



身分：全時進修軍、自費生

所別：新聞學系碩士班

科目：傳播理論與研究方法

每題 25 分

一、各種新興媒體的出現，不斷對過去的傳播理論產生衝擊。請從大眾傳播理論中，舉出一個傳播理論的解釋與闡述受到新媒體挑戰的例子。

二、試以一種社群媒體為例，分析國防事務或政策之推展，可以結合該媒體之作法，並舉出其該方法在傳播活動上所具備之優點，與其所面臨的挑戰等。

三、傳播研究方法的「質化研究」的定義為何？(5 分)；質化研究者與量化研究側重處有何差異？(10 分)並請在質化研究架構下，試擬一個傳播研究題目，以及說明研究動機、目的以及採取的(質化)研究取徑(10 分)。

四、解釋名詞(試說明傳播研究方法中常見概念)(每小題 5 分)

1. 顯著水準(level of significance)
2. 民族志(ethnography)
3. 深度訪談(in-depth interview)
4. 分層抽樣(stratified sampling)
5. 厚描(thick description)



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一、名詞解釋：（每小題 5 分，共 25 分）

1. ✓ 黃色新聞
2. ✓ 調查性報導
3. ✓ information warfare
4. .. embedded journalist
5. ✓ PeoPo

二、申論題：（每題 25 分，共 75 分）

- (一) ✓ 報載「日前一位女藝人登上高度機密的阿帕契戰鬥直升機駕駛艙，並將照片登上臉書，嚴重違反國軍資訊安全規定與營區軍紀，一時輿論譁然與媒體撻伐，致使國軍形象與士氣遭受嚴重打擊。」請用新聞議題設定與管理，以及新聞事件危機處理的相關理論與實務處理原則，提出對於軍方應該或可以處理「阿帕契事件」的看法。



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(二) 網路時代來臨，無論平面新聞媒體或電子新聞媒體都受到相當的衝擊與影響，其衝擊與影響為何(請從網路特性的角度做說明)? 又根據您的觀察，它們是如何因應的? 說明之。

(三) 何謂宣傳? 根據您的觀察，對於近年來國軍宣傳之相關作法中，印象最深刻的為何? 除說明原因外，並提出您的精進建議。

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科目：英文

① 單選題 5 題 ② 英翻中 10 題；合計 20 題；每題 5 分  
③ 中翻英 5 題

1. Multiple-choice question. There is ONLY one correct answer (5 Points each)

(1) ( ) This study reveals the mediation process of mass and interpersonal communication between antecedent political orientation \_\_\_\_\_ and the outcome response variable of political participation.

(A) Directions (B) Parties (C) Conditions (D) Variables

(2) ( ) This study examines relationships \_\_\_\_\_ interpersonal informational trust and openness with Internet-based political activities and attitudes.

(A) With (B) Within (C) Among (D) Between

(3) ( ) The present study aimed to \_\_\_\_\_ the role of social comparison processing in women's responses to thin idealized images.

(A) Investigate (B) See (C) Watch (D) Connect

(4) (C) Although the association between media violence \_\_\_\_\_ (MVE) and physical aggression (PA) has been well studied.

(A) Expense (B) Exposure (C) Explosive (D) Export

(5) (B) This study examines the impact of marketing-oriented corporate social \_\_\_\_\_ (CSR) communications on perceptions of the firm and its brands among consumers in two diverse cultures, economies, and political landscapes.

(A) Response (B) Responsibility (C) Reaction (D) React

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## 2. 英翻中

(1)

The field of communication, like much of higher education, is facing a set of crises brought about by economic, political and technological changes that affect all segments of society. ↖

(2)

We owe to ourselves, our students and our societies to face these challenges and rethink our mission and our practices in ways that will contribute to solutions. Society society 社會

(3)

In this article I focus on several dimensions of our present circumstances: the need to embrace a broader vision of the career paths for which we are training our graduate students; the importance of envisioning communication studies as a necessary and essential component of any rational liberal arts education in the 21st century; 或

(4)

The critical role that communication scholarship can and should play in addressing current public policy debates and issues;

(5)

The crucial role we need to assume as leaders of a cultural environment movement that will counter the negative externalities of our pervasive corporate media environment. scholarship

政經

屬

scholarship





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(6)

Social cognitive theory suggests a likely relationship between behavior modeled on increasingly popular reality television (RTV) and user behavior modeled on social networking sites (SNSs).

(7)

This study surveyed young adults ( $N = 456$ ) to determine the extent to which RTV consumption explained a range of user behavior in the context of social network sites.

(8)

Results show a consistent relationship between RTV consumption and the length of time spent on these sites, the size of users' networks, the proportion of friends not actually met face to face, and photo sharing frequency while controlling for age and gender.

(9)

This article reports on two studies designed to measure whether the mere presence of a risky product in a mediated message (separate from executional elements of the message) elicits greater attention and arousal in media users.

(10)

In the first study, participants viewed and rated 30 pictures of risky (alcohol, tobacco, drugs, condoms) and nonrisky (soda, juice, food) products while heart rate and skin conductance were measured.

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3. 請將下列中文翻譯為英文

- (1) 有些人把越戰的失敗歸咎於美國新聞界。
- (2) 他說：我不認為媒體是寶貴的資產，坦白說，我任  
為媒體是個需要管理<sup>的</sup>麻煩製造者。
- (3) 軍方的人當然有理由責怪那些不負責任的記者。
- (4) 科技在進步，並且帶來重大的媒體變革。
- (5) 新聞媒體是一種軟實力，善用之，我們可以為國家  
贏得光榮勝利。

conting