

考試科目	國際傳播議題分析	514 所別	國際傳播英語	考試時間	3月18日 星期日	第3節
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國立政治大學圖書館

1. In your view, what has been the most important development in media communication since the early 1990s, and how has this development influenced communication across national borders? Can you give some evidence to support your argument? (25%)

2. Please choose 2 from the following list of names and terms, write down what you know about them, and explain how they relate to international communication (25%):
 - a. Herbert I. Schiller
 - b. Orientalism
 - c. Digital Divide
 - d. Rupert Murdoch

3. Following the September 11, 2001 al-Qaeda attack on the World Trade Center Twin Towers in New York, the United States has stepped up her efforts on international communication as part of her global anti-terrorist strategies. Why has the United States been doing this? In your opinion, do you think the U.S. has succeeded in improving her images abroad? If yes, in what areas or ways? If not, why not? What advice would you have for President George W. Bush, Jr.? (25%)

4. Internet is seen as the new media technology that has been restructuring the world. What implications does it have for international communication and for world leaders and multi-national corporation CEO's? (25%)