

申論題

一、試分析與評論媒體進入數位化後，內容經營策略如何擬定與執行，以因應新媒體環境。(50%)

二、 Please explain the following terms

1. Web 2.0 (10%)
2. Cloud computing (雲端計算) (10%)
3. Long-tail theory (長尾理論) (10%)

三、 Base on your opinions, do you view web 2.0 as a revolution (變革) or an evolution (演化)? (10%) Why? (10%)