

一、請翻譯以下英文關鍵詞 (每題 2 分，共 10 分)

1. Backpack Journalist
2. Head end
3. Packet switching
4. Portals
5. Target audience

二、請完整翻譯以下英文段落 (每題 10 分，共 50 分)

1. It suggests that the networked environment makes possible a new modality of organizing production: radically decentralized, collaborative, and nonproprietary; based on sharing resources and outputs among widely distributed, loosely connected individuals who cooperate with each other without relying on either market signals or managerial commands. This is what I call "commons-based peer production."

(cited from *The Wealth of Networks: How Social Production Transforms Markets and Freedom*, by Yochai Benkler, 2006, p. 60)

2. The most significant dynamic seems to be one of adaptation, transfer and recycling of narrative and other kinds of content. Behind this proliferation of transfers, this ever-expanding recycling of content, is a set of new economic arrangements designed to secure a degree of financial and cultural insurance not easily available in the multi-channel environment of the present.

(cited from *Understanding the Global TV Format*, by Albert Moran, 2006, p. 11)

3. Corporate convergence coexists with grassroots convergence. Media companies are learning how to accelerate the flow of media content across delivery channels to expand revenue opportunities, broaden markets, and reinforce viewer commitments. Consumers are learning how to use these different media technologies to bring the flow of media more fully under their control and to interact with other consumers.

(cited from *Convergence Culture: Where Old and New Media Collide*, by Henry Jenkins, 2006, p. 18)

4. Reality TV, in other words, fits well with the dictates of global media production insofar as it combines a local cast and local viewer participation with a customizable transnational format. What is exported is not the content itself but a recipe for creating a local version of an internationally successful TV show.

(cited from *Reality TV: The Work of Being Watched*, by Mark Andrejevic, 2004, p. 12)

5. In a world of networks, the ability to exercise control over others depends on two basic mechanisms: the ability to program/reprogram the network(s) in terms of the goals assigned to the network; and the ability to connect different networks to ensure their cooperation by sharing common goals and increasing resources.

(cited from *The Network Society: A Cross-Cultural Perspectives*, edited by Manuel Castells, 2004, p. 32)

三、請完整翻譯以下一篇論文摘要 (15 分)

**Motivational Processing and Choice Behavior During Television Viewing: An Integrative Dynamic Approach**

Zheng Wang, Annie Lang, Jerome R. Busemeyer

Journal of Communication, Volume 61, Issue 1, Pages 71-93.

Article first published online: 1 FEB 2011

*This study was designed to further our understanding of the central role of motivational activation in mediated information processing and media choice. To do this, a dynamic model was developed to formalize the dynamic effects of three basic motivational input variables (arousing content, positivity, and negativity) on four physiological output measures (heart rate, skin conductance level, corrugator activity, and zygomatic activity) and a behavioral choice measure of television channel selection. The input and output variables were selected based on extensive theoretical and empirical research that has explicated static relationships among these variables. In general, the findings of the dynamic modeling approach were consistent with the previous literature using traditional static statistical methods. However, this study also theoretically extended the previous work.*

四、請重點摘要翻譯以下文章段落 (25 分)

The social implications for the Internet, as well as the implications for traditional mass media, are continually changing. But some consequences are clear.

**A New Model for News**

The Internet supplements the surveillance function of the mass media. Because anyone with a blog can become a reporter, the traditional top-down model of journalism (editor to reporter) has shifted. Now news can start at the source and go "sideways" to anyone who is interested. To

some, news used to be a lecture but is now a conversation. Blogs have questioned the accuracy of news stories in the traditional media; thus the Internet provides additional checks and balances to the traditional media. The Internet also expands the interpretation function of the media. Blogs allow anyone to chime in with her or his opinion on news topics and controversial issues.

### **Lack of Gatekeepers**

Without gatekeepers, the risk of the Internet being overwhelmed with unwanted, irrelevant, trivial, unrequested, worthless or inconsequential messages has increased tremendously. Gatekeepers serve as evaluators of information; without them, we must judge the credibility or accuracy of the information we obtain online for ourselves. Having no gatekeepers means having no censorship. However, the lack of gatekeepers also allows bloggers to publicize topics considered too controversial by the mainstream media. Blogs can be partisan and individualistic.

### **Information Overload**

The Internet provides an information retrieval source that is unparalleled in its scope, providing you know how to use and evaluate the data you get from it properly. There is the danger that the large amount of data you retrieve on a subject might be more volume than substance.

### **Privacy Concerns**

Because of the variety and easy accessibility of Internet databases, it's relatively easy to obtain facts about anyone. One specific concern, for example, is the crime of "identity theft," in which someone uses the Net to steal facts about your personal identity for criminal gain. Though many laws and regulations to safeguard personal privacy have been discussed, the issues are complicated. Some say voluntary guidelines would be better than laws.

### **Escapism and Isolation**

Does the Internet detach people from others? Some psychologists have identified a condition they call Internet Addiction, and some early studies found that Internet users who spend many hours online show signs of isolation and depression. However, subsequent studies have not found the link. Many individuals spend much of their time online engaging with others, via e-mail, instant messaging, chatting, game playing and updating their Facebook and Twitter pages.

(From Dominick, J. R. (2011). *The Dynamics of Mass Communication: Media in Transition*. 11<sup>th</sup> edition. New York: McGraw Hill. Chapter 12.)

- 一、世界各國正積極推動數位轉換，什麼是數位轉換？digital switch-off 與 digital switchover 有何差別？將台灣 analogue switch-off 的過程與其他國家相較(請至少提出兩個國家)，你認為其間差異何在？為何會有此種差異？(25 分)
  
- 二、全球採取公共廣電(public broadcasting / public service broadcasting)制度的國家均遭逢各式各樣的挑戰，請從數位化角度分析其所面對的問題。有人主張公共廣電在數位時代應積極轉換角色為公共服務媒體(public service media)，延伸其服務領域至各種新興數位平台或數位載具，你(妳)是否贊成此種想法？以我國環境而言，台灣的公共電視是否應致力於此種定位的轉變？(25 分)
  
- 三、以報業的衰退為主軸，全球科技先進與經濟富裕國家的新聞業(journalism)多面臨極大挑戰，嚴肅新聞(serious journalism)的質與量被認為受到高度衝擊，首當其衝的特別是地方新聞、調查報導與國際新聞等等。你(妳)認為政府應採取何種政策以因應此種情勢？如何看待市場經濟與政府干預的問題？以台灣的情形而言，你(妳)認為我們應該採取何種傳播政策？理由何在？(25 分)
  
- 四、網際網路迅速發展之後，由於網路內容的無所不有、良劣並存，社會上就網路對公民社會或民主運作的功能因而存在正反兩面的看法，有學者以網路樂觀主義者(cyber-optimistic)、網路懷疑論者(cyber-skeptics)與網路悲觀主義者(cyber-pessimists)的分類，來區別不同的看法。試析網路對公民社會或民主運作的正負面影響？並將之置於新聞層面，說明公民新聞(citizen journalism)與專業新聞(professional journalism)的指涉，以及公民新聞對專業新聞的影響。(25 分)