

一、名詞翻譯（請將下列英文名詞譯為中文，每題 2 分）

1. online streaming
2. the third-person effect
3. media representation
4. communication privacy management
5. environmental communication
6. gender bias
7. sampling
8. pseudo event
9. intergenerational communication
10. spiral of silence

二、英譯中（下列共有六段英文文章，請分別將它譯為中文，每題 10 分）

1. This study explores whether there is a connection between TV viewing and the intention of young adult women to smoke and their ability to refuse smoking. Young adult women were defined as between 18 and 24 years of age ( $N = 156$ ). Using Cultivation Theory as a framework, the researchers found that TV viewing positively predicts smoking intentions and negatively predicts the ability to refuse smoking. This suggests that TV viewing may be a powerful predictor of smoking intentions and the inability to refuse a cigarette in a peer pressure/social situation. (cited from "**A fatal attraction: The effect of TV viewing on smoking initiation among young women**" in *Communication Research*)
2. Social media have become ubiquitous communication channels for candidates during election campaigns. Platforms like Facebook and Twitter enable candidates to directly reach out to voters, mobilize supporters, and influence the public agenda. These fundamental changes in political communication therefore present election candidates with a widened range of strategic choices. (cited from "**Election campaigning on social media: Politicians, audiences, and the mediation of political communication on Facebook and Twitter**" in *Political Communication*)
3. Highly publicised vaccine scares and recent debates about the risks suggest that public trust in immunisation programmes is fragile. For instance, the recent outbreak of Measles in Wales was the direct result of almost fifteen years of distrust for the vaccine in the UK. This article shows how the latest science on risk communication will help critical actors, especially policy-makers, to build trust when they communicate risks to citizens and patients.

(cited from "**Risk communication of vaccines: challenges in the post-trust environment**" in *Current Drug Safety*)

4. New communication technologies are often met with questions about their impact on psychological well-being. Today the spotlight is on social networking sites with scholars testing the relationship between online communication and such outcomes as social support, loneliness, and. Early research on the Internet's impact tended to use overly simplistic measures, treating online activities as interchangeable, and much current research on SNSs falls into the same. However, there is now emerging consensus that the impact of online communication on well-being is contingent on a person's goals, the nature of the communication exchanged, and the closeness of communication partners. Despite consensus that the relationship between SNS use and well-being depends on the ways the technology is used, there is substantially less agreement on what the important factors are. (cited from "**The relationship between Facebook use and well-being depends on communication type and tie strength**" in *Journal of Computer-Mediated Communication*)

5. This article offers the first analysis of the role that technology companies, specifically Facebook, Twitter, Microsoft, and Google, play in shaping the political communication of electoral campaigns in the United States. We offer an empirical analysis of the work technology firms do around electoral politics through interviews with staffers at these firms and digital and social media directors of 2016 U.S. presidential primary and general election campaigns, in addition to field observations at the 2016 Democratic National Convention. We find that technology firms are motivated to work in the political space for marketing, advertising revenue, and relationship-building in the service of lobbying efforts. To facilitate this, these firms have developed organizational structures and staffing patterns that accord with the partisan nature of American politics. Furthermore, Facebook, Twitter, and Google go beyond promoting their services and facilitating digital advertising buys, actively shaping campaign communication through their close collaboration with political staffers. (cited from "**Technology firms shape political communication: The work of Microsoft, Facebook, Twitter, and Google with campaigns during the 2016 U.S. presidential cycle**" in *Political Communication*)

6. Established in 2016, Douyin, also known as TikTok, has become one of the fastest-growing mobile Internet applications. Industry insiders estimated that Douyin outstripped YouTube, Facebook, Instagram, and Snapchat in total downloads in September 2018, and Sensor Tower estimates that Douyin has surpassed one billion installs on the App Store and Google Play in February 2019. On the other hand, some studies such as YouTube and Twitter, have analyzed

different characteristics, for studying caching mechanism. Different from YouTube and Twitter, Douyin is specially designed to provide short videos for the mobile Internet users. While the caching mechanism for Douyin is based on the studies of traditional short videos, three distinct features of Douyin call for novel design of the cache for Douyin. First, the number of Douyin videos is much larger compared to the number of traditional short videos. (cited from "A study on the characteristics of Douyin short videos and implications for edge caching" in *arXiv*)

三、根據文章中畫底線的部分，以中文簡單說明底線文字在這段英文中的概念為何(每題 10 分)

1. The combination of populist movements with social media is often held responsible for post-truth politics. Individuals have growing opportunities to shape their media consumption around their own opinions and prejudices, and populist leaders are ready to encourage them. But to focus on recent, more egregious abuses of facts is to overlook the ways in which the authority of facts has been in decline for quite some time. Newspapers might provide resistance to the excesses of populist demagoguery, but not to the broader crisis of facts. The problem is the oversupply of facts in the 21st century: There are too many sources, too many methods, with varying levels of credibility, depending on who funded a given study and how the eye-catching number was selected. (引自 "The Age of Post-Truth Politics", *The New York Times*)

2. Most current journalistic productions labeled as VR are 360° videos, and despite providing users with some control over the story – by allowing the user to choose what to focus on – such productions lack true ‘interactivity’ – the viewer cannot interact with characters or scenes in the story and receive tailored responses. A small but growing number of productions using computer-generated virtual worlds designed to represent reality do exist, enabling more or less interaction by letting the audience impact the unfolding events, but these are currently either generally inaccessible or limited to eye control – not general control – of movement. Hence, the term immersive journalism (IJ) is more appropriate for these products, though other scholars continue to use VR. This article will henceforth use the term IJ, using VR only to describe the technology. When it comes to audience research concerning IJ, early explorations – including experiments examining the effects of IJ on audience perception – generally provide an optimistic take on IJ’s potential as playing an important role in ‘the future of news’. Of particular interest is the possibility to mentally

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系所組別：傳播學系電訊傳播

bring audiences to distant, inaccessible places, and for audiences to experience these with 'their own eyes'. Emerging entertainment technologies have for years centered on this goal of giving users a truly 'natural', 'immediate', 'direct', and 'real' experience, and the related notions of presence and transportation are well-known to media researchers. (cited from **"Virtual hype meets reality: Users' perception of immersive journalism"** , *Journalism*)