

世新大學九十九學年度博士班招生考試試題卷

第 1 頁共計 1 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) Please translate the following paragraph into Chinese (40%).

Above all, communicative competence relates to an ideal speech situation in the same way that linguistic competence relates to the abstract system of linguistic rules. The dialogue-constitutive universals at the same time generate and describe the form of intersubjectivity which makes mutuality of understanding possible. Communicative competence is defined by the ideal speaker's mastery of the dialogue-constitutive universals, irrespective of actual restrictions under empirical conditions. We shall disregard the question of how far the motivation of actions involved in language-games is linguistically open to public communication. We shall also disregard the question of whether and to what extent a systematically distorted communication actually takes place.

(2) Please translate the following paragraph into English (30%).

許多媒介學者相信以大眾社群或主動/被動等二分法過度簡單而無法說明受眾概念的真實複雜度。受眾可能兼具某些大眾社會與某些地區社群的特質。受眾可能在某方面是主動其他方面是被動，或有時主動有時被動。與其問媒介能否輕易影響受眾，不如問在何時及何種狀況下媒介能影響受眾以及何時不能影響。這種觀點把爭議焦點從受眾的真實本質，轉移為在不同時空下受眾的意義。

(3) Explain two of the following theories in English (30%).

Agenda Setting

Cognitive Dissonance

Uncertainty Reduction

Uses and Gratifications

Spiral of Silence