

世新大學九十七學年度碩士班招生考試試題卷

第 1 頁共計 壹 頁

系所組別	考試科目
口語傳播學系	英文

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

1. Please translate the following paragraph into Chinese (50%)

Expectancy Violation Theory. The common assumption is that when expectancies are met, the other person's behaviors are judged as positive, and when they are violated, the behaviors are judged as negative; however, researchers have found that this is not always the case. Violations are often judged favorably.

Whether judged as good or bad, violations cause the perceiver to be aroused. If someone stands too close to you or too far away, if another person's eye contact is abnormal, or if an individual violates some other set of expectations, you will feel differently. This arousal is not necessarily negative. In fact, in some cases it might feel pleasant, especially when the other person seems to like you.

2. Please translate the following paragraph into English (50%)

如果要下一個簡單的定義，說服演講可以說是演講者試圖透過訊息影響反應的過程。說服演講者常見的「影響」方式有塑造、增強、改變三種；而其希望影響的「反應」則可分為態度與行為兩大類。舉例來說，如果有人試圖讓吸菸的你相信「吸菸是不好的」，就是在影響你的態度；而如果他進一步希望你「停止吸菸」。則是在影響你的行為。