

銘傳大學八十八學年度傳播管理研究所碩士班招生考試

第二節

當代傳播問題 試題

1. topic for discussion: (30%)
 - (1) why do you think many journalism students and journalists want journalism to be a profession?
 - (2) Asymmetrical flow of media and information
 - (3) Internet as mass medium

2. 請說明 media economics 的特質，並據此進一步探討台灣的衛星電視頻道及有線電視系統的市場結構。(20%)

3. 請說明大眾媒介的如下現象: (30%)
 - (1) abundance
 - (2) convergence
 - (3) transnational
 - (4) conglomeration並進一步探討台灣的相關傳播法規。

4. 下面是有關”globalism & the media”的兩種相對的觀點，請加以討論，並明確提出你個人的觀點: (30%)
 - (1) Everette E. Dennis:

Globalism is a reality. The world now has a global economy wherein goods and services are marketed across borders by large firms that have a presence in several countries. Media, once creature of the nation-state, are now increasingly global, what with global media companies and media that have worldwide reach such as CNN, the BBC, and MTV, to name only a few. The main benefit of global media, both mass media and cyberspace media such as the Internet, is that for the first time interactive communication among all people everywhere is within reach. It may not happen immediately, but it is possible. At the same time people are better informed and get a wider range of information and entertainment than ever before. People worry that a few companies will dominate world communication, but many small entrepreneurs are also flourishing, and entry into the communication market is easier that it has ever been in human history.

(2) John C. Merrill:

The new trend toward globalism, toward big media companies expanding worldwide, is an unhealthy trend. There is no evidence of benefits to people, or to freedom of expression (within the countries receiving messages.) Small local and national media are squeezed out of existence by the big companies (just as the mom-and-pop stores are killed by a Wal-Mart coming into the community). National values are endangered by the increased alien cultural material, especially advertising and entertainment of a sensational, vulgar nature.

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