

世新大學九十五學年度博士班招生考試試題卷

第 1 頁共計 2 頁

系 所 組 別	考 試 科 目
傳 播 研 究 所	英 文

考生請於答案卷內作答

一、 Instructions: Translate the following paragraph into Chinese. (10%)

Quoted from Sut Jhally ' s book " The Codes of Advertising " .p.7

The use of goods as social markers has been extensively documented in the anthropological study of " primitive " societies. In many societies, the economy is divided between the prestige and subsistence sphere, with very little exchange between them. The " subsistence " economy includes those materials related to food, clothing and shelter and fairly easy to obtain. The " prestige " economy consists of less readily available, socially scarce goods, possession of which in ritual settings translates material values into abstract values of prestige, reputation and status.

二、 Read the excerpt on the " An Analysis of Thinking and Research About Qualitative Methods " (W. James Potter), and write a short essay in Chinese summarizing its main arguments and presenting your own views (about500words). (40%)

Ontology is the concern about whether the world exists, and if so, in what form. It is what we call an axiomatic issue, because there is no way we can experience the answer to this question while we are trapped inside our five senses. Our sensory organs may be imperfect filters that may distort external stimuli. Because we will never know for sure what the world really is. Therefore, there is no correct and no wrong position about the nature of the world. There is no convincing evidence that can be used to prove or justify one position as being more truthful or accurate than another. It is matter of belief, and all scholars have a position, whether or not they realize it or can articulate it.

To illustrate the major points of thinking across the alternative positions on the ontological issue, we can envision a continuum. Across this ontological continuum there are five positions worth noting. At the far left, there is solipsism, which is the belief that nothing exists outside of the individual and that all perceptions are false signals. For a human being, the mind with its constructed meanings is all that exists. A second position an idiographic type of idealism that reflects a belief that there is something that exists apart from the individual, but because something can never be experienced objectively, it is pointless to grant it a materialistic ontological status. Individuals ' perceptions of the

世新大學九十五學年度博士班招生考試試題卷

第 2 頁共計 2 頁

系 所 組 別	考 試 科 目
傳 播 研 究 所	英 文

考生請於答案卷內作答

Something are based on their varying abilities to perceive and their own interpretive processes so that an individual ' s understanding of the something is subjective and varies across individuals. Therefore we cannot say that what the something really is, and we conclude that there are multiple some things.

Third, there is the idealist position of actionalism where humans are believed to be active agents who possess goals and have the capacity to choose goal-maximizing actions. Humans are regarded as being subject to situational and social forces that they cannot control, but they are also subject to their own choice-making behavior. Aristotle and Kant are examples of thinkers who held this position. Much of the mass media research exhibits a belief in this position.

Fourth, there is dialectic materialism, which is the belief that there is a material reality but that it is constantly changing and new properties continually evolve. This view, which was developed by A Hegel and Marx, rejects the need for reductionism, so that larger scale systems can be studied intact without having to focus on the component parts.

At the right extreme, there is the position of mechanical materialism, which is the belief that not only does everything have a physical existence, but that everything that happens in the world is determined by prior physical causes acting according to invariable laws. Part of this mechanical view is the belief that the behavior of any complex whole can be explained in terms of its basic, elementary parts. This second belief is the foundation for reductionism - the practice of taking a phenomenon and breaking it down into its elementary parts so that each finite part can be studies parsimoniously. Under the mechanistic materialism view, humans are regarded as machines whose behaviors are determined by conditioning as well as outside stimulus. A good example of this position is the work of B. F. Skinner, who isolated discrete behaviors of rats and pigeons, then generalized those finding to human behavior. He used the rationale that all organisms are mechanistically driven and are therefore locked into responding in certain predictable ways to certain stimuli.

三、Composition : (50%)

Write an English composition in about 500 words “ Why do you want to pursue the PH.D. degree ? ”