

一、作文(請用中文書寫,50分)

題目: 孔子曰:君子喻於義,小人喻於利。試論之。

二、英文試題(共五題,每題十分)

考題一

The growth in the mobile phone market in the past decade has been nothing less than astonishing, but the ability to communicate on the go is not the only reason we are hooked. Games, cameras and music players have all been added to our handsets in the last few years, but 2005 could see another big innovation that won't just see a change in our mobile phone habits - it might alter the way we listen to the radio. Finnish handset giant Nokia has been working on a technology called Visual Radio, which takes an existing FM signal from a radio station and enables that station to add enhancements such as information and pictures. "If you have a Visual Radio enabled handset, when you hear an artist you don't know, or there's a competition or vote that you'd like to participate in, you pull out your handset and with one click you turn on a visual channel parallel to the on-air broadcast you've just been listening to." That visual channel is run from a computer within the radio station, and sends out different kinds of information to the handset depending on what you are listening to. As well as details on the track or artist of a particular song, there is also the ability to interact immediately with the radio station itself, in a similar way to digital television's "red button" content. Possible interactive content includes competitions, votes and even the chance to rate the song that is playing. But the interactive aspect will make the service especially attractive to radio stations, who will be able to track the number of people taking part in such activities on a real-time basis. This in turn should lead to an additional source of revenue, as it is very likely that advertisers will be keen to exploit new opportunities to reach listeners. As the Visual Radio content is transmitted by existing GPRS technology you would need to have that service enabled by your network. And there will be a cost for the service as well, although it may depend on your usage. The payment system could therefore be similar to the way that broadband internet works versus dial-up connections.

According to the author, which two statements are incorrect?

- (1) This article elaborates how interactive radio services can be applied to mobile phones.
- (2) The radio signals are sent to mobile phones directly by telecom operators.
- (3) The interactive radio service can become a useful tool for attracting radio audience.
- (4) The radio service via phone will be cost-free.

考題二

With more and more technology nudging its way into our homes, more and more data is being transmitted. This means we have the attendant mass of wires to work our way through: printers, PDAs, iPods, speakers, scanners, compact flash card readers, digital cameras, firewire hard drives, video recorders... the list seems to go on and on. But this will be not for too long, especially in home entertainment. Manufacturers are hoping to make 2005 the year of the "simple set-up". The Philips Wireless Music Centre burns CDs to a built-in hard drive,

automatically names the MP3 files, and then distributes the audio to up to five satellite players via 802.11g, with no PC necessary. Slingmedia's Slingbox claims to be able to distribute video from your home to your laptop, PDA or mobile phone anywhere in the world or the room next door. The subscription-free box encodes video and uses a proprietary delivery system that makers say is superior to the usual streaming video experience. Jeremy Toeman, of Slingmedia, says: "You hook up whatever type of television source - cable, satellite, antenna - straight into the back of the Slingbox through standard RCA connections. "You also hook it up to your high-speed internet connection, which can be DSL or cable modem, really any kind. "Once those two connections are made you install a little piece of software on your computer and you're watching TV whenever you want, wherever you want." For most of us, it is our computer peripherals that are causing the most cable chaos. There are a billion and a half USB devices in use today, with the number expected to quadruple by the end of 2006. But there will not be four times as many wires, thanks to Wireless USB. Jeff Ravencraft, of Wireless USB, says: "The spec will initially come out at 480 megabits per second at two to three metres, and 110 megabits per second at 10 metres. "So at close range there's a very, very high data rate. You'll be able to move large audio files, large HDTV streams."

According to the author, which two statements are incorrect?

- (1) The paper praises the advantage of wireless technology.
- (2) In the near future, USB devices can be connected wirelessly.
- (3) The transmission rate of wireless technology can never surpass that of broadband cable.
- (4) Philips has developed a wireless technology that can transmit television programs to computers.

考題三

A new qualification for "digital plumbers" is to help train people to become bona fide "home network" fixers. The Home Technology Integration skills course, previously only available in the US, is designed to train people to set up and fix digital home networks. More than 200,000 new broadband connections are made monthly in the UK. This means more people work from home, and use their high-speed home networks to connect up other gadgets around the house, like printers or other devices.

The first 30 "digital plumbers" to graduate from the course received their certificates this week. CompTIA, a global technology trade association, expects several hundred more to be qualified over the course of this year. Home networks connect up electronic devices, such as TVs, PCs, DVD players, phones, printers, and even refrigerators, and alarm systems. "The demand for the networked home is growing by leaps and bounds, and with it, the need for certified professionals - digital plumbers - to service this market," said Matthew Poyiadgi, from CompTIA. The "digital plumbing" qualification - CompTIA HTI+ - has been set up with

the help of funding from Yorkshire Forward investment.

According to the author, which statements are wrong?

- (1) Digital plumber has developed as a new profession to supplant traditional plumber.
- (2) The new profession is expected to attract more buyers of digital devices than engineers.
- (3) Digital plumber is a licensed career which was originated in the UK.
- (4) Digital plumber is a direct response to increasing number of networked home.

考題四

After a sometimes discordant past, Nokia and Microsoft are now singing from the same page about the future of mobile music. Nokia, the leading cellphone manufacturer and a longtime Microsoft rival in mobile phone software, said on Monday that it had agreed to use Microsoft's music formats in its handsets. In another advance for mobile music, Sony Ericsson Mobile Communications said it would make Sony Walkman-brand cellphones that would work with customers' digital music collections on their personal computers as well as connect with music downloading services. The companies, both making their announcements at the 3GSM World Congress trade show here, are forecasting a huge increase in the number of people using their cellphones to listen to music, especially as faster mobile networks come on line. At the moment, digital music is largely carried around on portable players designed only for music, like the iPod made by Apple Computer. But hardware, software, music and phone companies agree that there is a mass market - particularly among young people - for music on demand. "The bandwidth of 3G," said Miles Flint, Sony Ericsson's chief executive, about third-generation networks, "will make mobile music work for the consumer." The Windows Media Player, which Nokia is licensing for its phones, is already a leading software program for listening to music on personal computers. Nokia has until now been using an internally developed program or music software from RealNetworks. "This is a big shift by Nokia," Ben Wood, telecommunications analyst at Gartner Inc., said. "Nokia is conceding they can't do everything themselves." Nokia and Microsoft use rival software for the operating systems that run mobile phones, and they have been on opposite sides in other areas, notably the European Commission antitrust case against Microsoft.

According to the author, which statements are correct?

- (1) The battle between Nokia and Microsoft has extended to music market.
- (2) These two companies has adopted compatible operation system for their mobile products.
- (3) Sony Ericsson is developing music player using its own software.
- (4) There is not worldwide standard for mobile music playing and it seems unlikely to have one.

考題五

Web logs or blogs are everywhere, with at least an estimated five million on the web and that number is set to grow. These online diaries come in many shapes and styles, ranging from people willing to sharing their views, pictures and links, to companies interested in another way of reaching their customers. But this year the focus has been on blogs which cast a critical eye over news events, often writing about issues ignored by the big media or offering an eye-witness account of events. Most blogs may have only a small readership, but communication experts say they have provided an avenue for people to have a say in the world of politics. Andrew Nachison, Director of the Media Center, a US-based think-tank that studies media, technology and society, highlights the US presidential race as a possible turning point for blogs. Mr Nachison argues blogs have become independent sources for images and ideas that circumvent traditional sources of news and information such as newspapers, TV and radio. "We have to acknowledge that in all of these cases, mainstream media actually plays a role in the discussion and the distribution of these ideas," he told the BBC News website. "But they followed the story, they didn't lead it." Some parts of the so-called traditional media have expressed concerns about this emerging competitor, raising questions about the journalistic value of blogs. "A website that contains an online personal journal with reflections, comments and often hyperlinked " Others, like the French newspaper Le Monde, have applied a different strategy, offering blogs as part of its content. "I don't think the mission and role of journalism is threatened. It is in transition, as society itself is in transition," says Mr Nachison. However, he agrees with other experts like the linguist and political analyst Noam Chomsky, that mainstream media has lost the traditional role of news gatekeeper. "The notion of a gatekeeper who filters and decides what's acceptable for public consumption and what isn't, that's gone forever." "With people now walking around with information devices in their pockets, like camera or video phones, we are going to see more instances of ordinary citizens breaking stories." Tools such as Google's Blogger, MovableType and the recently launched beta version of MSN Spaces are making it easier to run a blog. US research think-tank Pew Internet & American Life says a blog is created every 5.8 seconds, although less than 40% of the total are updated at least once every two months. But experts agree that the phenomenon, allowing individuals to publish, share ideas, exchange information, comment on current issues, post images or video on the web easily, is here to stay.

According to the article, which statements are false?

- (1) Web logs are increasing their number and popularity.
- (2) Some blogs are actually incorporated into BBC News content.
- (3) Blogs can be used as a new media at the service of the general public.
- (4) The updating of most blogs are quick and comprehensive.

中論題 (請以英文回答)

1. 閱聽人聯盟點名四家有線電視：年代、東森、中天和超視，以及年代張雅琴和東森林青蓉兩名主播，認為他們踐踏新聞專業，新聞和節目內容與公共利益無涉，並要求道歉。張雅琴則重砲還擊，說她訪問如花有收視率，表示有許多觀眾支持，理直氣壯說那就是新聞專業，說閱盟是「法西斯」，打壓新聞自由。「專業水準」等於「收視率高低」嗎？請評論市場導向之新聞產製。(請以英文回答)
20%
2. 有線電視集團化與整合對有線電視企業有什麼好處？(請以英文回答)
30%

以下五題單選題每題十分

1. 手機功能歷經的發展過程依序是 (1)由語音服務變資料存取再變購物概念 (2)由資料存取變語音服務再變購物概念 (3)由購物概念變資料存取再變語音服務 (4)由資料存取變購物概念再變語音服務 (5)由語音服務變購物概念再變資料存取
2. 以下有關簡訊小說的敘述何者為非？(1)在台灣簡訊是僅次於語音留言的手機服務 (2)又稱手機文學 (3)一通簡訊可容納 90 個字 (4)最早的簡訊小說於 2000 年出現在日本 (5)在大陸稱為短信文學的簡訊小說「城外」共六十則由電信業者以相當於新台幣八十萬購得
3. 世界上最大的資訊科技調查公司且市佔率高達四成的是 (1)Forrester Research (2) Gartner (3) META Group (4) International Data Corp (5)AMR Research
4. 以下何者非智慧型手機的作業系統？(1)Symbian (2) WinCE (3)Palm (4) Windows Mobile 2003 Second Edition (5) WindowsXP
5. 資策會 ACI-FIND 調查顯示，台灣的行動上網族群所使用的內容服務由首位至第三位依序是 (1)行動通訊服務，行動內容和娛樂服務，行動商務服務 (2) 行動內容和娛樂服務，行動通訊服務，行動商務服務 (3) 行動商務服務，行動內容和娛樂服務，行動通訊服務

一、 選擇題(30 題，每 1 題 2 分，共 60 分)

(1) According to Agenda-Setting Theory, the media influences the public agenda by:

1. Giving more exposure to particular topics
2. Telling the audience that a topic is good or bad
3. Offering all sides and opinions of the issue
4. Polling viewers and readers about their opinions

(2) The "Hypodermic Needle" model proposes that mass media have _____ effects.

1. Strong
2. Moderate
3. Limited
4. No

(3) Which of the following is not a gratification sought and obtained from the media, according to Uses and Gratifications Theory?

1. Information
2. Social interaction
3. Satisfaction
4. Entertainment

(4) In the gratification process, there are three ways in which audience activity facilitates media contact and effects. They are:

1. selectivity, attention, and involvement
2. attention, motivation, and activity
3. involvement, selectivity, and reaction
4. preparation, execution, evaluation

(5) The study of semantics concentrates on the link between _____ and _____.

1. symbols, speech
2. syntax, signs
3. referents, sources
4. signs, referents

(6) The idea that a person might change an attitude to maintain consistency between attitude and behavior is representative of what theory?

1. Cognitive dissonance theory
2. Social judgment theory
3. Theory of planned behavior
4. Elaboration Likelihood Model

(7) Cognitive dissonance theory examines the relationship between _____ and _____.

1. opinion, behavior
2. opinion, attitude
3. behavior, attitude
4. attitude, behavior

(8) The basis of the media equation theory is the

1. interaction people have with media.
2. media tells the public what to think about.
3. media reinforce the status quo.
4. none of the above

(9) The original argument in the agenda setting theory was that the media

1. tell us what to think about.
2. tell us what to think.
3. deliberately attempt to influence views on certain issues.
4. none of the above

(10) The person who makes the final decision about what will become news and what won't is the

1. anchor person.
2. gatekeeper.
3. president.
4. none of the above

(11) The theorist associated with technological determinism is

1. Barthes.
2. McLuhan.
3. Hall.
4. Gerbner.

(12) Which of the following would be considered cool media according to McLuhan?

1. a newspaper
2. a photograph
3. radio
4. TV

(13) The problem of cross-border spillover refers to

1. performers from one country going to work in another
2. producers violating regulations when working in a neighboring country
3. the programs of one country being easily received in another
4. all of the above

(14) The communication process is initiated by the

1. message
2. receiver
3. source
4. channel

(15) The interpretation of physical message into a form that has eventual meaning for a receiver is called

1. coding
2. recoding
3. decoding
4. encoding

(16) Which of the following is NOT a criticism of research on gender stereotypes in the media?

1. The audience is implicitly conceptualized as a passive mass.
2. It denies the dynamic nature of gender.
3. It asks "what do women do with media."
4. all of the above.
5. both 1 and 2 above

(17) Which of the following is characteristic of content analysis?

1. a quantitative research method.
2. objective and systematic.
3. a research technique for description of manifest content.
4. all of the above.
5. both 1 and 2 above.

(18) Which of the following is the implication of propaganda theory?

1. It assumes that the audience is heterogeneous in composition.
2. Mass media were seen as having a "hyperdermic-needle" effect.
3. It emerged during Vietnam War.
4. all of the above.
5. both 1 and 2 above.

(19) Which of the following is the implication of media globalization?

1. Our cultural and informational choices have become much narrower.
2. It is reducing integration of global and national media.
3. The increasing convergence of technology can reinforce this tendency.
4. all of the above.
5. both 1 and 2 above.

(20) Which of the following is research on media representation?

1. Judith Williamson (1978), *Decoding Advertisements*.
2. Paul Lazarsfeld et al. (1948), *The People's Choice*.
3. Herbert Gans (1979), *Deciding What's News*.
4. all of the above.
5. both 1 and 2 above.

(21) Which of the following is research on media use in social context?

1. Janice Radway (1984), *Reading the Romance*
2. David Morley (1980), *The Nationwide Audience*
3. Edward Herman and Noam Chomsky (1988), *Manufacturing Consent*
4. all of the above.
5. both 1 and 2 above.

(22) Which of the following is true of diffusion of innovations?

1. The diffusion of innovations is fundamentally a communication process.
2. Diffusion research emphasizes interpersonal communication.
3. Diffusion research considers time as an important variable.
4. all of the above.
5. both 1 and 2 above.

(23) In terms of the perspective of critical political economy, which of the following is Not the possible effect of media concentration?

1. Owners can use media sites to help legitimate particular institutions or behaviors.
2. Owners could use their media outlets to promote a specific political agenda.
3. A whole range of ideas and images can be more visible.
4. all of the above.
5. both 1 and 2 above.

(24) Which of the following is true of the definition of mass communication?

1. The term "communication" refers to the giving and taking of meaning.
2. The term "mass" denotes great volume of people.
3. The term "mass" denotes great volume of production of message.
4. all of the above.
5. both 1 and 2 above.

(25) Which of the following is characteristic of the mass media institution?

1. Its main activity is production and distribution of symbolic content.
2. Its organization is bureaucratic in form
3. Mass media is not only a social institution, but also an economic institution.
4. all of the above.
5. both 1 and 2 above.

(26)以下何者屬於「新聞室的社會控制」(Breed, 1955)的方式？

1. 廣告主的操控
2. 新聞價值的內化
3. 法律的規範
4. 以上皆是
5. 1 與 2

(27)以下何者不屬於女性主義研究的特性？

1. 女性主義研究講求客觀，排除研究者的涉入
2. 女性主義研究採用多種的研究方法
3. 女性主義研究企圖尋求改變
4. 以上皆是
5. 1 與 2

(28)有關傳播研究中具有功能論取向者，包含以下那些？

1. Lasswell(1948)提出傳播對於維繫社會所具有的功能
2. DeFleur and Ball-Rokeach (1989)所提出的「媒介依賴」理論
3. Hall(1973)所提出的「製碼/解碼」模式
4. 以上皆是
5. 1 與 2

(29)根據功能論的觀點，媒介所具有的社會功能包含：

1. 資訊
2. 連繫
3. 娛樂
4. 以上皆是
5. 1 與 2

國立中山大學九十四學年度碩士班招生考試試題

科目：大眾傳播理論【傳管所碩士班甲組】

共 5 頁 第 5 頁

(30)根據資訊社會理論，以下何者不屬於資訊社會所具有的特性：

1. 現代性的文化
2. 資訊的大量流通
3. 全球化的趨勢
4. 以上皆是資訊社會所具有的特性
5. 1 與 2

二、問答題(兩題，每題 20 分，共 40 分)

1. 請根據羅傑斯 (Rogers) 的創新傳播理論 (diffusion of innovations) 回答以下問題：

(1)羅傑斯認為創新事物的特質會影響其被接受的速度，請問他所說的這五項特質為何？(5 分)

(2)有一個組織內新選用一套電子郵件系統，請分析此系統在該組織內創新傳佈的「過程」。(10 分)

(3)何謂 Reciprocal Interdependence？(5 分)

2. 為什麼我們要針對媒介內容進行研究？請寫出兩個媒介內容研究的目的，並各舉一個經驗研究的實例來加以說明。(請以(1)、(2)兩點清楚的標示，每一點的字數限制在 50 字以內)

一、解釋名詞：(20分，每題4分，共5題)

1. Conflict management
2. Niche
3. Decision support system
4. Horizontal structure
5. Value delivery system

二、簡答題：(30分，每題15分，共2題)

1. 請簡單說明 Robert House 的路徑-目標理論 (Path-goal Theory)。
2. 什麼是 SWOT 分析？請就您應考的研究所為例，進行簡單的 SWOT 分析。

三、目前社會對所謂媒體「置入性行銷」有熱烈的報導，試分別站在廣告主(廠商或政府)、媒體專業經理人及閱聽人的立場探討置入性行銷的意義(並依表列方式說明 15%)。並依此結論反省「專業倫理」、「企業倫理」及社會公義三者的辯證關係(15%)。

四、Michael Porter 提出「產業競爭分析」概念，協助廠商研擬競爭策略，產業競爭分析包括哪些構面？並依蘋果日報的策略為例說明其與產業競爭分析之相應程度 (20%)。

94傳管所經濟學

總體經濟部分：選擇題：單選，每題2.5分

1. GNP 與 GDP 因何而不同？A)國外要素所得淨額 B)折舊 C)政府移轉性支出 D)貿易餘額 E)間接稅淨額
2. 下列有關實質 GDP 的敘述何者不正確？A)實質 GDP 無法顯示所得分配平均與否 B)實質 GDP 無法顯示產業結構的變化 C)實質 GDP 無法顯示生產技術進步 D)實質 GDP 可以顯示一國生產的金額
3. 下列何者表示存量而非流量的概念？A)2004 年的貿易餘額 B)2004 年的儲蓄金額 C)2004 年的 GDP D)2004 年底的股票總市值 E)2004 年的折舊金額
4. 國民所得帳中 A)政府消費不包括公務人員薪資 B)政府消費不包括移轉性支出 C)投資支出不包括存貨變動 D)固定資本形成不包括建築物 E)存貨不包括原料
5. 隱藏性失業 A)指工作時數偏低的員工 B)指失業太久而放棄尋找工作的人 C)指剛自學校畢業尚未找到工作的人 D)指在監服刑的犯人 E)指自行經營小生意的人
6. 依據凱因斯模型，下列何者對提高產出效果最大？A)減稅 100 億 B)增加政府支出 100 億 C)補貼低收入戶 100 億 D)股票市值增加 100 億
7. 總需求不足造成 A)摩擦性失業 B)循環性失業 C)結構性失業 D)隱藏性失業 E)季節性失業
8. 台灣對失業人口的定義 A)包括 15 歲以下人口 B)包括想工作但未找工作的人口 C)包括家庭主婦 D)不包括在家庭事業中幫忙的無酬工作人口 E)包括學生
9. 下列有關地下經濟的敘述，何者錯誤？A)導致名目 GDP 低估 B)導致實質 GDP 低估 C)導致政府稅收留失 D)導致國家產出減少
10. 預期物價上漲率上升時，短期菲利普曲線 A)上移 B)下移 C)變陡 D)變平緩
11. 下列何者不是台幣升值的影響 A)出口減緩 B)進口擴張 C)物價上漲減緩 D)貿易餘額增加 E)利率上升
12. 下列何者不是中央銀行的目標 A)維持物價穩定 B)促進經濟成長 C)維持金融市場穩定 D)促進政府財政收支平衡
13. 下列何者造成我國貿易餘額減少？ A)世界經濟景氣好轉 B)台灣物價上漲 C)外國物價上漲 D)台幣貶值
14. 下列何者使貨幣需求增加？A)預期物價膨脹率提高 B)所得上升 C)利率上揚 D)民間財富減少
15. 下列何者不屬於 M1B？A)支票存款 B)活期存款 C)市面流通的現金 D)定期存款
16. 下列何者流動性最高？A)房地產 B)股票 C)活期存款 D)定期存款 E)公債
17. 造成貨幣供給增加的原因為 A)央行提高存款準備率 B)央行在外匯市場買進債券 C)央行出售公債 D)央行提高重貼現率

18. 有關國民所得做為衡量經濟福利的指標，下列何者不是其缺點？ A)國民所得未能反映休閒的效用 B)未上市的生產活動低估了國民所得 C)國民所得未反映隨生產而導致的環境污染 D)以上皆非
19. 在簡單凱因斯模型中 A)實際所得等於均衡所得 B)實際所得向均衡所得調整 C)均衡所得向實際所得調整 D)實際所得與均衡所得沒有互動
20. 歐洲聯合體沒有下列何特質？ A)區內自由貿易 B)各國對區外國家採不同關稅 C)區內人員自由移動 D)區內資本自由移動

個體經濟部分 (50 分)

一、請定義下列觀念：

- (i) 範疇經濟 (economy of scope) (2pts)
- (ii) 規模經濟 (economy of scale) (2pts)
- (iii) 製程經濟 (economy of sequence) (2pts)
- (iv) 若我們在市場上看到各家廠商不斷的在進行『垂直整合』的行為，那麼你覺得，此種產業最可能具備了上述幾種『經濟』中的何種特性？(3pts)
- (v) 若我們在市場上看到各家廠商不斷的在進行『同業購併』的行為，那麼你覺得，此種產業最可能具備了上述幾種『經濟』中的何種特性？(3pts)
- (vi) 若我們在市場上看到各家廠商不斷的在進行『跨業整合』的行為，那麼你覺得，此種產業最可能具備了上述幾種『經濟』中的何種特性？(3pts)
- (vii) 最後，在 21 世紀初的媒體產業，你覺得最可能具備了上述幾種『經濟』中的哪些特性？請簡單說明。(5pts)

二、因應電信自由化政策，中華民國政府於 2002 年共標出了五張第三代(3G)行動通訊的執照，平均每張第三代(3G)行動通訊的執照的權利金高達(約)新台幣 90 億元。然而，截至 2005 年 3 月止，僅有亞太行動寬頻一家業者真正的提供服務。由於，特許執照只有一定的期限(15 年)，遲不開台無疑是造成得標的公司巨大的損失。請回答下列問題：

- (i) 你覺得為什麼第三代行動通訊的業者無法(或不願)及時開台，提供寬頻的行動服務？(請以經濟學的觀念加以分析)(5pts)
- (ii) 另一方面，在寬頻行動通訊方面，GPRS 與 WiFi 在寬頻行動通訊的應用卻非常快的速度成長。請以經濟學的觀點分析哪些條件會影響科技的導入。(5pts)
- (iii) 請預測我國第三代(3G)行動通訊為的發展趨勢，並簡單分析。(5pts)

三、(i)請說明『純公共財』(pure public goods)所具備的特性。(5pts)

(ii) 請分析『無線廣播服務』與純公共財特性的異同。請以 (a) 投入生產要素之特性以及 (b) 產出服務之消費特性分別加以分析。(10pts)。