

簡答題（每題 10 分，共 50 分）

- 一、何謂 NCC？其功能與定位為何？
- 二、何謂 virtual economy(虛擬經濟)？試舉出兩個例子說明之。
- 三、電子通勤 (telecommuting)指的是在家中上班。請分析媒體產業（電視、廣播、報紙、雜誌、廣告行銷、公關產業、網路）中，哪些從業人員適合採用電子通勤，並說明原因。
- 四、何謂媒體亂象？你認為應該透過媒體自律，還是透過政府立法來改善？
- 五、日前發生的鐵路怪客事件，後來導致李雙全自殺身亡，有人認為這是「媒體殺人」。請簡要敘述導致這種說法的原因，如果你是一位媒體主管，你要如何避免類似事件再次發生？

申論題

六、請引以下英文文章以中文說明無線網路的利弊得失 (50 分)

Municipalities such as San Francisco and Philadelphia are concerned that the lack of availability of broadband access is holding back economic growth and perpetuating a digital divide between internet haves and have-nots. A further motivation is that by setting up their own wireless networks, municipalities hope to be able to cut communications costs, improve the efficiency of their staff, and make possible new services such as allowing parking meters to accept debit and credit cards. Critics worry that cities are underestimating the cost and complexity of building and running their own networks. Then there are the technical objections: no Wi-Fi network as large, dense and complex as Philadelphia's proposed system has ever been built; citywide Wi-Fi networks could interfere with existing Wi-Fi systems; and the networks will be built using proprietary technologies, so that municipalities will become dependent on their equipment-makers. Interference is not the only potential difficulty with municipal Wi-Fi networks. Another problem is that there is no common standard for Wi-Fi meshing, and thus no compatibility between the five leading vendors' equipment. Furthermore, wireless technology is developing very quickly, yet most municipal networks will be based on a Wi-Fi standard that is already three years old. Lastly but not least, municipal Wi-Fi must also contend with political interference.