁 第 1 頁

簡答題 (請簡要的回答以下的問題，並且將你的答案分為兩點加以說明，共 5 題，每題 10 分)：

1. 美國文化研究大師 James Carey 所提出的「communication as ritual」模式，其內涵為何?(請以兩點加以說明)
2. Feminism 對於傳播研究的理論貢獻，包含那些?(請以兩點加以說明)
3. 閱聽人研究有兩個重要的理論－「uses and gratifications」以及「reception theory」，前者重視閱聽人所獲得的 gratifications，而後者則尊重閱聽人所得到的 pleasure。請問這兩個理論在這個強調的重點上，(1)有沒有差異?為什麼?(2)請以一個實例加以說明。
4. 網際網路新媒介的出現，有許多人擔心它會取代傳統的主流媒介。請問你的看法為何?(請以兩點加以說明)
5. 從傳播政治經濟學的觀點而言，媒介市場的集中(concentration)趨勢、與媒介的多元化(diversity)發展之間，存有什麼關係?(請以兩點加以說明)

以下兩題為問答題，每題 25 分。

- 一、媒體所提供的資訊(訊息)具有哪些經濟特質?媒介產品與一般商品有何不同?並舉例說明。
- 二、政治人物在競選期間的政治傳播策略有何特色?以互文性(intertextuality)概念舉實例說明今年總統大選各組候選人競選廣告特色。

一、請解釋下列名詞 (七題中選五題作答，每題八分)：

computer mediated communication  
organizational boundary spanners  
interpersonal communication  
group think  
Edward Bernays  
cognitive dissonance  
nonverbal communication

二、表一 (請翻至頁二) 為「美國公共關係學會」為公關人員所制訂的專業行為規章，希望參與該學會的會員皆能遵守。若將此行為規章放在台灣的情境，你認為台灣的公關人員做的最好的是那些條款？為什麼？請舉實例說明 (12%)。做的最壞的是那些條款？為什麼？請舉實例說明 (12%)。若你能為台灣的公關人員制訂行為規章，你會加入或刪除哪些條款？為什麼 (6%)？(請於 900 字內答完此題，字數超過不予計分)

三、請閱讀頁三的短文，然後回答下列問題：

- (1)、試比較凱若及賀洛德的溝通風格並推論造成二人溝通風格異同的原因 (10%)。
  - (2)、你會建議凱若改變她的溝通風格嗎？如何改變？為什麼？ (10%)
  - (3)、在你每日的生活中，你認為你碰到較多的凱若還是較多的賀洛德？你有不同的因應之道嗎？ (10%)
- (請於 900 字內答完此題，字數超過不予計分)

表一

### 公共關係從業人員專業行為規章

以下條款由「美國公共關係學會」制定及通過，目的在推動與維持其會員公共服務與道德行為的最高標準。

1. 會員應公平對待過去、現在與未來的客戶或雇主、同業以及一般大眾。
2. 會員執行業務時，應兼顧大眾利益。
3. 會員應謹守誠實、正確原則及一般大眾所能接受的良好品味的標準。
4. 會員在未舉出所有相關事實及未獲得相關各造同意之前，不得代表利益衝突或相互競爭的雙方；也不可以在未向相關各方說明可能牽涉的利益之前，使會員在替客戶或其他人執行業務時，使會員置身於和本身利益發生或可能發生衝突的情況中。
5. 會員應保守目前與以前客戶和其他人基於傳播需要，而向會員透露的一切秘密，而且不得接受可能需要透露和使用這些秘密，而對以前、現在、和未來的客戶造成不利或傷害的業務委託或聘任。
6. 會員不得從事任何可能破壞傳播管道或政府行政人員廉潔的行為。
7. 會員不得蓄意傳播錯誤或容易引起誤會的訊息，而且有責任小心避免傳播錯誤或容易引起誤會的訊息。
8. 會員在代表客戶或雇主從事任何大眾傳播時，應隨時準備透露他們的身份和名稱。
9. 會員不得利用任何個人或團體聲稱維護或代表某一公開的立場，或是聲稱立場超然或公正無私，但事實上卻在支持未公開宣布的某種特定立場，或是某個會員、客戶或雇主的個人利益。
10. 會員不得蓄意破壞另一會員的專業信譽或業務。不過，如果某一會員握有證據顯示另一會員曾從事不道德、違法或不公平的行爲，包括違反此一規章所有條款的行爲，該會員應立即把這些證據向本學會有關單位提出，由學會依法處理。
11. 會員被傳喚在本學會處理違反本規章事件中出席作證時，應即出席，除非有正當理由，而且獲得本會司法小組的同意。
12. 會員不得在替某位客戶或雇主執行業務時，接受客戶或雇主以外的任何與此業務有關係的任何人的費用、佣金或任何有價報酬，除非先向客戶或雇主坦誠說明一切事實，並獲得他們同意。
13. 會員不得作出在他能力範圍以外的任何保證或承諾。
14. 會員在發現他和任何個人或團體的業務關係，需要他去從事違反本規章條款的行爲時，應立即終止與這些個人或團體的業務關係。

社會語言學家坎德爾 (Shari Kendall)，花了兩天時間，寸步不離地在一家當地的廣播電台，觀察一位負責新聞秀或脫口秀的技術指導。她叫凱若，負責指導節目裡的技術問題，做得非常稱職。下面這起事件，為我們解釋了為何凱若如此傑出的表現，卻得不到讚揚。

凱若知道她麻煩大了：一位負責音控的技術人員今天因病請假，遞補的賀洛德顯得相當緊張。他的工作是探出事先錄好的音樂帶，在正確的時間播放，並準確控制接進來的印應電話，在主持人打斷跟聽眾說話時，才將電話轉入。一般說來，他得從聲音控制板上，一列一列讓人眼花撩亂的按鈕中挑選，在正確的時間按對正確的鈕。雖然賀洛德對這套設備十分清楚，但他並不熟悉這場秀的例行程序，而且對這份差事也沒有多少經驗，他緊張得直發抖。對凱若來說，她知道要是賀洛德把事情搞砸了，她也會遭殃。她也知道雙手顫抖很難正確操控按鈕，因此除了讓賀洛德搞清楚所有的例行程序外，她還得替他鬆弛緊張的情緒，讓他覺得自己可以勝任。

首先，凱若要確走她給賀洛德的資訊，足夠讓他來應付這場秀，並事先警告他可能會有那些狀況出現。她還留心所用的表達方式，以免讓他覺得自己很差勁。坎德爾指出，當凱若指導賀洛德時，她苦心遣詞造句，設法暗示他須注意的並非普通的技術（他應該已有這些常識），而是做這場秀時所需的知識（因此他不可能具備）。例如，她不说：「記住，錄音帶有一秒鐘的空白。」而是：「這個節目裡頭，每樣程序之前都有一秒鐘空白。」她也不說：「別弄亂帶子，播出次序要弄對。」而是：「一般人通常會搞錯的地方，就是把節目預告和卡帶結尾的次序搞錯。」為了避免口氣太直接，還說：「或許我們得重新調整兩關。」而那時明明是該由他動手。換句話說，凱若的策略是指導賀洛德時，儘量以鼓勵代替指令，唯恐他大失信心。

即使在她竭盡所能，以確定賀洛德知道自己該怎麼做之後，凱若還是不敢放手。她要確定賀洛德心夠靜，以應付突發狀況。她大可直接向他擔保說：「嘿，我知道你是行家，對這套設備瞭若指掌，你沒問題啦！」但細細聽會，會覺得這句話聽來有上尊下卑的味道，向他如此擔保會使他變成上司，而他是亟需照顧的新手，所以捧他是專家，藉以不動聲色地給他心理建設。

然後，她拾起他的《麥金塔電腦週刊》(Mac Weekly)，主動和他聊電腦，賀洛德藉此機會給她一些購買二手電腦的竅門。此時坎德爾觀察到，賀洛德靠背坐著，翹起二郎腿，說話時臉上表情輕鬆自在。不知不覺地，他在她眼前從一個緊張的新手，變成一個自信滿滿的老師。我想像這幅景象時，覺得就好像有人在他軟趴趴的身上插進一根管子，給他打氣。節目進行期間，凱若始終陪著賀洛德，每當賀洛德空閒下來，凱若就問他電腦問題。她稍後告訴坎德爾，她有時會趁技術人員不操作音控板的空檔，和他們聊天，以降低壓力及避免錯誤。

凱若的苦心有了收穫，她帶給賀洛德的信心，使他從頭到尾堅守崗位，沒出紕漏。

然而，卻沒人察覺，這樣的成就部分得歸功於凱若。想想看，要是他們的上司在節目播放前不久走進工作室，看到賀洛德翹著二郎腿，回答凱若一些電腦上的問題，會做何感想？他可能會以為由賀洛德主導技術室的運作，而凱若則變成能力較差的技術指導，需要他提供一些技術上的建議。再想想看，要是她能力沒那麼強，給人的印象又會多麼不同？比方說，她沒有提早到，而是趕在最後一秒鐘才衝進工作室，而且在節目快播出前慌忙地下達指令，這樣一來，反而會給人主控一切的權威印象，而賀洛德則會顯得緊張而連連犯錯。

請就你個人參加婚喪喜慶活動的經驗和感受  
作議論文一篇。(5%)

附註：題目可自定或不必有題，字數在八百字以上。

井請用上體字及適當之標點符號書寫。

5  
10  
15  
20  
25  
30

I. Two pieces of news and a definition list are given below. Choose a correct number from the list for each of the words underlined. (40%)

### Aid to Ethiopia 'too slow'

(extracted from BBC news on 6<sup>th</sup> April 2000)

The director of the UN World Food Programme here, Judith Lewis, said it was an overstatement ( ) to suggest that the West ( ) was dragging its feet ( ), though she admitted that there were difficulties in getting food aid to some of the worst affected areas, such as the Ogaden region in the south-east, which borders Somalia. It's an area characterized by insecurity. Local aid workers have already reported famine-related deaths and cases of malnutrition ( ). The UN is now considering the possibility of starting airlifts ( ) to transport food aid to one of the main centres, Goday.

Yesterday the Ethiopian government expressed its frustration ( ), saying that the international response to its appeals ( ) for assistance had been far too slow. Only now, four months after Ethiopia sounded the alarm ( ), are large pledges ( ) of aid being made by donors ( ) and it will be several more months at best before much of that aid gets into the country and reaches those in need.

### Spain struggles with race riots

(extracted from BBC news on 10<sup>th</sup> February 2000)

Great black clouds of smoke wafted ( ) over the south-eastern Spanish region of Almeria as a plastic recycling ( ) factory, set alight ( ) by anti-immigrant protestors burnt to the ground. Elsewhere in and around the town of El Ejido there have been clashes ( ) as riot police tried to clear roads blocked by the demonstrators. The local immigrant ( ) community has meanwhile asked the Spanish authorities for protection, after two days and nights of rioting which have seen their property ransacked ( ) and their cars overturned.

The violence erupted ( ) on Sunday following the funeral of a twenty-six year old local woman who was killed the previous day, allegedly ( ) by a Moroccan immigrant. Some of those at the funeral attacked local politicians, who had to seek refuge ( ) in the church, and then directed ( ) their anger at the immigrants, who many local people blame for a recent increase in crime in the region. Police have made a few arrests and there are signs that some of the violence has been organized by people from outside the area.

**Definition List**

1. turn and aim at
2. a way of describing something that makes it seem more serious than it really is
3. the process of making something suitable for reuse
4. warn people of the danger of some kind
5. cause something to burn
6. the world's richer countries
7. fights and conflicts
8. organizations or individuals who give money or other help to those who need it
9. physical weakness caused by not eating enough food of the right kind
10. search thoroughly and vigorously
11. transport of supplies by aircraft when other routes are blocked
12. solemn promises to do something
13. start suddenly
14. according to what is supposed but not proved
15. urgent requests for help
16. move gently through the air
17. shelter or protection from danger
18. a feeling of anger or distress
19. deliberately slow in doing something or in making a decision
20. person coming to live permanently in a foreign country

II. Use your own words to summarize the news "Span struggles with race riots".  
Limit your summary within 3 sentences. (10%)

# 國立中山大學八十九學年度碩博士班招生考試試題

科目：經濟學傳播管理研究所碩士班乙

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本考卷共有三大部份（共 4 頁），請依規定回答以下問題

第壹題（有 3 小題，每題不得超過 300 字）：

1. "Sleepless in Seattle"!? Yes, during November 30<sup>th</sup> – December 3<sup>rd</sup>, 1999, there came out many new challenges in the global economy. Please explain at least FOUR major issues reported from the Ministerial Conference in Seattle, WA, USA. (20 分)

2. Welcome to Kaohsiung for your Master degree! In her book "World Class: thriving locally in the global economy" (1995), R. M. Kanter, from Harvard Business School, has argued that making a "local" enterprise as the World Class, or as "cosmopolitan", in the global economy will be conditioned by three C's -- concepts, competence, and connection. Do you agree? In the Millennium, for the further economic development, the Kaohsiung area has been long facing its limitation under the shadow of "South vs. North" and "Local vs. Central" issues. Thus, taking Kaohsiung as a case study, please comment on Professor Kanter's argument and suggest a better industry economic policy. (20 分)

3. Now, let's talk about the e-Commerce or the e-Economy, please translate any "TWO" from the following terms into the Chinese, and explain their meanings and importance to e-Economy as well: (i) middleware; (ii) enterprise resource planning (ERP); (iii) customer relation management (CRM); (iv) supply chain management (SCM). (10 分)



第貳題（共有 2 小題；每小題 10 分）

1. 請利用總合供需圖形(AD-AS model)說明何謂「停滯膨脹」(stagflation)。
2. 最近財經界的熱門話題之一是「新經濟」(New Economy)對社會的衝擊。請扼要說明何謂「新經濟」。(限在 200 字內答題，否則以零分計)

第參題（單選題 10 小題，請選出最恰當的一個答案；每小題 3 分）

1. Which of the following costs of producing computer memory chips SHOULD NOT be considered when deciding whether to increase production?
  - a. The wages paid to the workers on the memory chip assembly line.
  - b. The costs of materials that go into the production of each chip.
  - c. The costs of packaging and shipping completed memory chips to Dell, Gateway, and Micron.
  - d. The wages paid to engineers working in research and development.
  - e. All of the above costs should be considered when making this decision.
2. In an oligopolistic industry, undercutting the prices of rival firms
  - a. is the primary method by which firms compete.
  - b. is always a wise strategy, because it enlarges the profits of the firm doing the price cutting.
  - c. is less common than it is in pure competition.
  - d. can be a poor strategy, since it can lead to price warfare between firms.
  - e. is less common than in pure monopoly.
3. If the firms in an industry have been creating pollution and are forced to find a method of waste disposal that does not damage the environment, the result will probably be
  - a. a lower price for the product offered by the firms.
  - b. a higher product price and a higher equilibrium quantity.
  - c. a lower product price and a higher equilibrium quantity.
  - d. a higher product price and a lower equilibrium quantity.
  - e. None of the above.

國立中山大學八十九學年度碩博士班招生考試試題

科目：經濟學；傳播管理研究所碩士班乙

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4. A supply shock such as an increase in the price of imported oil would tend to
- reduce equilibrium GDP and the price level.
  - increase both equilibrium GDP and the price level.
  - reduce both unemployment and inflation.
  - generate unemployment but lower the price level.
  - increase unemployment while also raising the prices.
- 10
5. Assume that the reserve requirement is 20 percent and that all banks in the system are "loaned-up" (have no excess reserves). If an individual deposits \$20,000 in currency in a checking account at the ABC bank, which of the following would be true?
- The ABC bank would be able to expand loans by a maximum of \$20,000.
  - The banking system would be able to expand loans by a maximum of \$20,000.
  - The ABC bank would be able to expand loans by a maximum of \$16,000.
  - The banking system would be able to expand loans by a maximum of \$60,000.
  - The banking system would be able to expand loans by a maximum of \$40,000.
- 15
6. Because of the existence of automatic stabilizers, the government budget
- will tend to toward surplus during a recession.
  - automatically tends to be balanced on an annual basis.
  - will tend toward deficit during a recession.
  - will tend toward deficit during a period of economic expansion.
  - injects the economy with additional spending during inflationary periods.
- 20
7. One advantage of stimulating aggregate supply rather than aggregate demand is that increases in aggregate supply
- tend to take effect more quickly than increases in aggregate demand.
  - automatically cause increases in the money supply.
  - can reduce both the price level and real GDP at the same time.
  - always increase the price level.
  - can reduce unemployment and inflation at the same time.
- 25
- 5
- 10
- 15
- 20
- 25

- 5
8. An economy is said to be efficient if
- it is possible to produce more of one good without producing less of another.
  - it is not possible to produce more of one good without producing less of another.
  - it is possible to produce more of all goods.
  - it is not possible to increase profits by producing more goods.
  - None of the above.
- 10
9. Which of the following is TRUE?
- Economists generally prefer quotas to tariffs because quotas help to keep out shoddy goods.
  - Economists see tariffs and quotas as equally undesirable.
  - Economists prefer tariffs to quotas because consumers can still buy the taxed item.
  - Economists prefer tariffs to quotas because tariffs are more effective in keeping out foreign goods.
  - Economists favor tariff protection rather than free trade because tariffs can be used to gain tax revenue.
- 15
10. Under a system of flexible exchange rates, if a nation is incurring a balance of payments deficit
- it will be corrected by the outflow of gold.
  - it will be automatically eliminated by exchange rate adjustments.
  - the nation will need to petition the International Monetary Fund for a loan.
  - the nation will need to devalue its currency.
  - it will be corrected by the inflow of gold.
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- 25
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國立中山大學 89 學年度碩博士班招生考試試題

科目：管理學：傳播管理研究所碩士班乙

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問答題：(每題二十五分，每題回答字數限兩百字之內，字數超過者，該題以零分計算)

- 一、 網際網路的興起，對企業經營在內部組織運作、企業間關係、行銷這三方面的主要影響分別是什麼？
- 二、 請定義並區別財務資本、人力資本以及社會資本。
- 三、 何謂 20/80 原則，並請舉出兩個例子說明。
- 四、 你認為我國媒體產業在管理上最需要改善的地方是什麼？

簡答題 (請簡要的回答以下的問題，並且將你的答案分為兩點加以說明，共 5 題，每題 10 分)：

1. 美國文化研究大師 James Carey 所提出的「communication as ritual」模式，其內涵為何?(請以兩點加以說明)
2. Feminism 對於傳播研究的理論貢獻，包含那些?(請以兩點加以說明)
3. 閱聽人研究有兩個重要的理論—「uses and gratifications」以及「reception theory」，前者重視閱聽人所獲得的 gratifications，而後者則尊重閱聽人所得到的 pleasure。請問這兩個理論在這個強調的重點上，(1)有沒有差異?為什麼?(2)請以一個實例加以說明。
4. 網際網路新媒介的出現，有許多人擔心它會取代傳統的主流媒介。請問你的看法為何?(請以兩點加以說明)
5. 從傳播政治經濟學的觀點而言，媒介市場的集中(concentration)趨勢、與媒介的多元化(diversity)發展之間，存有什麼關係?(請以兩點加以說明)

以下兩題為問答題，每題 25 分。

一、媒體所提供的資訊(訊息)具有哪些經濟特質?媒介產品與一般商品有何不同?並舉例說明。

二、政治人物在競選期間的政治傳播策略有何特色?以互文性(intertextuality)概念舉實例說明今年總統大選各組候選人競選廣告特色。