

世新大學九十九學年度碩士班招生考試試題卷

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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 two paragraphs into Chinese.

(1) Gestures are the special interest of David McNeill, a professor of linguistics and psychology at the University of Chicago. According to McNeill, much of what we want to communicate involves imagery, and imagery is not well conveyed by words. Thus, to communicate the images we have, we rely heavily on gestures, especially hand movements. (30%)

(2) Burke views the individual as a biological and neurological being, distinguished by symbol-using behavior, the ability to act. People are symbol-creating, symbol-using, and symbol-misusing animals. They create symbols to name things and situations; they use symbols for communication; and they often abuse symbols by misusing them to their advantage. War is an example. Groups fight one another because of how they symbolize and understand the world, national boundaries, politics, interests, religion, and ethnicity. (30%)

2. Please answer the following question in English.

Identify some differences between the field of Speech Communication and the field of Mass Communication. In your answer, please also provide examples to support your points. (40%)