

1. 解釋名詞 (選擇以下其中 5 個名詞，並說明) (每題 5%，共 25%)

- addressee
- code
- elaborated code
- interpellation
- message
- paradigm
- preferred reading
- framing effect
- spiral of silence
- context

2. 我們都有曾被媒體報導所說服。請舉一個實例，從傳播學討論的觀點，來分析說明你自己被媒體報導說服的經驗？(字數限制：600 字；25%)

3. 符號學的分析，如何分成三層意義的解讀？試舉一例說明。(字數限制：600 字；25%)

4. 下述內容摘錄自一則英文新聞，請翻譯。(25%)

#### MOBILE INTERNET SPEEDS DIFFER WIDELY ON ISLAND

The third-generation (3G) mobile Internet access speed in the metropolitan city of Taipei is twice the speed of Taitung's, prompting the Consumers' Foundation (CF) to call for the Cabinet-level National Communications Commission (NCC) to request telecom service providers to improve the speed gap to be fair to consumers in remote areas, according to CF officials.

CF officials issued the statement after releasing an analytical report on the 3G mobile Internet connection speeds in different areas of Taiwan at a press conference held yesterday morning, citing a survey conducted by the electrical engineering department of the National Taiwan University.

The NTU electrical engineering department completed tests of as many as 100,000 3G mobile Internet connections from Aug. 15, 2011 to May 28, 2012, finding that the average of mobile Internet download service speeds recorded by local telecom firms reached only 1.26 megabytes per second (mbps), and that it would take 63 seconds to download a 10 MB film.

But what's more serious is the speed gap between urban and rural areas. The NTU survey showed that northern Taiwan had the highest average download speed at 1.35 mbps, compared to 1.27 mbps in central Taiwan, 1.20 mbps in southern Taiwan and only 0.97 mbps in eastern Taiwan.

A further breakdown indicated that Taipei City had the fastest average 3G mobile Internet download speed of 1.6 mbps, double the corresponding speed of 0.8 mbps in the eastern county of Taitung.