

項目一：翻譯題（請以中文完整翻譯下列段落）

段落一（25分）

Video game play has become an integral part of the lives of many people. A representative national survey indicated that about 97% of American teens play video games (Lenhart, Kahne, et al., 2008), with the average amount of playing time being around 13 hr per week (Gentile, 2009). Other surveys show that over half of American adults play video games (e.g., Lenhart, Jones, & Macgill, 2008). Content analyses showed that most top-selling video games contain violence (Dill, Gentile, Richter, & Dill, 2005) and most children prefer to play violent video games (Buchman & Funk, 1996). However, many video games contain prosocial parts, with more than half of the players being helpful while playing (Lenhart, Kahne, et al., 2008). The present meta-analytic review synthesizes recent research into the effects of violent (in which the predominant goal is to harm another game character) and prosocial (in which the predominant goal is to benefit another game character) video game play on social behavior (helping and aggression) and related prosocial and aggressive cognition (e.g., accessibility of prosocial thoughts and hostile expectations), affect (e.g., empathy and anger), and arousal. It was examined whether violent video game play would increase aggressive responses and decrease prosocial outcomes, whereas prosocial video game play was assumed to have the opposite effect. That is, depending on the content, video game play may negatively but also positively influence social behavior.

段落二（25分）

Social media shape the modern media landscape in two ways. First, because these websites and mobile applications display content from different news providers in a single location, users no longer need to select a news source; instead they select the story itself. This represents a fundamental break from past modes of news consumption wherein people habituated themselves to a trusted source—instead social media users can select news from a wide range of sources deemed by friends or fellow internet users to be interesting or important. This suggests that habitual de facto selective exposure (Sears & Freeman, 1967) will be substantially less common in the context of social media. Second, these developments allow people to utilize endorsements to assist in their selection of content even when they visit a traditional news source website directly because social recommendations also appear on the

story's originating website. Nearly every news provider features a list of aggregated story popularity (the "Most Emailed" or "Most Read" lists) on its home page, and these lists are even more prominent in smartphone applications. Furthermore, these organizations now embed stories recommended by a user's Facebook friends directly in homepage of the originating website. This enhances the ability of individuals to select socially relevant content when presented with an overwhelming number of news stories from which to choose (there are usually over 200 links on the NYTimes.com homepage).

項目二：釋義題（請仔細閱讀以下兩個段落後，回答段落文章後所問的問題）

題目一（25分）

We need to capture a very general change in the media field... The digitalization of media contents and the normalization in many societies of fast Internet access, whether from fixed points or via mobile devices, means that, in principle, every point in space is connected through mediated communication to every other point; and that connection is always potentially two-way, since either end may be sender or receiver (or both). As a result, one-way senders – specialist media producers/distributors – and one-way receivers – 'mere' consumers or audience members – become less common in their pure form, while hybrid sender/receivers, in some form at least, become more common. By contrast, in the pre-digital era, 'media' were productions that radiated outwards from a limited number of production/distribution points, received by the members of a separate, much larger 'mass': the 'audience'. This was not technological necessity, as the early history of radio shows, but the result, first, of the high capital required for much media production/distribution (Benkler, 2006: Ch. 2; Garnham, 1990) and, second, of the fit of such capital-intensive media with the developing organization of the modern state.

1. 在上面這個段落中，作者所言的「媒介場域」（media field）的普遍性變化指的是什麼？（15分）
2. 請舉一個例子來解釋上述的“hybrid sender/receivers”。（10分）

題目二 (25分)

Heyer's speech evokes the logic of brand extension, the idea that successful brands are built by exploiting multiple contacts between the brand and consumer. The strength of a connection is measured in terms of its emotional impact. The experience should not be contained within a single media platform, but should extend across as many media as possible. Brand extension builds on audience interest in particular content to bring them into contact again and again with an associated brand. Following this logic, Coco-Cola sees itself less as a soft drink bottler and more as an entertainment company that actively shapes as well as sponsors sporting events, concerts, movies, and television series. "We will use a diverse array of entertainment assets to break into people's hearts and minds. In that order... We are moving to ideas that elicit emotion and create connections.... Whether movies or music or television...are no longer just intellectual property, they're emotional capital."

1. 請簡要闡述這一段文章強調的重點。(15分)
2. 作者所言的"emotional capital"，請用一個本土的案例來討論。(10分)