

# 銘傳大學九十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

- 一． 請分別從 1). 文化角度及 2). 產業角度，探討好萊塢、日本和韓國等境外影視節目，在台灣的流行現象(25%)。
- 二． 探討資訊、電信和媒體的 convergence，并分析 WTO 對國際媒體市場的影響(25%)。
- 三． 從新聞編採流程、新聞報導形式及讀者閱讀行為三個不同角度，探討網路電子報與報紙的差異(25%)。
- 四． 分別說明如下 A 與 B 兩篇文章的主張，並進一步學出具體例證，探討 A 與 B 的觀點(25%)。

#### A.

A profession is defined most narrowly as requiring 'specialized knowledge and long, intensive preparation' and involving 'rendering a public service'. Whether journalism was a profession when it began, it has evolved (as medicine or law did) into one and deserves recognition as such. Journalism render a public service by preserving the free flow of information. Even by the dated criteria suggested by Merrill, journalism possesses the objectivity, expertise, and organizational characteristics of a profession. A discrete substantive body of knowledge is required, in the sense that there is an expectation that journalists are broadly educated and there is a standard curriculum in the journalism schools. A uniform perspective of practitioners is not necessary for a field to be considered a profession; many doctors and lawyers possess differing conceptions of their tasks. Sociological quibblers might find distinctions that could put any profession outside a purist definition, but for all practical purposes journalism is a profession.

#### B.

Journalism is a vocation, an occupation, a craft, or something --but not a profession. It is a calling that is open to all, regardless of education. There are no entrance requirements, no discrete body of knowledge, no elite inner group to 'de-press' wayward members, no code of ethics, and no licensing system for journalists. Naturally, journalism resembles a profession in some ways, but it is

not yet there. *Harper's* editor Lewis Lapham was right to view the trend toward professionalization with alarm. He said that the more the press becomes a profession, the more it will discourage eccentricity and innovation, and the more it would encourage the promotion of second-rate people. Certainly journalism as a profession would shrink pluralism and cause journalists to think less of the public. Journalists to think less of the public interest and more of their own interest.

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