

考試別：外交人員考試
等 別：三等考試
類科組別：外交領事人員類科英文組二
科 目：國際傳播（以英文命題及作答）
考試時間：2 小時

座號：_____

※注意：禁止使用電子計算器。

甲、申論題部分：（75 分）

- (一)請以英文作答，不必抄題，作答時請將試題題號及答案依照順序寫在申論試卷上，於本試題上作答者，不予計分。
(二)請以藍、黑色鋼筆或原子筆在申論試卷上作答。

- 一、In accounting for the dynamics of current international communication, what are the explanatory frameworks provided by the World System Theory and Cultural Globalization Theories? What are their limitations?(25%)
- 二、In the recent rise of streaming services, the traditional film industry has been seriously impacted. How has the popularity of Netflix challenged the Hollywood's global dominance in the (1)production and (2)distribution of the audio-visual products?(25%)
- 三、Based on the source and nature of information, international political propaganda can be divided into three types: white, grey and black propaganda. Please explain their differences and illustrate with examples.(25%)

乙、測驗題部分：（25 分）

代號：4109

- (一)本試題為單一選擇題，請選出一個正確或最適當答案。
(二)共 20 題，每題 1.25 分，須用 2B 鉛筆在試卡上依題號清楚劃記，於本試題或申論試卷上作答者，不予計分。

- 1 Which of the following is among the five countries that coordinated the evacuation operation of the Jewish Ukrainians?
(A) Austria. (B) Hungary. (C) Poland. (D) Czech Republic.
- 2 Which of the following countries led the way of proposing the principle of “cultural exception,” asserting that culture is not a commodity and, therefore, should not be included as a category of free trade in the GATT Uruguay Round of trade negotiation before WTO was formed?
(A) Denmark. (B) South Korea. (C) Italy. (D) France.
- 3 The world renowned communication scholar Harold Lasswell argued that there are three key factors to winning a modern war. In addition to staging a war and blocking the economy, which of the following is the other one?
(A) Propagandizing. (B) Bluffing. (C) Threatening. (D) Colonizing.
- 4 News about Taiwan seldom made international headlines, yet Taiwan's “salmon chaos” and “Taroko train derailment” in 2021 have received intensive coverage by the foreign press. Which of the following terminologies of international communication best captures the circumstance?
(A) Unbalanced news flow. (B) News value.
(C) News image. (D) News framing.

- 5 Which of the following concepts was proposed by Japanese scholar Koichi Iwabuchi to modify the theoretical perspectives of cultural proximity?
- (A) Cultural hybridity. (B) Becoming culturally proximate.
(C) Cultural discount. (D) Cultural resonance.
- 6 British sociologist Anthony Giddens argued that globalization is one of the outcomes of modernity, and he proposed four highly interrelated dimensions of globalization. Which of the following is NOT included?
- (A) World military order. (B) International division of labor.
(C) Social relations governance. (D) Nation-state system.
- 7 Which of the following statements about public diplomacy is NOT correct?
- (A) The goal of long-term public diplomacy is to increase support in the international community to achieve the success of singular political advocacy.
(B) For the government, one of the goals of public diplomacy is that its foreign policy wins support from its people.
(C) When public diplomacy is promoted, being labeled as propaganda should be avoided at all costs so that negative impressions would not happen.
(D) The main argument of American public diplomacy during the Cold War was to convince the European people that the American system of democracy and capitalism is superior to the Soviet political system.
- 8 In the era of digital convergence, social media platforms contribute to effective international communication. Which of the following statements is NOT correct regarding Australian government's request for platform operators to pay for journalism?
- (A) Australia has passed "Platform Fairness Payment Bill." The bill mandates that digital platform operators such as Facebook and Google should remunerate journalism for the contents they produced.
(B) Google and major Australian media companies have reached a cooperation agreement on payment.
(C) Facebook once blocked Australian users from viewing or sharing Australian news contents on the platform, including those from outside the country.
(D) During the time when Facebook blocked Australian news, non-news pages run by government agencies and charity organizations were also blocked by mistake.
- 9 How did Al Jazeera enter the US TV market when it was officially launched in 2013?
- (A) By becoming a cable system operator. (B) By acquiring an existing US cable channel.
(C) By setting up a satellite channel. (D) By providing live streaming over the Internet.
- 10 Which of the following incidents led to the establishment of the Independent Media Center (IMC) aiming to facilitate an international digital platform for citizen journalism?
- (A) The Seattle WTO protests in 1999.
(B) The Jasmine Revolution in 2011.
(C) The protests against the IMF in Washington DC in 2005.
(D) The Yellow Vests Movement in France in 2018.
- 11 Which of the following international organizations proposed "Universal Declaration on Cultural Diversity"?
- (A) European Union (EU).
(B) United Nations Educational, Scientific and Cultural Organization (UNESCO).
(C) World Trade Organization (WTO).
(D) World Intellectual Property Organization (WIPO).

- 12 Which of the following statements about the prevalence of SVOD (subscription video on demand) and OTT (over-the-top services) is NOT correct?
- (A) SVOD and OTT provide accurate recommendation mechanisms, enabling viewers to access their favored content.
- (B) According to the theory of audience commodity, SVOD and OTT are free of advertising. Therefore, the audience can refrain from labor exploitation.
- (C) The accuracy of the recommendation mechanisms provided by SVOD and OTT relies on the collection of a huge data produced by the users' digital footprint.
- (D) SVOD and OTT service providers entrust data analytics companies to collect the data of social media discussion as the basis for production and programming.
- 13 Which of the following terms is used by British sociologist Alan Bryman (2004) for criticizing the global commercial transformation of commodities or environments into something excessively simplified, tightly controlled, and heavily reliant on emotional labor?
- (A) McDonaldisation. (B) Fordism. (C) Disneyization. (D) Starbuckization.
- 14 Governments are frequently expected to legislate laws to address the social issues of the Internet. Which of the following social issues was addressed by the U.S. Communications Decency Act of 1996?
- (A) Cyberbullying. (B) Privacy infringement.
- (C) Copyright. (D) Internet Pornography.
- 15 Which of the following countries held a referendum in March 2018 to decide whether or not the mandatory license fee for public broadcasters should be abolished?
- (A) Finland. (B) Switzerland. (C) Belgium. (D) The Netherlands.
- 16 Agence Havas, formally founded in 1835, is the predecessor of which of the following news agencies?
- (A) Reuters. (B) L'Agence France-Presse.
- (C) Associated Press. (D) United Press International.
- 17 What does the term "issue monitoring" in public diplomacy refer to?
- (A) Specific issues are aimed at and their development is tracked.
- (B) The breakout time of an issue is confirmed.
- (C) Various international news databases are subscribed to.
- (D) Protests are issued officially against unfair media.
- 18 Which of the following roles that global media play in determining the diplomatic strategies can be identified as the "CNN effect"?
- (A) The controlling role. (B) The constraining role.
- (C) The intervening role. (D) The instrumental role.
- 19 James Grunig and Todd Hunt have developed a theory of four models of public relations. Which of the following statements is correct when we apply these four models to public diplomacy?
- (A) The press agent/publicity model promises to disseminate the most accurate content.
- (B) The public information model is aimed at conveying information, rather than attempting to persuade.
- (C) The two-way asymmetric model is targeted at increasing mutual recognition and understanding, with reciprocity benefiting both parties.
- (D) The two-way symmetric model resorts to means or strategies undisclosed to the public in order to be persuasive.
- 20 Which of the following is the major impact brought by the advancement of Internet technologies on the process and the condition of foreign policy?
- (A) Internet technologies have created echo chambers where diplomats can monopolize or control diplomatic agendas.
- (B) Internet technologies have contributed to faster information in lesser time; accordingly, diplomats need to filter, analyze, and respond to information within the shortest period of time.
- (C) The advance of Internet technologies has reduced both the amount and the source of information.
- (D) Internet technologies have reduced the target subjects of diplomatic work.