

傳播理論試題

(限用答案本作答)

一、請論述下列概念：(25%)

1. uncertainty reduction theory
2. information-seeking strategies
3. predicted outcome value theory
4. exploratory affective exchange
5. second-order cultivation effects

二、請探討 Uses and Gratifications and Effects Approach, Reception Studies 以及 Frame Analysis 等各種閱聽眾理論，分析當前媒介及其工作者如何與閱聽眾互動。(25%)

三、傳播學界近年對傳播理論做為一個學術領域見解紛陳，Denis McQuail 提出哪四個經典的大眾傳播理論類型？而 Robert T. Craig 提出傳播理論七個基本的研究傳統途徑，亦樹立新的里程碑。請分別闡述四個大眾傳播理論類型與傳播理論七個傳統途徑，其內涵為何？並予以評論之。(25%)

本試題係兩面印刷

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四、請依據下文探討其內涵並予評論。(25%)

Key Ideas of the Sociocultural Tradition

This tradition focuses on patterns of interaction between people rather than on individual characteristics or mental models. Interaction is the process and site in which meanings, roles, rules, and cultural values are worked out. Although individuals do process information cognitively, this tradition is much less interested in the individual level of communication. Instead, researchers in this tradition want to understand ways in which people *together* create the realities of their social groups, organizations, and cultures. Indeed, the categories used by individuals to process information are socially created in communication.

Clearly, then, this tradition is very interested in the processes of communication that occur in actual situations. Although this tradition has been largely responsible for outlining the aspects of relationships, groups, and cultures created in social interaction, the processes that generate these outcomes are the focus of this tradition.

There is a healthy skepticism within this movement about discovery methods of research. These theories tend to subscribe to the idea that reality is constructed by language, so whatever is "discovered" must be heavily influenced by the interaction patterns of the research protocol itself. Thus, within the sociocultural approach,

knowledge is highly interpretive and constructed.

Furthermore, these theories tend to be interested in how meaning is created in social interaction. The meaning of words within actual social situations assumes high importance. Behavioral patterns in interaction in real time are also interesting to sociocultural researchers, and these researchers are always interested in what is getting made by these patterns of interaction.

Many sociocultural theories also focus on how identities are established through interaction in social groups and cultures. Identity becomes a fusion of our selves as individuals within social roles, as members of communities, and as cultural beings. Sociocultural scholars thus focus on how identity is negotiated from one situation to another. Culture is also seen as a significant part of what gets made in social interaction. In turn, culture forms a context for action and interpretation in communication situations. Because communication is something that happens *between* people, the community assumes tremendous importance to many of these theories.

Context is explicitly identified within this tradition as crucial to the forms of communication and meanings that occur. Symbols, already important in any interaction, assume different meanings, as communicators move from situation to situation. The symbols and meanings important to particular social groups and cultures are fascinating to sociocultural researchers.

Because of the importance of culture and context, then, sociocultural work is generally, though not always, holistic. Researchers in this tradition may focus on a small aspect of the whole situation in a particular study, but they fully recognize the importance of the whole situation to what happens on a microlevel.