

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	3月7日(日)第3節
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Please answer any four of the five questions:

1. The British public broadcaster BBC has released the following news report on Jan. 13:

Internet giant Google has said it may end its operations in China following a "sophisticated and targeted" cyber attack originating from the country.

It did not accuse Beijing directly, but said it was no longer willing to censor its Chinese search engine - google.cn.

This could result in closing the site, and its Chinese offices, Google said.

Chinese rival Baidu called the move "hypocritical" and financially driven. In US trade on Wednesday Baidu's shares were up 13%, and Google's down 0.57%.

Google said the e-mail accounts of Chinese human rights activists were the primary target of the attack, which occurred in December.

How would you approach the issue if you were asked to write a paper for a course on international communication? Please list the major points that you would highlight, and explain why.

2. Some films and television programs are highly successful at home yet fail miserably elsewhere. Please give an example and explain why.

3. Many books deal with issues on international communication and global media; which one impresses you most? List two of the major arguments that the author (s) have made in the book and explain why you find them particularly convincing.

4. A few months ago Taiwan reversed a food safety law to ban some US beef imports, straining trade relations with its largest trade partner. What role did Taiwan media play in this event? Do you think they have helped to clarify important issues or made things worse, and why?

5. In one sentence please explain the following:

- digital divide
- Orientalism
- AOL Time Warner
- Herbert I. Schiller