

科目： 傳播理論與當代問題分析

系所組： 大眾傳播學研究所碩士班

問題一：(50%)

議題設定與議題建構是兩個相互關連的傳播理論，具有強大的理論解釋力。選戰議題的經營與處理便顯現這兩個理論的解釋力量。

首先，請你比較說明議題設定與議題建構的理論內涵。其次，假設你是台北市長候選人的政治公關人員，現在要以年長選民為對象，進行老年長照政策的媒體議題操作，請細部說明你會如何透過傳統媒體與新媒體進行操作？請以議題設定與議題建構兩個理論為基礎回答之。

問題二：(50%)

這麼多年來，新媒體或數位脈絡下，蘋果、Google、臉書等企業帶引出許多產品、創新與社會風潮，更成為相關領域的關鍵企業。不過從批判觀點來看，這些大型企業的出現具有需要深思的地方，而作為批判理論重要環節的傳播政治經濟學，可以提供深入分析的理論架構。1. 請說明傳播政治經濟學的基本命題與核心研究議題。2. 請以傳播政治經濟學為角度，批判分析當下由蘋果等大型企業主導下的傳播產業樣態，以及會產生何種困境，又可以如何解決？

※ 注意：1. 考生須在「彌封答案卷」上作答。

2. 本試題紙空白部份可當稿紙使用。

3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。

科目：專業英文

系所組：大傳所

1. 請將下列英文論文內容，以「英文」做至少 100 字以上的摘要總結 (Summary) (50%)：

According to Rogers (1986: 867) this model 'was the single most important turning point in the history of communication science' and it 'led communication scientists into a linear, effects-oriented approach to human communication in the decades following 1949'. Rogers also notes that the result was to head communication scientists into 'the intellectual cul-de-sac of focusing mainly upon the *effects* of communication, especially mass communication' (1986: 88). This view of communication is compatible with, though more flexible than, the stimulus-response model, which in one variant or another was equally influential in educational research. Rogers and others have long recognized the blind spot in this model, and more recent thinking about communication research has often taken the form of a debate with the model. Even so, the linear causal approach was what many wanted, and still do want, from communication research.

Mass communication is often seen (by those with power to transmit) primarily as an efficient device for getting a message to many people whether as advertising, political propaganda or public information. The fact that communication does not usually look that way from the point of view of receivers has taken a long time to register. The theoretical materials for a very different model of (mass) communication were actually in place relatively early – based on the thinking of several earlier (North American) social scientists, especially G.H. Mead, C.H. Cooley and Robert Park. Such a 'model' would have represented human communication as essentially human, social and interactive, concerned with sharing of meaning, not impact (see Hardt, 1991). That this alternative was not taken up reflects the greater appeal of the dominant paradigm because of its assumed relevance and practicality and also the power of its methods.

2. 將下列英文論文內容先翻譯成「中文」(25%)，再以「英文」提出你(妳)自己對該論文內容的想法 (25%)：

In his most recent writing on the public sphere, Habermas (1996: 374) has sought to define its dynamic and spatially complex nature. He differentiates it into levels according to the density of communication, organizational complexity, and range – from the episodic publics found in taverns, coffee houses or on the streets; through the occasional or 'arranged' publics of particular functions and events; up to the abstract public sphere of isolated readers, listeners and viewers scattered across large geographical areas and brought together only through the mass media. Both civil society and the public sphere appear today as more plural by nature than before, revealing a more agonistic realm consisting of extremes in movements and groups hostile towards each other. These contradictions emphasize the continuing need for 'zones' or 'spaces' for the non-violent and communicative settlement of disputes. Yet for a variety of reasons, the public sphere reveals a strong tendency towards fragmentation (Sassi, 2000a) or, worse, towards mutually exclusive forms of segregation.

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3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。