

世新大學九十七學年度博士班招生考試試題卷

第 1 頁共計 / 頁

系所組別	考 試 科 目
傳播研究所	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. Communication happens at many levels in different ways, and a large number of social science paradigms dedicate more or less attention to it for conceptual and operational purposes. Thus, communication takes on varieties of defining dimensions. As a student who is interested in pursuing advanced communication study, you must have your own definitions of communication. Please articulate your definitions and, in the meantime, try your best to justify them. (35%)
2. *Public Opinion*, written by Walter Lippmann, expresses a fear that the rise of mass media threatens the health of democratic systems, contending that mass media can manipulate public opinion either explicitly or by stealth. John Dewey, in *The Public and its Problems*, applauds mass media as a facilitator for democratic progress. He argues famously that mass media can alone create a great democratic society. These two scholars, both recognizing the power of mass media, represent substantively divergent views of the key role that mass media plays in the formation of democracy. What is your stance on this issue? Please specify the rationale behind your stance. (35%)
3. A vivid life story usually delivers visions and values that a person holds, making him or her better known to others. Please tell your life story in your academic and career developments, which may serve to demonstrate your qualifications as a doctoral student. (30%)