

※ 注意：請於試卷上「非選擇題作答區」內依序作答，並應註明作答之大題及其題號。

一、中文能力 50%

1. 何謂媒體數位轉型？請定義媒體數位轉型並且舉出實例說明之。而近日，公共電視董事長胡元輝最近提出公廣集團未來願景與數位轉型工作，指出公廣集團在當代媒體收視環境的角色與任務，請你就目前公共與商業媒體所面對的數位環境，透過你所學的理论觀點，分析指出目前公共與商業媒體所面對的挑戰與困境為何？以及提出公共與商業媒體在目前變動環境中，可能的數位轉型的發展方式？（30%）
2. 近期台灣國際影音串流平台／頻道 TaiwanPlus 正式成立與開播，請從國際傳播的角度思考台灣發展國際傳播頻道的意義、策略與發展方向？並反思、分析長期以來國際傳播的問題有哪些？（20%）

二、英文能力 50%

1. Short Writing (30%)

Instructions: In your opinion, what are the similarities and differences in the story telling narratives between journalists and Youtubers?

2. Translations (20%)

Instructions: Please translate the following passage into Chinese.

The United States should organize a diplomatic campaign among partner nations to push back against China's increasingly forceful efforts to shut Taiwan out of United Nations agencies and other international organizations, according to a new report.

The report from the German Marshall Fund of the United States recommends that U.S. officials go on the offensive against China's pervasive presence across top ranks of the United Nations and its "growing coercive and corrupting influence as well as its efforts to promote and legitimize its agenda across the U.N. system."

Among other things, the United States should carry out "a sustained effort to lobby against the appointments and elections" of Chinese officials in high positions in U.N. agencies, the authors wrote. The New York Times saw a final draft of the report before its scheduled release on Thursday.

The assessment comes as concerns that the Chinese Communist Party might take measures against Taiwan and its 23 million people have grown in Washington and Taipei because of the invasion of Ukraine by President Vladimir V. Putin of Russia.

p.s. The above passage is an excerpt from a news article written by Edward W. and Amy Q. (2022, March 24), China's Push to Isolate Taiwan Demands U.S. Action, Report Says, *New York Times*.