

# 國防大學政治作戰學院 109 學年度博碩士班入學測驗命題紙

身分：全時進修

所別：新聞學系碩士班

科目：社會問題分析



題目字體大小：14 字

申論題，共 3 大題，合計 10 小題，每小題 10 分，合計 100 分。

一、新型冠狀病毒的新聞傳播過程中，滿天飛的新聞報導、各種社交媒體貼文，真真假假，令人難以分辨。哈拉瑞教授在其著作《21 世紀的 21 堂課》提到：「人類一直活在後真相

(post-truth) 的時代」。對於有些可以驗證的真相，只要透過客觀的查核程序，就有機會呈現事實。然而，一旦真相被「意識型態」綁架，用戴上有色眼鏡的眼光看事物，就會影響我們判斷真相的基準。即使是面對不言而喻的事實，也會導致信者恆信，不信者恆不信。比起客觀陳述事實，訴諸情感及個人信念的論調，更能引人關注並影響輿論。試以傳播、政治、社會學等理論分析假新聞為何在社群媒體中造成重要影響力的 (1) 過程與 (2) 原因 (3) 與對社會的影響。

二、許多人批評，現在的新聞就是「行車紀錄器加路口間監視器」，意在批評新聞記者從網路蒐集而來的影像，除了不是重要新聞外，也淪於看畫面說故事。試申論 (1) 「行車紀錄器加路口間監視器」所代表的社會脈絡與趨勢；(2) 這個現象對於新聞研究所的學生帶來哪些可能的探索議題；(3) 新聞媒體的組織運作如何影響這樣的現象。

三、假設您是國防部施政滿意度調查人員，請您設計一份信、效度兼具的調查計畫。請您以「國防武器自主研發」為主軸，研究國民媒體使用行為與該議題滿意度關係，請從 (1) 抽樣構想；(2) 應用理論架構；(3) 量表設計與建構；(4) 信、效度檢驗方式、預期推論、貢獻與研究限制。等 4 部分提出具體研究設計。

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## Section 1. Vocabulary (20%)

[英文字彙能力，每題 4 分，共 5 題 20 分]

1. paparazzi (難易度：易)
2. product placement (難易度：易)
3. ~~muckraking~~ <sup>marketing</sup> culture (難易度：中)
4. inverted pyramid (難易度：中)
5. empowerment (難易度：中)

## Section 2. Cloze Test (40%)

[填充題，每題 4 分，共 10 題 40 分]

### Personalized Advertising (難易度：易)

Personalized advertising is widely believed to be an 1 persuasion strategy. A typical personalized advertising process 2 two phases: The message sender first “learns” the message receiver’s preferences, and then “matches” the message to that person 3 his or her preferences. The present study argues that this process may be problematic because it assumes that an individual’s preferences are always stable (i.e., preferences remain the same over time) and extreme (i.e., preferences are highly polarized). By conducting an experiment, this study 4 shows that the effectiveness of personalized advertising is moderated by preference stability and extremity. A new conceptualization of personalization is 5 based on the study results, and how the two phases of personalized advertising may be refined is highlighted.

1. (1) effective (2) absolute (3) eccentric (4) aromatic e
2. (1) consists of (2) applies to (3) results in (4) takes advantage of
3. (1) except for (2) in the course of (3) according to (4) with the purpose of
4. (1) definitely (2) empirically (3) jointly (4) technically
5. (1) suspected (2) averaged (3) proposed (4) ranked



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## Joseph Pulitzer (難易度：中)

Joseph Pulitzer was born in 1847 in Hungary. He emigrated to the United States when he was seventeen years old and was 1 on his twentieth birthday. He spent his career in journalism working in the mid-west and New York. His most famous newspaper was the *New York World*, which was also a strong supporter of the rights of the working man.

In later life, Joseph Pulitzer 2 from overwork and lost his sight. He became dedicated to improving the quality of journalism in America. However, his most significant 3 was the establishment of the Pulitzer prizes in his will.

These prizes for 4 in journalism have been given every year since 1917 by Columbia University. The prize was 5 for \$500, but today the winners of the prize receive a gold medal. However, the real value of the prize is that it confirms that the journalist who has received the award is the best American journalist of the year.

1. (1) admitted (2) naturalized (3) encouraged (4) reported
2. (1) deviated (2) was relieved (3) collapsed (4) benefited
3. (1) drawback (2) controversy (3) contribution (4) sacrifice
4. (1) excitement (2) peacefulness (3) confidence (4) excellence
5. (1) originally (2) usually (3) completely (4) specifically

# 國防大學政治作戰學院 109 學年度博碩士班入學測驗命題紙 (續 2)

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科目：中英文能力



## Section 3. Translation (40%)

[英翻中，每題 20 分，共 2 題 40 分]

### Recent News

The government and leading health experts recommend wearing masks as a way to help prevent the spread of the coronavirus, which the WHO declared a global pandemic. While wearing a mask has become the norm in many places, Taiwan and Thailand have banned the export of masks to meet soaring local demand. However, in the U.S., wearing a face mask when healthy has become discouraged to the point of becoming socially unacceptable. The U.S. government says only those who are sick, or their caregivers, should wear masks. The difference in perception of the mask may come down, in part, to cultural norms about covering your face. Many people in the West are finding that wearing masks may draw unwanted attention, and even make them targets due to the concerns about racism and xenophobia that have risen with the virus.

### Academic Article

As mobile news goes mainstream thanks to the ubiquitous smartphones, this study assesses users' perceptions of the credibility of news created, packaged, and delivered to the mobile screen in four Asian cities. Results of surveys show that respondents in Shanghai and Singapore perceived mobile news as more credible than did their counterparts in Hong Kong and Taipei. Mobile news use, news reliance, utility, and appeal of mobile news were found to be significantly associated with the perceived credibility. Moreover, regression results indicate that the level of press freedom was a significant but negative predictor of perceived credibility of mobile news, after taking into consideration the influences of frequency of using mobile news, reliance on traditional and mobile media as news sources, perceived utility of mobile news, and perceived appeal of mobile news presentation.