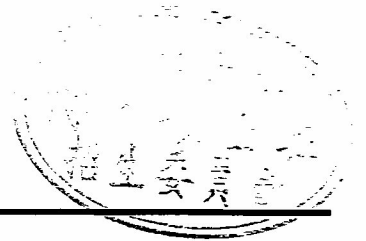


國防大學政治作戰學院 103 學年度博碩士班入學測驗命題紙

身分：全時進修軍、自費生

所別：新聞學系碩士班

科目：英文



一、選擇題（每題 2 分，共 20 分）

1. Many parents do not _____ their children to watch violent films.
(A)allow (B)let (C)make (D)prohibit
2. Josh's _____ towards his women really scares me.
(A)altitude (B)latitude (C)attitude (D)constitute
3. He _____ his failure to poor judgement.
(A)attired (B)attributed (C)attracted (D)attempted
4. Cows must eat grain, _____ they will not grow fat.
(A)or (B)but (C)when (D)though
5. Different kinds of tea differ in the _____ used to process leaves.
(A)variety (B)procedure (C)development (D)instructions
6. He fools _____ too much and fails to finish his education in college.
(A)around (B)about (C)at (D)through
7. Let's stop the quarrel now and find a _____ to this problem first.
(A)solution (B)supply (C)safety (D)shelter
8. _____ you fill out the form, the manager will take care of your application.
(A)So that (B)Until (C)Once (D)The sooner
9. I have to hurry because I am late for an _____.
(A)assignment (B)appearance (C)employment (D)appointment
10. _____, he denied being a member fo the group
(A)When was he questioned
(B)When he being questioned
(C)When was questioned
(D)When questioned

國防大學政治作戰學院 103 學年度博碩士班入學測驗命題紙 (續 1)

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科目：英文



二、克漏字 (每題 2 分，共 20 分)

There is a beautiful story about Picasso. It was 1. the Nazi occupation in France. The great painter 2. Gestapo headquarters. He found a Nazi officer studying one of Picasso's most famous paintings. The canvas depicted the brutal destruction of the town of Guernica by the Nazi during the Spanish Civil War. The Gestapo man looked 3. at Picasso and pointed to the painting. "Did you do this?" he asked. Picasso looked at the Nazi and said, "4." That was a fine moment. A moment 5. the artist and the citizen were one.

1. (A)during (B)until (C)when (D)under
2. (A)was subjected to (B)was submitted to (C)was summoned to (D)was surpassed to
3. (A)menacing (B)in menace (C)to menace (D)with menace
4. (A)No, you did (B)No, you didn't (C)Yes, you did (D)Yes, you do
5. (A)that (B)when (C)which (D)where

Friends are important in our life. Most people 6. they are shy or outgoing, have at least one friend. We feel comfortable with our friends and enjoy their 7. Friends does not come 8., however, we need to reach 9. first and then build a friendship. It is precious to have a close friend, so we must keep our friendships 10. cultivating them.

6. (A)whether (B)whenever (C)whatever (D)wherever
7. (A)companion (B)accompany (C)company (D)companionship
8. (A)easy (B)easier (C)to ease (D)easiest
9. (A)for (B)with (C)out (D)up
10. (A)in (B)by (C)with (D)on

國防大學政治作戰學院 103 學年度博碩士班入學測驗命題紙 (續 2)

身分：全時進修軍、自費生

所別：新聞學系碩士班

科目：英文

三、中翻英，請將下列字詞翻譯成英文 (每題 2 分，共 20 分)

- | | |
|---------|---------|
| 1. 行銷 | 6. 公共關係 |
| 2. 社群媒體 | 7. 國防部 |
| 3. 臉書 | 8. 量化研究 |
| 4. 軍事傳播 | 9. 紐約時報 |
| 5. 危機 | 10. 部落格 |

四、英翻中，請將下列句子翻譯成中文 (每題 20 分，共 40 分)

1. Apples are the second most valuable fruit crop in the United States, after oranges. Autumn is a time when fresh apples are everywhere. They are not native to the country. Research shows that apples came from Central Asia. But they are believed to have been grown in America since the early sixteen hundreds. Washington State, in the Pacific Northwest, produces the country's biggest apple crop. New York and Michigan are also big producers. Among nations, China is the biggest grower, followed by the United States and Turkey. This year, American growers expect to harvest nearly four thousand five hundred million kilograms of apples. That is little less than last year's record harvest. 45
2. Many government websites are still too complicated and difficult to use, says a researcher from National Taiwan University. It said that growth in online government services was "perhaps the most radical extension of access to public services as a whole for several decades." However, some of these sites were difficult to use, too "text-heavy" and filled with policy material that was irrelevant to the visitor, the research report said. It found, for instance, the average central government site had 19,000 pages – roughly equivalent to that of a large department store – yet most of their search engines "often fail to work satisfactorily."
- 敬請

國防大學政治作戰學院 103 學年度博碩士班入學測驗命題紙

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、試申論說明「沈默螺旋理論」的源起、架構內涵以及理論形成的三個基本條件(15 分)，此項理論提出的主要貢獻為何(5 分)？學者們對此理論有何批評(5 分)。
- 二、何謂科學研究的「典範」(paradigm)概念(5 分)，傳播研究科學典範下形成許多重要的傳播理論，請依個人層面與社會層面臚列各個傳播理論名稱(10 分)。除科學典範下界定的傳播理論外，請列舉出其他「替代性典範」(alternative paradigm)的傳播理論名稱及其定義(10 分)。
- 三、危機事件發生時，紛雜與突發狀況甚多，此時必須採取「溝通」與「協調」作為。特別是傳播媒體報導更易導致溝通問題，依據「危機傳播」(crisis communication)理念，試說明傳播的媒體報導在危機過程有何重要性(5 分)；其次，試擬出危機處理的媒體溝通策略(10 分)，並例舉危機實例說明媒體溝通策略作為及評估具備之溝通效果(10 分)。
- 四、解釋名詞(試說明傳播研究中常見的取徑方法與概念)(每小題 5 分)
 1. 調查法(survey research)
 2. 內容分析法(content analysis)
 3. 實驗法(experimental design)
 4. 個案研究法(case study)
 5. 信度與效度(reliability & validity)

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科目：新聞學



壹、申論題：75%

一、一般常說記者應具有新聞鼻，請您除說明新聞鼻的意義與內涵外，並請以一則新聞事例來說明新聞鼻對記者的重要性。25%

二、Adoni & Mane (1984) 在一篇期刊中討論到大眾媒體傳播現象時，建構了一個以社會真實、符號真實和主觀真實鼎足而立的理論架構。試論「社會真實」與「媒介真實」之間的落差從何而來？身為新聞人的你，該如何縮小兩者之間的差距？25%

三、何謂公民新聞？公民新聞在臺灣越來越受到重視，並為傳統媒體所引用，特別是在重大突發事件或災難新聞上，此種情形更是普遍。然而這對於各級政府組織不免有所衝擊與影響；請以新聞事例來說明其衝擊與影響，並略述政府組織該如何因應。25%

貳、解釋名詞：25%

一、新聞廣告化

二、廣告新聞化

三、徐搏九

四、Pulitzer Prize

五、Journalism ethics