

一、請根據下面的文章回答以下問題：（總分 50 分）

在下面的文章中，Henry Jenkins 指出所謂的“media convergence”可以從五個面向來看待，請您分別以中文解釋這五個面向為何？解釋說明內容無須逐字逐句翻譯，也請勿過度延伸，只要根據文章內容指出 Jenkins 所陳述的重點概念即可。以英文作答不計分。

Part of the confusion about media convergence stems from the fact that when people talk about it, they're actually describing at least five processes:

- Technological Convergence: What Nicholas Negroponte labeled the transformation of “atoms to bits,” the digitization of all media content. When words, images and sounds are transformed into digital information, we expand the potential relationships between them and enable them to flow across platforms.
- Economic Convergence: The horizontal integration of the entertainment industry. A company like AOL Time Warner now controls interests in film, television, books, games, the Web, music, real estate and countless other sectors. The result has been the restructuring of cultural production around “synergies,” and thus the transmedia exploitation of branded properties--Pokemon, Harry Potter, Tomb Raider, Star Wars.
- Social or Organic Convergence: Consumers' multi-tasking strategies for navigating the new information environment. Organic convergence is what occurs when a high schooler is watching baseball on a big-screen television, listening to techno on the stereo, word-processing a paper and writing e-mail to his friends. It may occur inside or outside the box, but ultimately, it occurs within the user's cranium (頭蓋骨).
- Cultural Convergence: The explosion of new forms of creativity at the intersections of various media technologies, industries and consumers. Media convergence fosters a new participatory folk culture by giving average people the tools to archive, annotate, appropriate and recirculate content. Shrewd companies tap this culture to foster consumer loyalty and generate low-cost content. Media convergence also encourages transmedia storytelling, the development of content across multiple channels. As producers more fully exploit organic convergence, storytellers will use each channel to communicate different kinds and levels of narrative information, using each medium to do what it does best.
- Global Convergence: The cultural hybridity that results from the international circulation of media content. In music, the world-music movement produces some of the most interesting contemporary sounds, and in cinema, the global circulation of Asian popular cinema profoundly shapes Hollywood entertainment. These new forms reflect the experience of being a citizen of the “global village.”

二、請根據以下的題項說明進行回答：( 總分 50 分 )

( 一 ) 請將以下英文關鍵詞翻譯成中文 ( 每題 2 分，共 10 分 )

1. transmedia storytelling
2. augmented reality
3. hashtag
4. Internet of Things
5. Internet meme

( 二 ) 請用中文完整翻譯以下英文段落 ( 每題 20 分，共 40 分 )

1. Drawing on both his and other researchers' analyses, Bennett sensed a shift in citizenship styles, from 'Dutiful Citizenship (DC)' towards 'Actualizing Citizenship (AC)'. The DC is the citizenship of modernity. It is a mode of citizenship that is mainly related to national, parliamentary politics and its practices, such as voting, joining political parties and established civil society organization. The AC, on the other hand, is 'late modern'. The typical AC-citizens are younger citizens having a 'diminishing sense of obligation' to participate in established, modern forms of engagement. They instead prefer 'more personally defined acts' of civic engagement and less formally organized political practices. The AC-citizens are the young, individualized and self-reflexive citizens of late modernity, who have reshaped what civic engagement means and the boundaries for where 'politics' is being played out.

(不需翻譯) Source: Olsson, T. (2016). Social media and new forms for civic participation. *New Media & Society*, 18(10), 2242-2248.

2. In traditional TV, parasocial relationships were created mainly in response to television personas. With the rise of social media, such relationships also began to develop between individuals and their social media users. The nature and intimacy of parasocial relationships has also matured. Social TV (STV) allows viewers to share in the intimate, personal lives of television personas, while celebrities openly share their opinions and activities through various social media outlets linked via STV. In addition, the Internet offers users unlimited access to media; increased Internet dependency may lead to an increase in parasocial interactions. While parasocial relationships remain one-sided or quasi, they have transformed via STV into more interactive environments, allowing users to communicate with media personas, and increasing the intimacy and strength of the parasocial relationship.

(不需翻譯) Source: Shin, D. (2016). Do users experience real sociability through social TV? *Journal of Broadcasting & Electronic Media*, 60(1), 140-159