

慈濟大學 97 學年度  
研究所碩士班招生考試命題紙

科目：傳播理論

共2頁

第一部份：

請閱讀以下原文後，寫下其大意（不必逐句翻譯）（50分）

What do we mean by public journalism? Like most everything else about public journalism, its definition has been a point of contention throughout this literature. The most explanatory (and ideologically neutral) definition we could find was offered by Edmund B. Lambeth of the University of Missouri in 1998: public journalism is a form of journalism that seeks to

1. Listen systematically to the stories and ideas of citizens even while protecting its freedom to choose what to cover
2. Examine alternative ways to frame stories on important community issues
3. Choose frames that stand the best chance to stimulate citizen deliberation and build public understanding of issues
4. Take the initiative to report on major public problems in a way that advances public knowledge of possible solutions and the values served by alternative courses of action
5. Pay continuing and systematic attention to how well and how credibly it is communicating with the public

### Journalism and Democracy

A source of great curiosity (and some envy and frustration) for scholars is that public journalism was not born on a university campus. It started as an experiment at a newspaper, which led to a similar experiment at another newspaper, and it simply caught on—without a manifesto, without any list of principles, with nary a mission statement. Even the movement's leading intellectual, Jay Rosen of New York University, has stated on numerous occasions that public journalism is a "work in progress" whose meaning is continually negotiated and revised by the journalists doing it. Regardless of its purportedly humble intellectual beginnings, however, a body of work has emerged that explores the movement's more abstract goals and even traces its philosophical roots.

Several contemporary writers have drawn on the stark differences in two perspectives on democracy that were discussed in the 1920s. Walter Lippmann saw an evolution in American society whereby its democracy would now work best under the management of public-spirited, well-educated elites, which included well-educated journalists. Society had simply become too complex and its scale too broad for the classic direct-democracy model to be viable. Citizens are too busy, too ignorant, or too overwhelmed with information to participate actively in democratic processes, so they must rely on the media to decide what they need to know to vote wisely. The citizens' principal democratic activity, in the Lippmann conception, was to vote. The principal constraint on the elites' abuse of power would be the "hot glare of publicity" that journalists would create, and voters would react at the polls.

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John Dewey responded to Lippmann with another conception: that citizens were capable of participating in the public life with more than just voting—and that they were obligated to do so. Rather than delegating the process of deliberation to officials and lobbyists, citizens ought to participate in the important, but often unorganized and difficult, deliberation themselves.

It was Lippmann's, not Dewey's, view that became part of the underlying philosophy of journalism education for most of the twentieth century. Journalism had evolved from the overtly partisan press of the mid nineteenth century to the entertaining, circulation-hungry mass media of the late nineteenth century, and then to the business that aspired to professionalism (especially in its new respect for scientific objectivity) in the early-twentieth century. To supply future generations with this new breed of professional, journalism programs emerged at dozens of universities. Lippmann's conception of journalism, that of the trusted expert dispensing selected information, predominated.

第二部分：申論題（以下兩題，任擇一題作答）（50分）

甲、 麥克魯漢 (Marshall McLuhan) 曾主張“媒介即訊息”(The Medium is the message), 首先, 請解釋這項論述的意旨; 其次, 再依據這個觀點詮釋新的媒介科技 (例如: 網際網路、手機、iPod...等) 對於傳播模式、閱聽人行為乃至於傳播研究產生那些影響?

乙、 請針對當今傳播現象擬定一份研究計畫, 內容包括:

(一) 研究題目

(二) 導論 (解釋這個題目為何重要)

(三) 理論 (介紹這項研究使用的理論或觀點)

(四) 方法 (介紹這項研究使用的方法及步驟)

(五) 可能結論及討論 (期待獲得什麼結論, 有何優缺點, 研究有何限制)

(二) 至 (五)項, 每項以二百到三百字的篇幅為原則。