

考 試 科 目	國際傳播議題分析 51413	所 別	國際傳播英語碩士學位學 程	考 試 時 間	2 月 27 日 (六) 第 三 節
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- As the migration crisis overwhelms Europe, the images of a drowned Syrian toddler in early September 2015 crystallized Syrian desperation and astonished the world. What are the major points that you would highlight if you were asked to write a journalistic report about the Syrian refugee issue? (25%)
- Please choose TWO of the following concepts/issues and explain how they are related to the above-mentioned incident. (25%)
 - Multiculturalism
 - transnationalism
 - globalization
 - cross-cultural communication
 - cultural representation of identity
 - human rights
 - children's safety



備 註	一、作答於試題上者，不予計分。 二、試題請隨卷繳交。
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3. Recently, a Taiwanese singer Chou Tzu-yu (周子瑜) was accused of supporting the pro-Taiwan independence position by Michael Huang (黃安) because she waved a ROC flag in a music video. Chou later apologized on Youtube and made the following statements: "There is only one China. The cross-straits territories are one in the same, and I am proud to consider myself thoroughly Chinese." This incident was believed to have driven some voters to the polls. Please explain (1) why this incident triggered so much buzz among the general public? Do you think the public sentiments are related to the international nature of this issue? (2) How would you deal with the crisis if you were the manager of the group? Why do you think your strategy work? (24%)

4. Assume you are hired by a foreign media to write a news report about the presidential election in Taiwan taking place on Jan. 16, 2016. Please (1) write a 3-paragraph news article about the election (14%) and (2) explain who the potential audience is that you are writing for and why you organize your article as such? (6%)

5. Please briefly explain the following concepts about international communication. (1) News syndication, and (2) cultural hegemony. (6%)

備註

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