

世新大學 101 學年度碩士班招生考試試題卷

第 1 頁共計 2 頁

系所組別	考試科目
新聞學系	傳播理論

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※考生請於答案卷內作答

- Recent scholarly work and real-world events have suggested that the media are no longer American, and that “globalization’s increasingly unfettered flow of information, technology, capital, goods, services and people has helped spread opportunity and influence far and wide” (*The Economist*, “Wrestling for Influence,” July 5, 2008, p. 34). Moreover, “it is imperative that theories purported to describe and explain the same phenomenon in international communication be tested comparatively. Epistemologically, the validity of cultural imperialism as a theory and its knowledge claim hinges on how it stacks against alternative explanations” (Chang, 2010).

Given the above statements, would you still argue for a sustaining theoretical validity of cultural imperialism, or by the technological extension, of cyberimperialism or neoimperialism, as claimed by many theorists of such, or would you support globalization as an alternative (and replacing) theory? When laying out your claims with any theoretical basis, make sure to adopt Kuhn’s paradigm testing model (1970) as a starting point to your thorough discussions. (25%) (請用中文作答)

2.

Thanks to the rise of social media, news is no longer gathered exclusively by reporters and turned into a story but emerges from an ecosystem in which journalists, sources, readers and viewers exchange information. The change began around 1999, when blogging tools first became widely available, says Jay Rosen, professor of journalism at New York University. The result was “the shift of the tools of production to the people formerly known as the audience,” he says. This was followed by a further shift: the rise of “horizontal media” that made it quick and easy for anyone to share links (via Facebook or Twitter, for example) with large numbers of people without the involvement of a traditional media organisation. In other words, people can collectively act as a broadcast network.

As well as getting involved (if they choose) in newsgathering, verification and curation of news, readers and viewers have also become part of the news-distribution system as they share and recommend items of interest via e-mail and social networks. “If searching for news was the most important development of the past decade, sharing news may be among the most important of the next,” noted a recent study of online news consumption in America by the Pew Research Centre’s Project for Excellence in Journalism. Typically around 20-30% of visitors to the websites of big news organisations come from Google’s search engine or its news site, Google News.

The proportion of visitors referred from Facebook is smaller, but growing quickly as social-sharing features become more commonplace and easier to use.

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第 2 頁共計 2 頁

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Based on the paragraphs above from an Economist article titled "Social media: The people formerly known as the audience," please use theories and concepts in communication, journalism and technology to examine and reflect upon the meanings, ideas and operations of "news" (including news gathering, editing and distribution, etc) with the emergence of *social media* like Facebook, Plurk, Twitter, etc., and within this context, the inter-relationships between communication, technology and culture today. (25%) (請用中文作答)

3. 請依下列指示回答此題目：

(1). 解釋 Iyengar's (1991) 有關 thematic and epidemic frame，以及其相對應之責任歸屬 (responsibility assignment) 之理論概念 (10 分)；

(2). 運用上述之理論分析媒體報導肥胖症可能對閱聽人造成之影響 (15 分)。

4. 2011 年美國《時代》新聞週刊的年度風雲人物是 "The Protester" (抗議者)；他／她代表著過去一年以來從突尼西亞、埃及等地醞釀的「阿拉伯之春」革命，以及在美國紐約發酵的「佔領華爾街」運動等等，在世界歷史上所佔據的重要地位。請以你所知的傳播／文化批判理論，就此主題進行申論；同時，請思考傳播文化理論在此歷史浪潮中，所能夠給予人們的啟發與將來肩負的責任，並發表你的看法。 (>5%)