

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



一、解釋名詞，每題 5 分，共 25 分

1. 隨機抽樣
2. 半結構式訪談
3. 儀式性傳播
4. Technological Determination
5. Systematic and Stratified Sampling

二、申論題，每題 25 分，共 75 分

1. 試比較新聞傳播理論中「議題設定理論」與「框架理論」之異同。
2. 試從知識論、方法論、研究步驟，比較「文本分析法」(textual analysis) 與「內容分析法」(content analysis) 之差異。
3. 麥克魯漢(Marshall McLuhan)於 1953 年首次提出「新媒體」這個概念距今已有六十年，至於什麼是新媒體，也是眾說紛紜。有人說就是網際網路；也有一說是所有數位化的傳播科技。請定義你的「新媒體」是什麼？在你的定義之下，有哪些傳統媒體所發展出來的傳播理論，你認為已經不適用或依然適用，請各舉一例並說明理由。

國防大學政治作戰學院 102 學年度博碩士班入學測驗命題紙



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壹、申論題：75%

一、新聞傳播媒體的責任為何？並請以此評論我新聞媒體。

25%

二、一則相同的新聞事件，經由不同媒體的報導，所呈現的新聞重點，卻可能南轅北轍，原因為何？請闡述之。25%

三、何謂「冠名贊助」？國內第一個接受「冠名贊助」的節目為何？又有哪些節目是明令禁止的？試請依據 NCC 公布的相關規範作扼要的說明。25%

貳、解釋名詞：25% (每題5分)

一、公民新聞

二、新聞價值的標準

三、五 W 一 H

四、investigative reporting

五、interpretative reporting

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科目：英文



I. Translate the following paragraphs into Chinese:

(每題答對 5 分)

1. "The live-fire exercise demonstrated our determination to protect our Country."

President Ma Ying-jeou said after presiding over the annual military drill.

2. Now is the time to join together, through a global commitment to progress, to meet the challenges of the 21st century.

3. Greenhouse-grown organic fruits and vegetables are tasty.

4. Doing nothing was more dangerous than doing something.

5. Life is a tragedy when seen in a close-up, but a comedy in a long-shot.

II. Translate the following words or paragraphs into

English: (每題答對 5 分)

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1、質化研究

2、語文傳播和非語文傳播

3、腦力激盪

4、新傳播科技真的能增進生產力嗎？

III Translation 翻譯

(每題答對 5 分)

Translate the following sentences into Chinese.

請將下列英文翻譯為中文

1. Rescuers struggled to reach a remote corner of southwestern China on Sunday as the toll of the dead and missing continued to climb.
2. Boston Marathon bombing suspect lay hospitalized in serious condition under heavy guard Saturday, apparently in no shape to be interrogated.
3. North Korea has moved two short-range missile launchers to its east coast, indicating it is pushing ahead with preparations for a test launch.

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IV Reading Comprehension 閱讀測驗 (40%)

Choose the correct answer. 選擇正確的答案

The most frequently agreed upon aspects of the media's social responsibility are the actions that are illegal. Saying or printing something knowingly untrue or making accusations without evidence or attribution is illegal. So are straightforward cases of someone using mass media to incite violence or harassment against a particular person or group of people. Cases of obscenity in the media are punishable by government bodies in most areas. Claims made in advertising must be factual and attributed, particularly for health care products.

A reoccurring concern is how news outlets might let business interests determine, shade or directly influence the stories they produce. Most newspapers, magazines and television stations are owned by companies that are part of conglomerates, so that the news source is owned by the same people that own another, non-media company. Some have published documents that serve as a corporate social responsibility audit for their media

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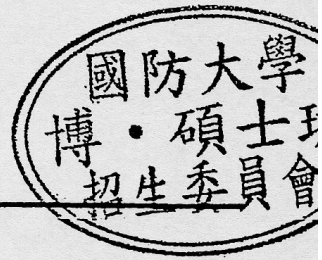
company. A related issue is how news outlets serve the interest of various political parties with the treatment they give events, including the context in which they present a quote, how much time and attention is given to various components of an event and who they ask to comment on or explain the event.

1. According to the passage, saying something knowingly untrue or making accusations without evidence is
 - A. legal
 - B. illegal
 - C. normal
2. Cases of obscenity in the media are punishable by
 - A. government bodies
 - B. private institutions
 - C. corporate groups
3. According to the passage, news stories might be directly influenced by
 - A. writers
 - B. business interests

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C. lawyers

4. Is it correct to let a news outlet serve the interest of a political party?

A. Yes, it is correct.

B. No, it is impossible.

C. No, it is incorrect.

B
A
B
C