

一、單選題 每題 5 分 (25%)

(1) N C C 是哪些英文的縮寫？

1. Notice of Cooperation and Collaboration in Media Industry
2. Notice of Communications and Computers
3. National Communications Commission
4. National Communications Committee

(2) Spectrum Scarcity Rationale 是政府管制廣播與電視的依據之一，Spectrum Scarcity Rationale 指的是

1. 由於頻率有限，頻率被視為一種有限的公有資源，在有限的頻率高度的使用勢必會互相干擾，政府必須介入並且有秩序的分配頻譜資源
2. 由於頻率有限，政府只能把頻率分配給出價最高的人
3. 因頻道稀有，政府必須確保有限之公有資源公共化
4. 因頻道稀有，政府必須確保有限之資源私有化

(3) 網路上所謂的“guru”指的是

1. 專家
2. 駭客
3. 部落格
4. 老闆

(4) 網頁選取次數 (Hit) 指的是

1. 每一千次廣告瀏覽的成本，也就是說將廣告訊息傳送給一千個使用者的成本
2. 為使用者按下廣告標誌到廣告商網頁的動作
3. 在一定的時間內，使用者在網頁上索取資訊的次數這數值做為網站受歡迎程度的參考。
4. 在不經過使用者的同意之下，網站的主機將一些資料儲存在使用硬碟之內的程式，這些資料可以在使用者再度瀏覽網站時提取使用

(5) 客製化指的是

1. 網站為每位使用者量身訂做，或讓使用者自行量身訂做的能力。
2. 可藉由儲存並追蹤使用者在硬碟上的 agent 暫存檔內容，追蹤並收集有關使用者行為的資料
3. 可根據過去的採購行為，以及使用者興趣篩選過的行銷資訊，e-mail 使用者可能有興趣的內容或產品的廣告
4. 不直接銷售產品或服務，提供市場空間供買賣雙方進行交易

二、問答題(25%):

試以英文說明如何以使用與滿足理論評估數位電視之閱聽人的需求。

三、英翻中(以下有三段論述，請將其中畫底線部份的英文字詞翻譯成中文，答案請清楚的標示題號(1)、(2)...(10)，共 10 題，每題 5 分，50%)

In the report of the *BBC's Journalism after Hutton*, it is argued that there are four kinds of journalist professional values, that is, (1)truth and accuracy, (2)servicing the public interest, (3)impartiality, (4)independence and (5)accountability.

In economic terms, media industries are unusual because they operate in what is called a (6)dual product market. They create one product but participate in two separate good and service markets.

As her research focus moved from text to audience, McRobbie called into question (7) the dominant hegemonic perspective that grounded her initial analysis of teen magazines. She has subsequently claimed that (8)femininity, as modern girl are redefining it, has (9)revolutionary potential, an assertion that is consistent with Hall's (10)negotiated and oppositional positions.

一、 選擇題(15 題，每 1 題 2 分，共 30 分)

- (1) Which of the following is true of the definition of mass communication?
 1. The source is typically an organization.
 2. It employs a technology as a medium.
 3. The term 'mass' denotes great volume, range or extent of production.
 4. all of the above
 5. both 1 and 2
- (2) Which of the following is NOT true of the mass media institution?
 1. It is not only an economic institution, but also a social institution.
 2. Its main activity is the production and distribution of symbolic content.
 3. Media operate in the public sphere and are regulated accordingly.
 4. all of the above
 5. both 1 and 2
- (3) Which of the following is true of critical political-economic theory?
 1. Economic logic is determinant.
 2. Contents and audiences are commodified.
 3. Diversity increases.
 4. all of the above
 5. both 1 and 2
- (4) The dominant paradigm of communication research involves
 1. A critical view of society
 2. A linear transmission model of effects
 3. Qualitative research
 4. all of the above
 5. both 1 and 2
- (5) Which of the following is included in the dominant paradigm?
 1. Gramsci's Hegemony theory
 2. Althusser's ideology theory
 3. Gerbner's cultivation theory
 4. all of the above
 5. both 1 and 2
- (6) The critical paradigm of communication research involves
 1. A critical view of society
 2. Quantitative methodology
 3. A functionalist perspective
 4. all of the above
 5. both 1 and 2

國立中山大學95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3頁第2頁

- (7) Which of the following is included in the critical paradigm?
1. Uses and gratification theory
 2. Agenda-setting theory
 3. Hall's encoding/decoding model
 4. all of the above
 5. both 1 and 2
- (8) Global mass communication implies
1. Certain international media
 2. A multifaceted phenomenon that takes a variety of forms
 3. Miscellaneous content that have a foreign origin
 4. all of the above
 5. both 1 and 2
- (9) Which of the following is NOT the research object of semiology?
1. manifest content
 2. large body of texts
 3. latent content
 4. all of the above
 5. both 1 and 2
- (10) In terms of media imperialism thesis, which of the following is the effect of globalization?
1. Global media promote economic growth.
 2. Global media flows give rise to a state of homogenization.
 3. The international flow of mass media content fosters cultural autonomy.
 4. all of the above
 5. both 1 and 2
- (11) Which of the following is news selection factor?
1. Location of events
 2. Predictability and routine
 3. Timing in relation to the news cycle
 4. all of the above
 5. both 1 and 2
- (12) Which of the following is the main goal of audience research?
1. Accounting for sales
 2. Meeting responsibilities to serve an audience
 3. Comparing media content with social reality
 4. all of the above
 5. both 1 and 2

(13) Which of the following does NOT assume powerful media effects?

1. Knowledge gap theory
2. Two-step flow theory
3. Hypodermic needle model
4. all of the above
5. both 1 and 2

(14) Which of the following is the unintended, long-term media effect?

1. Socialization
2. Media Campaign
3. Diffusion of innovation
4. all of the above
5. both 1 and 2

(15) Which of the following is characteristic of spiral of silence theory?

1. Accounts for shifts in public opinion
2. Has roots in mass society theory
3. Grounded in systems theory
4. all of the above
5. both 1 and 2

二、名詞解釋（每小題 5 分，共 25 分）

請根據 Rogers（羅傑斯）的 diffusion of innovation（創新傳布理論），對以下名詞加以定義或解釋。

1. critical mass
2. early adopters
3. opinion leadership
4. s-shaped curve
5. innovation

三、問答題（三題，共 45 分）

1. 電視節目的暴力問題常是傳播學者研究的主題。有的學者認為電視暴力對閱聽人的行為有負面影響，但也有學者認為兩者並無必然關係。請利用以下媒介效果相關理論【(1)社會化理論、(2)議題設定理論、(3)守門理論、(4)涵化理論、(5)強化理論、(6)沈默螺旋理論等】，針對「電視暴力」對閱聽人行為可能造成的影響來加以討論。（每項理論之討論 3 分，共 18 分）
2. 簡要說明使用與滿足理論的意涵（4 分），並舉出三個不同的例子來應證閱聽人的行為確實符合該項理論之論述（3 分）。
3. 請解釋以下兩種閱聽人的概念內涵，並各舉一個研究實例，輔助說明：
(1) audience as mass
(2) audience as market
請在兩個子題中，各以(A)概念內涵：、(B)研究實例：，做清楚的標示加以回答，每一子題的字數限制在 50 字以內。（20 分）

國立中山大學 95 學年度碩士班招生考試試題

科目：當代傳播問題【傳管所碩士班甲組】

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一、單選題 每題 5 分 (20%)

1. 新聞局 2005 年進行有線電視換照決審中

1. 總計有七個頻道未准予換照

2. 東森新聞頻道與綜合台未過關

3. 電影台全數定頻於 65 - 71 台

4. 決議有線電視換照全都擱置，等待新主管機關成立後再審

2. 喧騰多時的台灣寬頻出售案，由哪家公司收購卡萊爾旗下的台灣寬頻？

1. 富邦集團

2. 和信集團

3. 東森集團

4. 澳洲麥格理銀行

3. 新聞局將 MOD 歸類為

1. 手機業務

2. 報紙業務

3. 電信業務

4. 廣電業務

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4. 媒體產業進入數位化之後，下列何者敘述為不正確
1. 可將文字、圖片、音效、和影像的各種媒體內容（如新聞和娛樂）數位化，整合到單一平台上的發展趨勢
2. 製播分離是數位視訊產業發展趨勢
3. 數位有線電視業者都會受到「必須轉播」數位地面廣播的約束
4. 媒體傳送節目的方式互不侵犯，媒體產業間仍屬間接互相競爭或並不競爭的狀況。

二、申論題 (請以英文回答) 30%

1. 網路色情到底有什麼價值（試陳述正反雙方的意見）？試申論推動網路內容分級制度可否管制網路色情。(請以英文回答)

二、試申其義，並予評論（██████）（50%）

10 RULES OF BLOGGING

1. Make it clear that the views expressed in the blog do not necessarily represent the views of the employer
2. Respect the company's confidentiality and proprietary information
3. Ask your manager if you have any questions about what is appropriate to include in the blog
4. Be respectful to the company, employees, customers, partners, and competitors. Criticise but be balanced, give opportunity for feedback, and be justifiable.
5. Observe company requests that topics not be discussed for confidentiality or legal compliance reasons
6. Ensure that your blogging activity does not interfere with your work commitments or employee relations
7. Tell the truth and write with balance and accuracy. Acknowledge and correct mistakes promptly. Acknowledge conflicts of interest
8. Keep records of original posts and indicate where a message has been edited or summarised
9. Be prepared to delete inappropriate posts and spam or off-topic material
10. Reply to e-mails and comments promptly and be prepared to explain how complaints are being dealt with

一、名詞解釋 (20 分) (每小題 4 分，但請勿用超過 50 個字來說明每一小題)

Management Science

The Balanced Scorecard

Total Quality Management

Entrepreneurship

Blue Ocean Strategy

二、策略管理理論有產業競爭論與資源本位論兩種說法，請扼要說明之 (每一論不得超過 300 字)。並舉一您所熟悉的企業或媒體評述其企業發展之邏輯。(30 分)

三、有人認為當前社會亂象的原因之一在於媒體太多競爭激烈，例如競相投資 SNG 車，搶新聞等，試評述 SNG 車、媒體競爭、社會亂象三者之關聯。並預測未來資訊通訊整合，頻道釋出更多之後，媒體競爭之現象會更激烈嗎？(論述時請以企業求利之精神為立論依據) (20 分)

四、請閱讀下述個案，並回答三個討論問題。(每題 10 分，共 30 分)

It isn't easy to get a job as waiter at the Redeye Grill or Trattoria Dell'Arte in Manhattan. Proving that you're a whiz at remembering drink orders, have a Samson-like ability to lift heavy trays, or even that you have years of food service experience may not get you the job. Prospective waiters and managers at these restaurants are sometimes screened by a psychotherapist, and they have to demonstrate that they have warmth. "We pride ourselves on not just hiring smart people but people who still talk to their parents," says owner Shelly Fireman. "If their home was too dysfunctional, how can they present hospitality?"

Hospitality is very important to Fireman. You could say that he's obsessed with it. He passes out free hors d'oeuvres to guests waiting in the lounge at Shelly's, his Manhattan steak and seafood restaurant. The names of his most loyal customers are engraved on plaques that line the walls of the Brooklyn Diner, his ethnic Jewish restaurant. He even sends diners at the Redeye Grill out the door with fresh-baked cookies. "I try to build a place with personality, something that people will go home and remember," he says.

Fireman started life as a poor kid in New York. He opened his first restaurant with \$500 and a certificate from a 3-month food study course sponsored by the New York Public Library. Today, Fireman operates six New York restaurants that feed 5,200 people a day and produce annual revenues in excess of \$55 million.

Fireman sees himself as a retailer, and not as a restaurateur. "He knows how to get to the bottom line," observes fellow restaurant owner Ken Aretsky. "He looks at

food and liquor as someone else would look at pants and shirts.” Fireman makes sure his merchandise tastes good, dreaming up new dishes and visiting each location to sample the menu. “This isn’t it, darling,” he tells a chef at the Brooklyn Diner after tasting the chopped liver. “I love you, but it isn’t it.” Ken Aretsky points out that some Fireman restaurants have gone through several name and menu changes before finding the winning formula. “Unlike a lot of us, he’s not afraid to close a place and reopen it, to change it until he gets it right.”

He gets it so right that Helen Hunt, Jerry Seinfeld, and Sarah Jessica Parker are among his regular patrons, and Fireman may be expanding some of his restaurants to national or international locations. But it’s commitment to excellence and not pure culinary talent that seems to be responsible for Fireman’s success. “I would have been successful at anything,” he says. “I’m a hard-working, thinking being.”

討論問題：

1. 以“基業長青”(build to last)這本書的用語，你認為 Shelly Fireman 是一位報時者(time-teller)，還是一位造鐘者(clock-builder)？為什麼？
2. 列出一些你所認為是 Shelly Fireman 旗下餐廳的核心價值(core values)，並請指出他們的核心目的(core purpose)是什麼？
3. Shelly Fireman 現在應該採取什麼策略，以確保他的餐廳事業能夠基業長青？

A. Multiple Choice (2 points each, total 36 points)

1. Modern microeconomic theory generally regards utility as
 - a. cardinal
 - b. ordinal
 - c. independent
 - d. classical
 - e. neoclassical

2. The theory of revealed preference is
 - a. a practical technique to measure indifference curves
 - b. a discredited version of utility theory
 - c. a means of demonstrating how indifference curve can be, in principle, determined
 - d. none of the above
 - e. all of the above

3. The Paasche index
 - a. measures the change in the cost of market basket purchased in the original year
 - b. measures the change in the cost of market basket purchased in the later year
 - c. always exceeds 1
 - d. always is less than 1
 - e. none of the above

4. The relationship between marginal revenue and the price elasticity of demand is
 - a. $MR = P(1 - \frac{1}{\eta})$
 - b. $P = MR(1 - \frac{1}{\eta})$
 - c. $P = MR(1 + \eta)$
 - d. $MR = P(1 + \eta)$
 - e. none of the above

5. The marginal product equals the average product when the latter is
 - a. 0.5 of its maximum value
 - b. 0.33 of its maximum value
 - c. equal to its maximum value
 - d. 0.67 of its maximum value
 - e. none of the above

6. Firm X's average total cost per month equals $\$5 \times Q$, where Q is the number of units of output produced per month. The marginal cost of the third unit produced per month is
- \$15
 - \$20
 - \$25
 - \$30
 - none of the above
7. The firm's cost functions are determined by
- the price of its product
 - its assets
 - its production function
 - the magnitude of the firm
 - all of the above
8. A monopoly's total cost equals $100 + 3Q$, where Q is the number of output per month. Its demand curve is $P = 200 - Q$, where P is the price of the product. The marginal revenue from the twentieth unit of output per month equals
- \$3,600
 - \$3,439
 - \$180
 - \$140
 - none of the above
9. A monopolist will never produce at a point where
- demand is price inelastic
 - demand is price elastic
 - marginal cost is positive
 - marginal cost is increasing
 - none of the above
10. A dominant strategy is a strategy where
- the player always loses
 - a second best approach is used
 - pure strategies are mixed with impure strategies
 - all of the above
 - none of the above

11. the marginal expenditure for an input will always be
- higher than the input's price
 - higher than the input's price if its supply curve is upward sloping
 - higher than the input's price if its supply curve is horizontal
 - all of the above
 - none of the above
12. Under imperfect competition in the product market, the equilibrium price of an input is given by
- the intersection of the product demand and supply curves
 - the intersection of the input demand and supply curves
 - the intersection of the product demand and input supply curves
 - all of the above
 - none of the above
13. If there is only one variable input, the firm's demand curve for an input is obtained by multiplying
- marginal cost and marginal revenue curves
 - marginal product and marginal revenue curves
 - average cost and marginal revenue curves
 - average cost and average revenue curves
 - none of the above
14. Marginal cost pricing is automatically the rule under
- monopoly
 - oligopoly
 - monopolistic competition
 - perfect competition
 - none of the above
15. If a once perfectly competitive industry is then monopolized, the result is that
- the marginal conditions for optimal resource allocation are no longer fulfilled
 - the marginal conditions for optimal resource allocation are still fulfilled
 - more of the marginal conditions for optimal resource allocation are fulfilled than was formally the case.
 - the marginal conditions for optimal resource allocation are no longer applicable.
 - None of the above

16. The rate of growth output per hour of labor is
- an adequate measure of the rate of technological change
 - influenced by the rate of technological change
 - independent of the rate of technological change
 - constant in the rate of technological change
 - none of the above
17. Sean's Neumann-Morgenstern utility function is $U=10+3M$, where U is utility and M is monetary gain (in dollars). Sean will prefer the certainty of a gain of \$20 over a gamble where there is 30% probability of a \$9 gain and 70% probability of
- a \$31 gain
 - a \$29 gain
 - a \$27 gain
 - a \$25 gain
 - none of the above
18. In the previous question (No. 17), if Sean has a 40% probability of receiving \$100 and 60% probability of losing \$200, the expected utility of the gamble is
- 70
 - 80
 - 230
 - 250
 - none of the above

B. Problems (points for each question are in brackets, total 64 points)

1.

- (1) 在產業經濟學中，所謂的『關鍵設施』(essential facility) 或『瓶頸設施』(bottleneck facility)是什麼意思？ (4 points)
- (2) 此類設施的使用，政府單位是否需要對業者的競爭行為加以管制？ (4 points)
- (3) 在電信產業中，最常為人提起的關鍵設施為何？ (4 points)
- (4) 請問，最近無線通訊技術的進步(如：Wimax and WiFi 的發展)會對此類產業『關鍵設施』的管制問題產生何種影響？ (4 points)

2. 下文取自【2005/03/25 民生報】：

1年嚼掉健保數億 侯勝茂：應課檳榔稅 【記者楊清雄／報導】

「因為嚼食檳榔所產生的健康危害，一年要吃掉好幾億元的健保資源！」行政院衛生署長侯勝茂昨強調，他已要求國民健康局，積極研擬課徵檳榔稅的辦法，一方面減少「紅唇族」，一方面藉此協助民眾做好健康管理。

立委黃偉哲昨質詢指出，許多民眾因為「健康不當管理」而致病，按理，應調高保費，否則，讓全民為其病來買單，並不合理。黃偉哲因而詢問，衛生署對健康捐的項目除了香菸外，是否還有其他構想？

侯勝茂在答覆時表示，目前以檳榔為衛生署最優先規劃的項目，不過，由於試算公式複雜，還要進一步研究；除了檳榔以外，包括酒類也在「思考」範圍內，但他坦言，要將酒品列為健康捐項目有很大的困難，畢竟，在許多公共場合飲酒，是很普遍的文化，衛生署最多只能利用「代位求償」的機制，降低喝酒肇事受傷的事件。

據了解，年初衛生署委託學者所做的課徵檳榔稅相關研究已經出爐，報告建議衛生署，一顆檳榔課徵 7 毛 4 的稅，可降低紅唇族近 10% 的檳榔攝取量；若課徵 2 毛 2，估計可降低 3% 的攝取量。官員透露，課徵檳榔稅最大的困難，其實不在稅率要訂多少，而是「要怎麼課徵」；「檳榔不像香菸，有固定的產銷管道與販售通路，要課稅，談何容易？」

針對課徵檳榔稅的政策目的，某學者認為侯署長不需要考慮檳榔的需求彈性大小。你的看法呢？ (8 points)

2. Suppose we have the following data for the Consumer Price Index (base year = 1960):

	1960	1970	1980
CPI ₁₉₆₀ :	100	108	135

- (1) What is the amount of inflation for the ten-year period 1970 to 1980? Explain your answer. (5 points)
- (2) Suppose we were to recalculate the CPI so that the base year is 1970 rather than 1960. What would be the new value of the CPI (base year = 1970) for the year 1980? (5 points)

3. Image an economy given by the following set of equations.

$$C = 80 + 0.9(Y - T) \quad \text{Consumption function}$$

$$I = 20 \quad \text{Investment}$$

$$T = 30 \quad \text{Tax}$$

$$G = 30 \quad \text{Government spending}$$

Assume that interest rates and prices are fixed.

- (1) Solve algebraically for the equilibrium level of output. **(10 points)**
- (2) Suppose that the government wants to increase the output to 1120 through tax reductions. How much do taxes need to be reduced in order to reach this level of output? Explain your answer. **(5 points)**

4. Assume country A and country B are the only two countries in the world and that they produce only two products: pc and food. The following table summarizes the production abilities (per unit of economic resources) of these two nations.

	pc	food
Country A	50	100
Country B	20	80

- (1) How is it possible for both countries to benefit from trade when one of them is more efficient in producing both products? Explain your answer. **(10 points)**
- (2) Compute the terms of trade. **(5 points)**