

世新大學九十七學年度碩士在職專班招生考試試題卷

第 1 頁共計 2 頁

系所組別	考試科目
公共關係暨廣告學系	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、請說明以下學者對傳播理論或傳播研究的貢獻：(共佔 40%)

- (1) 麥克魯漢 (Marshall McLuhann)
- (2) 拉查斯斐 (Paul Lazarsfeld)
- (3) 霍爾 (Stuart Hall)
- (4) 麥堪 (Maxwell McCombs 米康姆)

二、請試舉一個行銷傳播的案例來說明其符合(或應用了)傳播理論裡的哪些理論觀念或學說。答題時，請先說明該案例，再分析其與傳播理論的關係。(佔 30%)

三、請閱讀以下英文，再用中文回答問題：(佔 30%)

Because mass communication surrounds and influences us, we have an ethical obligation to be responsible and thoughtful consumers. Two critical challenges for interacting with mass communication are to develop media literacy and respond actively.

The first challenge is to develop media literacy. Just as it takes work to become literate in reading, oral communication, and using technologies, we need to invest effort to develop literacy in interacting with media. Instead of passively absorbing media, you want to cultivate your abilities to analyze, understand, and respond thoughtfully to media. This requires first that we develop a realistic, balance perspective on the power of mass communication. Media do not exist in isolation, nor do we as consumers of mass communication. Each of us participates in multiple and diverse social systems that shape our responses to mass communication and the worldviews it presents. To be responsible participants in social life, we need to question what is included — and what is made invisible — in mass communication.

A second challenge is to assume an active voice by responding to mass communication. We have an ethical responsibility to speak out against communication that we think is inaccurate, hurtful, or wrong. Speaking out can make a difference. Power relationships and social perspectives are never fixed in cultural life. They are always open to change and negotiation between voices that offer rival views of reality. One means of negotiating social meanings is our response to mass communication. Without our consent and support, mass communication cannot exist.

轉後頁

資料來源：Wood, Julia T. (2004). *Communication Mosaics: An Introduction to the Field of Communication*. Belmont, CA: Wadsworth.

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第 2 頁共計 2 頁

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本題請問：

- (1) 以上短文主要在說什麼？
- (2) 你做為一位大眾傳播的閱聽人，在面對本文提到的兩項挑戰時，傳播理論這門學科對你有何幫助？請具體說明此一幫助。