

# 銘傳大學九十一學年度傳播管理研究所碩士班招生考試

## 第一節

### 傳播理論 試題

1. Explanation (20%)
  - a. Media technological determinism
  - b. Birmingham School
2. Please read the paragraphs below and answer the question (20%):

The principle of equality has to be translated into more specific meanings when it is applied to the mass media. As a principle, it underlies several of the normative expectations which have already been referred to. In relation to communication and political power, equality requires that no special favor be given to power-holders and that access to media should be given to contenders for office and, in general, to oppositional or deviant opinions, perspectives or claims. In relation to business clients of the media, equality requires that all legitimate advertisers be treated on the same basis (the same rates and conditions). Equality implies, in such matters, that the normal principles of the market should operate freely and fairly.

Equality support policies of universal provision in broadcasting and telecommunication and of sharing out the costs of basic services. Equality will support the expectation of fair access, on equivalent terms, for alternative voices that meet relevant criteria. In short, equality calls for an absence of discrimination or bias in the amount and kind of access available to senders or receivers, as far as is practicable.

**Question: Do you think that media equality exists 'in the Taiwanese media environment'? Why? According to any theories?**

3. What is the Columbia School? What is the Yale School? Please compare the two Schools, and describe their similar and different points or perspectives and their contributions on the future communication studies (20%).
4. What is "identity"? What is "modernity"? What is 'postmodern'? What is "globalization"? Is any relationship among them? Why? (20%)
5. Please read the paragraph below and answer the question (20%):

In general, because units of the same medium sector are more readily substitutable than between media, the focus of attention is often directed at inter-media competition (such as of one newspaper with another in the same

market, geographically or otherwise denned). This is where concentration has most tended to develop, within the same medium sector (this may also in part be the result of public policies to limit 'cross-media' monopoly). In general, media concentration has been distinguished according to whether it is 'horizontal' or 'vertical'.

**Question: Please analyze the phenomenon of the horizontal and vertical concentrations in the ecology of the Taiwanese media. Is there any influence of the horizontal and vertical integration on different media industries in Taiwan? What are the influences?**

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