

考試科目	國際傳播議題分析	系別	國際傳播英語碩士學位學程 (IMICS)	考試時間	2 月 23 日(六) 第 3 節
<p>1. The <i>Newsweek</i> magazine ended its print edition on Dec. 31, 2012. (1) Could you discuss the reasons and the implications for this move? (2) Could you discuss, from a macro perspective, how the Internet has affected traditional news-making? (3) If you are the chief editor of a print newspaper or magazine, what would you do in response to the challenges posted by the digitization trend? (30%)</p> <p>2. The mainland Chinese government has faced serious transportation problems during the lunar New Year holidays, known as Chunyun or Spring Festival rush. In order to alleviate the problem, the Chinese government has adopted various measures, including opening the Internet for ticket purchasing. However, some labors with lower socio-economic status still suffer from long queues at the train station due to their lack of computer skills. (1) What theoretical concept can be used to describe such a phenomenon? Please explain this theoretical concept. (2) Could you come up with an example that is similar to the problem mentioned above? (3) Could you make any suggestions about how to solve the problem? (not the transportation problem). (30%)</p> <p>3. Please briefly explain the following events/ issues/ concepts. Please be reminded that don't just define the terms. (40% total, each 8%)</p> <ul style="list-style-type: none"> A. UN Climate Change Conference at Doha, Qatar B. Protect IP Act (PIPA) C. Digital Millennium Copyright Act (DMCA) D. Linsanity E. American beef import controversy 					
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