



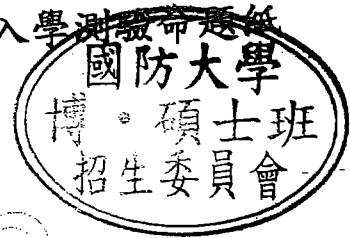
身分：全時進修軍、自費生

所別：新聞學系碩士班

科目：社會問題分析

申論題，每題 25 分。

- 一、《人工智慧來了》這本書的作者談到：「從 2006 年開始，隨著深度學習技術的成熟、電腦運算速度的大幅成長，還有互聯網時代累積出來的海量資料財富，人工智慧在多個領域與大眾需求接軌，開創出全新商業模式，呈現穩步發展，……。」試從此一社會趨勢，分析人工智慧時代，數據運用對相關軍事傳播研究將會帶來何種創新跟改變。
- 二、廣告界有許多行銷老梗百年不敗，「老狗仍然可以變出新把戲」，國軍也有運用女性官兵當招募月曆模特兒、採用女性當招募員的策略，希望能吸睛增加亮點。試分析，當招募訊息打美女牌時，目前的傳播環境下，預計會產生哪些效果？這種策略的優、缺點為何？
- 三、電視一直扮演社會說書人的角色，電視劇的社會功能也歷久彌新。以韓國為例，《太陽的後裔》這一齣以軍隊為背景的爱情電視劇，不僅成為當年度韓劇人氣指標，也成功帶動許多關於韓國軍人的討論，甚至台灣播出的《最好的選擇》，許多人認為是向該劇的致敬之作。就此而言，你認為什麼樣的主題、故事適合跟國內的軍事傳播需求互相結合？什麼樣的主題、故事不適合？請具體說明你的想法。
- 四、近年來，社群效應影響許多傳播活動的樣貌，一個擁有數十萬粉絲團的網紅，可以發揮的傳播效益，跟傳統媒體拼命行銷廣告得到的效益，甚至有過之而無不及。就此而言，你認為國軍的宣傳或招募活動，是否能夠與這些新興網路另類「意見領袖」結合？若不合適，理由為何？若合適，則結合的方式有哪些？



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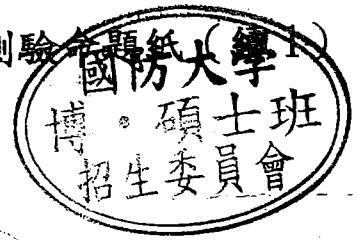
答題說明：請以藍、黑色鋼筆或原子筆在答案紙上作答，禁止使用鉛筆，違者本科不予計分，字跡力求清晰，如字跡不清致閱卷委員無法辨別，概由考生自行負責。

第一部分：英文字彙能力測驗 (30%)

字彙題共 10 題，每題 3 分。第 1 題至第 10 題，每題有 4 個選項，其中只有一個是正確或最適當的選項，各題答對者，得 3 分；答錯、未作答或畫記多於一個選項者，該題以零分計算。

請依據文意選出最適切之英文單字。

1. The _____ of this study was to explore the variables that impact participants' dependency upon Facebook to achieve communication goals from a uses and gratifications (U&G) perspective.
(a) purpose (b) result (c) analysis (d) fact
2. Results are _____ in light of existing U&G and dependency research with respect to functional alternatives.
(a) challenged (b) designed (c) discussed (d) reviewed
3. This study _____ the first systematic, cross-national comparison of the news content delivered through this broadcasting system.
(a) weakens (b) merges (c) depends on (d) presents
4. Based on the results, we _____ that the global newsreel system should be seen as a rudimentary precursor to today's satellite news channels.
(a) hate (b) conclude (c) employ (d) perceive
5. Intermedia agenda setting _____ a high degree of convergence between news media agendas.
(a) saves (b) predicts (c) improves (d) triggers



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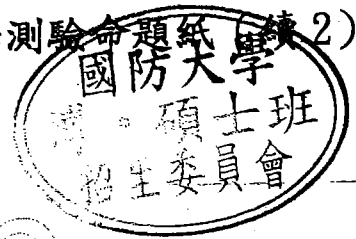
6. This article _____ examines the assumption that seeking diverse and antagonistic viewpoints reflects good citizenship.
(a) jointly (b) incredibly (c) empirically (d) probably

7. The role of news media use in democratic citizenship might _____ quantity as well as on diversity.
(a) depend on (b) bring on (c) insist on (d) take on

8. TPP had a direct _____ on support for regulation (SFR) of OACS and an indirect effect on corrective actions.
(a) role (b) goal (c) action (d) impact

9. _____ survey data with a national representative of U.S. adult women, the current study tested both the perceptual and behavioral hypotheses for the third-person effect of online advertising of cosmetic surgery (OACS) in a theoretical process model.
(a) Considering (b) Using (c) Rejecting (d) Deleting

10. The findings _____ an interpretation of cultivation theory that TV drama transports viewers into a fictive world that creates fear of crime but without changing perceptions of a mean world.
(a) support (b) understand (c) arrange (d) recall



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第二部分：學術期刊文意理解測驗 (50%)

本部分共有兩組題型：進階詞彙題 (共 5 題，共 20 分) 與語句翻譯題 (共 4 題，共 30 分)。「進階詞彙題」部分，請根據題目的英文，寫出最適切的中文翻譯。「語句翻譯題」部分，請根據題目的英文短句譯成正確、通順、達意的中文。

This study examines the extent to which professional journalism adopts and uses **(11) citizen journalism**, such as user-generated content (UGC) and user-submitted stories (USS), at the individual, organizational, and community levels. In doing so, the study adopts a web-based survey of top U.S. news editors (n = 142) coupled with U.S. Census Data. The study reveals that experience as online journalists and online staff size play roles in the adoption and use of UGC. The study also finds that community structural pluralism is related to **(12) the adoption and use of news stories** written together by professional and citizen journalists.

11. 請寫出 citizen journalism 的中文翻譯。(4%)

12. 請寫出 the adoption and use of news stories 的中文翻譯。(4%)



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科目：中英文能力

Political slogans are understudied in political communication and this conceptual paper aims at broadening the understanding of political slogans as it investigates how governments use political slogans in the context of international political communication. **(13) Drawing on the slogan literature in business, marketing and advertising, the paper outlines major characteristics and develops a taxonomy of political slogans.** It then uses political slogans utilized by the Chinese government to communicate with foreign audiences to discuss advantages and disadvantages of political slogans as a communicative device for governments. It is argued that **(14) the specific characteristics of political slogans make them the prime instrument for government communication, but at the same time the same characteristics make them the most vulnerable instrument as well.**

13. Drawing on the slogan literature in business, marketing and advertising, the paper outlines major characteristics and develops a taxonomy of political slogans. 請將此短句譯成中文。(7%)

14. The specific characteristics of political slogans make them the prime instrument for government communication, but at the same time the same characteristics make them the most vulnerable instrument as well. 請將此短句譯成中文。(8%)



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(15) Simultaneous developments in big data, social media, and computational social science have set the stage for how we think about and understand interpersonal and mass communication.

This article explores some of the ways that these developments generate 4 **(16) hypothetical** “vectors”—directions—into the next generation of communication research. These vectors include developments in **(17) network analysis**, modeling interpersonal and social influence, recommendation systems, and the blurring of distinctions between interpersonal and mass audiences through narrowcasting and broadcasting. The methods and research in these arenas are occurring in areas outside the typical boundaries of the communication discipline but engage classic, substantive questions in mass and interpersonal communication.

15. Simultaneous developments in big data, social media, and computational social science have set the stage for how we think about and understand interpersonal and mass communication. 請將此短句譯成中文。(8%)

16. 請寫出 hypothetical 的中文翻譯。(4%)

17. 請寫出 network analysis 的中文翻譯。(4%)

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科目：中英文能力



Today, people can easily select media outlets sharing their political predispositions, a behavior known as partisan selective exposure. Additional research is needed, however, to better understand the causes and consequences of partisan selective exposure. **(18) This study investigates the relationship between partisan selective exposure and political polarization using data from the National Annenberg Election Survey.** Cross-sectional results show strong evidence that partisan selective exposure is related to polarization. Over-time analyses document that partisan selective exposure leads to polarization. Some evidence supports the reverse **(19) causal direction**, namely that polarization leads to partisan selective exposure. Implications for the study of media effects and normative implications—both positive and negative—are discussed.

18. This study investigates the relationship between partisan selective exposure and political polarization using data from the National Annenberg Election Survey. 請將此短句譯成中文。(7%)

19. 請寫出 causal direction 的中文翻譯。(4%)

第三部分：學術期刊摘要翻譯 (20%)

20. 請將下列短文翻譯成正確、通順、達意的中文。

The present research investigated whether co-viewer comments in social TV interactions are able to enhance or weaken media effects. With the example of talent shows, the valence of co-viewer comments (pro/contra/none) as well as the type of content (antisocial behavior vs. conventional performance) were varied in an experiment ($N = 117$). Results showed that participants' own comments and their private attitudes about the judges varied in line with comment valence. Findings suggest that social TV viewers are prone to social influence of their co-viewers, which might amplify problems regarding the portrayal of antisocial behavior in reality TV.