

I. 英翻中：以下有四段論述，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)...(20)(共 20 題，每題 2.5 分，50%)

As Cornel West (1990) points out, myths are (1)preexisting, value-laden sets of ideas derived from a culture and transmitted through various forms of communication. (2)Demystification is to seek (3)the connotative meaning embedded in such myths and to expose them.

One way to look at the cultural messages in advertising is to look for (4)the power relationships. O'Barr (1994) says that ads are seldom (5)egalitarian and that the social relationships most frequently depicted in advertising are: (6)hierarchy, (7)dominance, and (8)subordination.

The Media Action Network for Asian Americans is a (9)media monitoring and advocacy organization whose mission is "to create an environment free of (10)racism through accurate, balanced, and sensitive Asian American images." Below is a list of restrictive Asian portrayals that are constantly repeated in (11)the mainstream media.

- Asian Americans as foreigners who cannot be (12)assimilated.
- Asian Americans restricted to (13)clichéd occupations (e.g., grocers, martial artists, prostitutes).
- Asian racial features, accents, or (14)mannerisms as inherently (15)comic or (16)sinister."

(17)A liberal-pluralist model is based on (18)the free press theory, which identifies press freedom with the freedom to own and operate the means of publication without (19)interference from the state. It emphasizes that the public sphere will be served by the operation of a '(20) free marketplace of ideas.'

II. 請以中文翻譯以下十個想法並釋明其意義(每項五分，合計 50 分)

10 Ideas That are Changing the World

More than money, more than politics, ideas are the secret power that this planet runs on. Here are a few you need to know about

#1 Common Wealth

National interests aren't what they used to be. Our survival requires global solutions

#2 The End of Customer Service

With self-serve technology, you'll never have to see a clerk again

#3 The Post-Movie-Star Era

Get ready for more films in which the leading man is not "he" but "who?"

#4 Reverse Radicalism

Want to stop terrorism? Start talking to terrorists who stop themselves

#5 Kitchen Chemistry

Why the squishy art of cooking is giving way to cold, hard science

#6 Geoengineering

Messing with nature caused global warming. Messing with it more might fix it

#7 Synthetic Authenticity

Jaded buyers love 'real' products--or at least ones that fake it well

#8 The New Austerity

Get ready for something truly unheard of: an era of living within our means

#9 Mandatory Health

Bosses are trying to force their employees to live better. Yep, it's legal

#10 Re-Judaizing Jesus

Scholars are now rereading the Gospels through the eyes of a Jew: Jesus

I. 選擇題(15 題，每題 2 分，共 30 分)

- (1) Which of the following is characteristic of media commercialism?
 1. Propaganda for commercialism
 2. Over-reliance on advertising
 3. Tabloidization trends
 4. all of the above
 5. both 1 and 2
- (2) Which of the following is NOT true of the studies of gender and media?
 1. Media have not marginalized women in the public sphere.
 2. Production and content of media are gendered.
 3. The personal is political.
 4. all of the above
 5. both 1 and 2
- (3) Which of the following does NOT belong to the critical paradigm?
 1. Hegemony theory
 2. Cultivation Theory
 3. Frankfurt school
 4. all of the above
 5. both 1 and 2
- (4) Which of the following is the primary news value in media?
 1. Negativity
 2. Personification
 3. Long time scale
 4. all of the above
 5. both 1 and 2
- (5) Source access to news depends on which of the following?
 1. Efficient supply of suitable material
 2. Good public relations
 3. Dependency of media on limited source
 4. all of the above
 5. both 1 and 2
- (6) Which of the following is the main motive that has guided the study of media content?
 1. Charting audience motives for choice and use
 2. Exploring the context of media use
 3. Hypothesizing functions and effects of media
 4. all of the above
 5. both 1 and 2

- (7) Which of the following is the main goal of audience research?
1. Describing and comparing media output
 2. Uncovering audience interpretations of meaning
 3. Comparing media with social reality
 4. all of the above
 5. both 1 and 2
- (8) Which of the following is characteristic of the structural tradition of audience research?
1. It attempts to describe composition of audience.
 2. It aims to understand meaning of content received.
 3. Its main method is ethnography.
 4. all of the above
 5. both 1 and 2
- (9) Which of the following is NOT true of media owner influence?
1. Owners have ultimate control over media content.
 2. Chain ownership promotes diversity.
 3. Its effect on content tends towards selective omission.
 4. all of the above
 5. both 1 and 2
- (10) Which of the following is the general criteria of professionalism?
1. No control of entry to the occupation
 2. Having no autonomy in the exercise of skill
 3. Having a significant social role to play
 4. all of the above
 5. both 1 and 2
- (11) Which of the following is the capability of the internet?
1. It intensifies the distinction between public and private communication.
 2. It provides more control for individual users.
 3. It allows for less channels of information flow.
 4. all of the above
 5. both 1 and 2
- (12) Which of the following is the typical element of a public campaign?
1. Socially approved goals
 2. Variable reach of target group
 3. Evaluation
 4. all of the above
 5. both 1 and 2
- (13) Which of the following refers to the Stimulus-Response model?

1. Bullet theory
2. Innovation diffusion
3. Agenda-setting
4. all of the above
5. both 1 and 2

(14) Which of the following assumes cognitive effect of media?

1. Agenda-setting
2. Institutional Change
3. Hypodermic theory
4. all of the above
5. both 1 and 2

(15) Which of the following assumes unplanned media effect?

1. Reality defining
2. Media violence
3. Propaganda
4. all of the above
5. both 1 and 2

II. 簡答題：每一題的回答應包含兩個相關的要點，請清楚標示為(1)、(2)，每個要點皆限制在 20 字以內。(共兩題，每題 10 分，每個要點 5 分，共 20 分)

1. 說明閱聽人研究行為主義傳統的特色。
2. 說明英國研究者 Stuart Hall 所提出 encoding/decoding model 的主要內涵。

III. 問答題(每題 10 分，共五題，50 分)

一、有線電視發展以前，台灣只有台視、中視與華視三個無線電視台。請使用 20 個字以內來描述當時電視觀眾的特質。(10 分)

二、後來隨著台灣地區有線電視的迅速發展，導致原有台視、中視與華視的電視觀眾的特質出現「分裂化」與「兩極化」的現象。請用 30 個字以內來解釋產生觀眾分裂化與兩極化的原因。(10 分)

三、如果要使用某一個傳播理論來詮釋觀眾分裂化與兩極化的現象，應該使用何種傳播理論會比較恰當？(寫出理論名稱即可，不必解釋)(10 分)

四、羅傑斯(Everett Rogers, 1995)的創新傳佈理論中，曾談及互動性傳播科技(例如電子郵件系統)的採用過程，會產生 critical mass，具有 reciprocal interdependence 的特性：

The benefits from each additional adoption of an interactive innovation increase not only for all future adopters, but also for each previous adopter. The distinctive aspect of interactive communication technologies, in a diffusion sense, is “reciprocal interdependence,” in which later adopters influence earlier adopters as well as the other way around.

請使用 20 字以內解釋何以互動性傳播科技會產生 critical mass 的原因。(10 分)

五、根據羅傑斯的對互動性傳播科技的採用過程，請使用 20 字以內解釋何以「非互動性傳播科技」不會出現 reciprocal interdependence 的特質。(10 分)

申論題：

一、近來媒體因執行置入性行銷而飽受批評。在置入性行銷策略呈現的媒體內容型態中，商品與政府政策置入新聞報導為各界批評此舉造成新聞倫理淪喪。但我們應該允許商品與政府政策置入非新聞性節目內容中嗎？(請以英文回答；最多十句)(50 分)

二、多倫多學派如何論述傳播科技與時間以及空間三者的關係？(20 分)

三、何謂監視社會？請引述相關理論與傳播科技(如 webcam)說明之。(15 分)

四、何謂審議民主？其與傳播科技有何關係？(15 分)

總體經濟部分：選擇題，單選，每題三分，共 51 分

1. 以典型 IS-LM 構成總需求線，若一國同時採取擴張貨幣政策及擴張財政政策，新均衡與原均衡相較，下列何者正確？A)利率下跌 B)消費支出增加 C)物價下跌 D)實質貨幣供給減少 E)投資支出增加
2. 報載去年台灣國際收支呈現逆差，則會有 A)貿易逆差 B)經常帳逆差 C)國內企業投資不振 D)政府財政赤字增加 E)外匯存底減少
3. 依古典學派理論，下列何者不是所得成長的原因？A)技術進步致勞動生產力增加 B)勞動力增加 C)能源使用更有效率 D)政府支出增加
4. 下列何種事件會增加貨幣供給 M1b 數量？A)政府為籌措資金，宣佈增加發行一千億元的公債 B)民間預期台幣貶值，紛紛轉存外幣 C)央行降低存款準備率 D)中央銀行提高重貼現率
5. 某甲去年所得 100 萬，購買消費品 60 萬，購買股票 12 萬，銀行存款增加 5 萬，償還銀行貸款 15 萬，繳稅 8 萬則在去年的國民所得帳中可支配所得為 A)92 萬 B)77 萬 C)40 萬 D)32 萬
6. 為抑制物價膨脹可能惡化的傾向，政府可採取的對策有：A)降低重貼現率 B)降低存款準備率 C)降低所得稅率 D)降低進口關稅
7. 若國際資金流入，而央行在外匯市場干預減緩台幣升值，則有 A)國內貨幣供給擴張 B)國內利率提高 C)外匯存底降低 D)外匯存款增加
8. 設 $C=100+0.8Y$ ， $I=200$ ，若實際產出=1,000，則有 A)供不應求 B)供需平衡 C)意外的存貨增加 D)預擬的存貨增加
9. 貨物市場均衡時 A) $X-M = (S-I)+(T-G)$ B) $Y=C+I+G+X$ C) $I+T = S+G$ D) $C+S+T=I+G$
10. IS-LM 模型中，如果貨幣需求僅受所得影響，不受利率影響，則 A)財政政策不影響所得 B)貨幣政策不影響所得 C)利率不會變動 D)所得不會變動
11. 下列何者屬於結構性失業？A)游泳池救生員夏季工作冬季失業 B)某人辭去現有工作另尋工作 C)裝配線員工被機器人所取代 D)因經濟衰退導致某人遭辭退
12. 若採用浮動匯率，則下列何者錯誤？A)外匯市場供需平衡 B)中央銀行可以不必干預匯率 C)外匯市場不會有超額供給或超額需求 D)外匯市場的供需自行決定均衡匯率 E)利率必須固定
13. 下列何者計入國民所得帳中的政府消費？A)公務員薪資 B)補貼農民風災損失 C)建造捷運支出 D)援助友邦支出 E)核四興建費用
14. 貨幣乘數等於法定準備率的倒數，下列何者不是其基本假設？A)銀行不保有超額準備 B)民眾不保有現金 C)銀行可以將想貸放出去的資金全數貸出 D)銀行不保有現金
15. 台灣近年來佔 GDP 比重最高的項目是 A)民間消費 B)政府購買 C)投資 D)貿易餘額 E)存貨變動
16. 在封閉體系且考慮政府部門下，假設邊際消費傾向為 0.8，邊際稅率為 0.25，充分就業產出為 5000 萬，而目前經濟體系的均衡產出為 4000 萬，請問政府定額稅該減少若干，才會使經濟體系達到充分就業產出 A)1,000 萬 B)800 萬 C)500 萬 D)400 萬 E)250 萬
17. 依古典學派的貨幣中立性(neutrality of money)，下列何者正確？A)貨幣供給不影響物價 B)貨幣供給不影響名目工資 C)貨幣供給不影響實質所得 D)貨幣供給成長率不影響物價上漲率

個體經濟學部份（共 49 分）

一、簡答題（共兩題，每題 15 分，共 30 分）

（一）廣播媒體的管制：

- (i) 在市場經濟中，為什麼廣播媒體的頻率需要由政府（NCC）管制？其經濟上的理由為何？（5 分）
- (ii) 管制機關（NCC）應該以何種方式維持其超然獨立的立場？又，我們又怎麼可以確保管制機關不會「太」獨立以致過於專斷？（5 分）
- (iii) 當廣播媒體數位化之後，會對媒體的頻率使用產生何種影響？這樣的變化，會對管制機構的定位及管制方式產生何種影響？（5 分）

（二）有關於第二代網際網路（Web2.0）服務：

- (i) 何謂第二代網際網路（Web2.0）服務？（5 分）
- (ii) Web 1.0 與 Web2.0 有何種差別？（5 分）
- (iii) 為什麼 Web2.0 形式的服務可以發揮「以小搏大」的特性，請以「成本」的角度分析之。（5 分）

二、計算題（兩題，共 19 分）

（一）小威每個月固定在大通百貨公司購買價值 500 元的百貨。最近該公司成立「大通俱樂部」，參加會員每月繳會費 100 元，可享受該公司所有產品 8 折優待。小威迷迷糊糊加入為會員。請用無異曲線圖分析：

- (i) 小威加入俱樂部後，如每月在大通百貨公司還是買同以前一樣多「數量」的百貨，（其他條件不變）他的效用是否也會維持不變？（5 分）
- (ii) 同樣為追求最大滿足，他在成為會員後是否會在該公司多買一點百貨？他的效用會提高或降低，或維持不變？（5 分）

（二）阿華的唯一嗜好是喝咖啡（X）與吃蛋糕（Y）。假設一杯咖啡賣 2 元，一塊蛋糕 4 元，阿華一天的零用錢是 12 元：

- (i) 如果她喝一杯咖啡「必須」配上一塊蛋糕（否則就毫無樂趣），則阿華效用最大的 X、Y 消費量各為多少？（5 分）
- (ii) 如她的效用函數是 $U=X+Y$ ，則其 X、Y 消費量又應為若干？此與題（i）答案是否相同？（為什麼？）（4 分）

一、解釋名詞（每題三分，30%）

1. Resource-based theory
2. Social Accountability 8000 (SA8000)
3. Value Chain management
4. Corporate social responsibilities (CSRS)
5. Standard operating procedure (SOP)
6. Organic organization
7. Return on Investment (ROI)
8. Five-force analysis
9. Corporate identification systems (CIS)
10. Contingency theory

二、趨勢科技的創辦人張明正先生，最近成立「若水國際」並舉辦「社會企業創業競賽」，請問何謂「社會企業」？台灣目前有「社會企業」嗎？台灣未來可能發展嗎？（20%）

三、請說明控制的意義（10%），並說明控制的程序（10%）。

四、請說明目標管理的做法與限制。（20%）

五、團隊的定義，與群體的差異。（10%）