

科目名稱：電訊傳播英文

系所組別：傳播學系電訊傳播

本試卷總共有 8 大題，請仔細閱讀之後，依序作答：

1. 此段落中總共提到三次 **polarization** (畫底線部分)，請根據文章內容，以中文簡單說明 **polarization** 這個字在這段英文中的概念為何。(10 分)

Sunstein explicitly warned that filtering out dissident voices in favor of "like-minded" speech can lead to "group polarization." Certainly, media companies that are interested in creating loyal, demographically homogeneous audiences are only too happy to cater to those preferences. If each channel's audience represents a small group of viewers who watch their favorite network and little else (i.e., audience polarization), it would comport with fears that the mass audience is being reorganized into segments prone to social polarization. (引自 Webster, J. G. (2005). Beneath the veneer of fragmentation: Television audience polarization in a multichannel world. *Journal of Communication*, 55, 366-382)

2. 請根據這段英文的意思，以中文簡單說明 **the law of double jeopardy** (畫底線部分) 在這段英文中的概念為何。(10 分)

First described by McPhee, what is sometimes called the law of double jeopardy stipulates that unpopular cultural products have the dual problem of both small and disloyal audiences. This is directly at odds with the intuitively appealing notion that small audiences tend to be composed of die-hard fans, the so-called small-but-loyal audience. (引自 Webster, J. G. (2005). Beneath the veneer of fragmentation: Television audience polarization in a multichannel world. *Journal of Communication*, 55, 366-382)

3. 請將畫底線的英文句子翻譯成中文(15 分)

The most influential approach to analyze the social conditions of different modes of cultural consumption in sociology is Pierre Bourdieu's theory of art perception. The basic tenet of his theory is that observing and perceiving a work of art always involves a process of decoding. This implies that artworks, whether generated in high culture or in popular culture, can be consumed and perceived in a number of ways depending on the particular aesthetic competence of the observer. (引自 Rössel, J. (2011). Cultural capital and the variety of modes of cultural consumption in the opera audience. *The Sociological Quarterly*, 52, 83-103)

4. 請將畫底線的英文句子翻譯成中文(15 分)

The market trend clearly shows that media multi-tasking (e.g., using TV and the Internet simultaneously) has become a part of emerging patterns of media use in an era of media abundance. Research suggests that people select a combination of

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different media platforms to satisfy their needs or availability. One way to cope with the proliferation of media outlets is the use of *repertoire*... Recent studies acknowledge that measuring the use of a single medium only provides a partial picture of what is happening in people's media use patterns. They take a more comprehensive approach by expanding the concept into *media repertoire*--a collection of media sources that people regularly use--to better examine cross-platform media use behavior in the current media environment. (引自 Kim, S. J. (2014). a repertoire approach to cross-platform media use behavior. *New Media and Society*, 1-20)

5. 請將下列整段短文譯為中文 (10 分)

Although much is known about the impact of media on children as individuals, far less attention has been given to the impact of media on the family as a whole. A great deal of the research on the family and media focuses on parent-child interactions, relationships, and media practices. While parenting is a key element in family life, other members of the family contribute to family practices and interactions, particularly siblings. (引自 “*Journal of Family Communication*”)

6. 請將下列整段短文譯為中文 (10 分)

The majority of health institutions do not have appropriate infrastructure to take advantage of the capabilities of this new technology. The reason of which is primarily the fact that health care greatly relies on face-to-face interaction between the patient and physician. Advances in the Internet technology and social media have allowed sharing information remotely in different geographical regions and facilitated health care. (引自 “*International Journal of Brain and Cognitive Sciences*”)

7. 請將下列整段短文譯為中文 (10 分)

This study examined the relationship between smoker status and attitudes toward e-cigarette usage, third-person perceptions of e-cigarette advertising, and support for regulation of e-cigarette advertising within the context of a media-saturated environment. Survey results (n = 615) indicated that participants perceived e-cigarette advertisements as having a more powerful effect on others than on themselves and that nonsmokers perceived this more strongly than did smokers. (引自 “*Journalism and Mass Communication*”)

8. 下列有 10 個英文名詞，請依序將其譯為中文 (每小題 2 分)

- (1) journalism entrepreneurship
- (2) user-generated content
- (3) self media

- (4) discourse analysis
- (5) in-depth interview
- (6) risk communication
- (7) news room control
- (8) non-verbal message
- (9) information-seeking
- (10) virtual community