

考 試 科 目	國際傳播議題分析	所 別	國際傳播英語碩士學程	考 試 時 間	3 月 15 日 星期日	第 3 節
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Answer a total of 4 questions.

Answer any 2 from Questions 1 to 3. (50%)

1. All nations wish to have positive images abroad. In your understanding, what contribute to Taiwan's favorable international images and what contribute to Taiwan's unfavorable international images? (25%)
2. What does Thomas Friedman mean by "The world is flat"? Do you agree with him? What roles do media technologies play in global communication? Please elaborate. (25%)
3. Why do Canadian scholar Marshall McLuhan's books like *The Mechanical Bride* (1951), *The Gutenberg Galaxy: The Making of the Typographic Man* (1961) and *Understanding Media: The Extensions of Man* (1964), etc., published in the fifties or sixties, continue to interest or inspire media scholars and media professionals even in today's increasingly globalized world? Please elaborate. (25%)

Answer any 2 from Questions 4 to 6. (50%)

4. In December 2008, an Iraqi reporter threw his shoes at US President George W. Bush during a press conference in Iraq. When China's Prime Minister Wen Jiabao was giving a speech at the University of Cambridge in February 2009, a German graduate student also threw shoes at him as a protest. Compare these two "show throwing" incidents in terms of their respective impacts on images of President Bush and Prime Minister Wen as well as on images of the U.S. and China? (25%)
5. In September 2008, China's San Lu Milk Powder (三鹿奶粉) was found to have been contaminated by melamine. As a result, some babies died while many others had kidney stones. In what ways do you think this scandal, or food poisoning in general, can be regarded as an international communication issue? (25%)
6. Taiwan hopes to use four years to promote with the United Nations Educational, Scientific and Cultural Organization to have listed as cultural heritage the traditional Chinese characters (or non-simplified Han characters). Please discuss the favorable and unfavorable factors that may contribute to this drive's success in the suggested time frame. (25%)

備 考 試 題 隨 卷 繳 交

命 題 委 員 :

(簽 章)

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