

考試科目	國際傳播議題 分析	所別	國際傳播英語碩士 學位學程 5141	考試時間	2月22日(六) 第三節
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1. 25%

In 2007, a Swedish newspaper published a cartoon which constructed a negative image of the Islamic prophet Muhammad. The cartoon shows the head of the prophet on the body of a dog standing at a traffic roundabout. This then led to a series of protests among Muslim communities around the world. From Iran, Turkey, Bangladesh to Pakistan, governments and religious organizations from the Islamic world reacted strongly to the publication and further dissemination of this image.

Please choose TWO of the following concepts and explain how they relate to this event.

- (a) Multiculturalism
- (b) Transnationalism
- (d) Globalization
- (d) Orientalism
- (e) Occidentalism
- (f) Cross-cultural communication
- (g) Freedom of expression

2. Thailand is now facing the biggest civil protest since the deadly political unrest in 2010. Please (1) briefly explain what the protest is about and (2) discuss how media in Taiwan have covered the issue, including the characteristics of coverage, strength, and weakness (20%).

3. Many media organizations nowadays are controlled by global conglomerates. Please discuss the consequence of such concentration of ownership, both in terms of media products and culture (15%). If you are to launch a media outlet, which aims to promote domestic culture in Taiwan, how would you position your company to minimize the influence of conglomerates? Try to base your arguments on evidence or theories. How may the Internet/new media technologies be of help to you (15%)?

備註 試題隨卷繳交

考試科目	國際傳播議題分析	所別	國際傳播英語碩士學位 學程 541	考試時間	2 月 22 日 (六) 第三節
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4. 25%

Some theorists have suggested that non-Americans are now living in a time of Americanization. Local cultures become homogeneous across the world because consumers around the globe largely rely on the products of the U.S. cultural industries.

Do you agree with this argument? Provide examples to support your answer.



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試題隨卷繳交