

# 世新大學九十九學年度碩士班招生考試試題卷

第 1 頁共計 / 頁

系所組別	考試科目
傳播管理學系	傳播理論

※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

## 一、Terminology (名詞解釋 60%)

Please print **neatly** in Chinese or English. Each weighs evenly at 10. You are required to first explain the concept briefly as below, and then illustrate how each concept illuminates aspects of theoretical debates in communication theories.

說明：請用中文或英文作答，每題十分；其中除解釋其意義外，請說明在怎樣的傳播理論脈絡裡(何時、何事或何人)這些概念被提出。

1. Diffusion of Innovations
2. Uses and Gratifications (U&G)
3. Spiral of Silence
4. Hybridization
5. Symbolic Interactionism
6. Technological Determinism

## 二、閱讀底下段落，解釋或翻譯底下這段落(15%)，隨後請說明那個理論學派或傳播學者會持這種觀點來談論媒體 (5%)。

Social structure is determined by efforts of **dominant classes** to maintain their **wealth and power**. The dominant class in the society uses its ownership of media to influence their content. This class creates a consensus, or "**hegemony**," of ideas that reinforces its position of dominance. In this view, maintaining class dominance is furthered by the **profitability** of media enterprises. This tends to keep media content within the bounds of this hegemonic set of ideas.

三、在這 E 世代，許多人擔心媒體過度強調視聽 (audio-video) 等感官性質，會磨鈍、減損庶民欣賞所謂文字文化 (literate culture) 的心智慧力，你認為「大眾文化」是否會吞噬諸如文學、古典音樂等「高級文化」(high brow culture) 嗎？請從約翰·費斯克(John Fiske's Understanding Popular Culture, 1989)或皮埃爾·布迪厄 (Pierre Bourdieu) 二位學者擇一闡述其可能的看法。(20%)