

110年公務人員特種考試外交領事人員及 外交行政人員、民航人員及原住民族考試試題

考試別：外交人員考試

等別：三等考試

類科組別：外交領事人員類科英文組二

科目：國際傳播（以英文命題及作答）

考試時間：2小時

座號：_____

※注意：禁止使用電子計算器。

甲、申論題部分：（75分）

(一)請以英文作答，不必抄題，作答時請將試題題號及答案依照順序寫在申論試卷上，於本試題上作答者，不予計分。

(二)請以藍、黑色鋼筆或原子筆在申論試卷上作答。

一、Please provide examples to explain the difference between “information” and “intelligence.” (5%) What kind of changes did the “information revolution” bring about to international communication? (10%) How did it cast impacts to the international relations? (10%)

二、What does it mean by “media imperialism”? (5%) What was the background of it? (10%) How has it impacted national sovereignty and international relations? (10%)

三、Please explain the terms “public diplomacy” and “national branding.” (10%) How does the public diplomacy help to build up national branding? (15%)

乙、測驗題部分：（25分）

代號：4110

(一)本測驗試題為單一選擇題，請選出一個正確或最適當的答案，複選作答者，該題不予計分。

(二)共20題，每題1.25分，須用2B鉛筆在試卡上依題號清楚劃記，於本試題或申論試卷上作答者，不予計分。

- 1 Which of the following scholars published the book *Mass Communications and American Empire* in 1969, in which he argues that the global expansion of the American communication industry results in the loss of cultural sovereignty of the developing countries?
(A) Daniel Lerner. (B) Herbert Schiller. (C) John Tomlinson. (D) Immanuel Wallerstein.
- 2 Which of the following statements about the domestication of news is correct?
(A) It is usually used in reporting criminal cases.
(B) It is a public diplomacy means to evoke the empathy of audiences in other countries.
(C) It is a process in which journalists construct the relationships between foreign incidents and local audiences.
(D) It refers to the socialization process of news workers.
- 3 Which of the following statements with regard to Al Jazeera, an international Arabic news channel based in Doha, Qatar is correct?
(A) It offers pan-Arabic viewpoints different from those offered by Western media.
(B) The news is subject to the direction by the radical religious groups in the Arab world.
(C) It does not have a Chinese website.
(D) Its programs or reports do not touch upon the taboo issues in the Islamic world.

- 4 Which of the following statements with regard to the digital divide among countries is correct?
- (A) The problem caused by the digital divide is the least obvious in Africa.
 - (B) The digital development of the countries with poor economic conditions has been apparently marginalized.
 - (C) There is no international discussion about or even action on the solution to the problem caused by the digital divide.
 - (D) The digital divide is not the focus of transnational governance, thus posing no threat.
- 5 Based on the World System Theory, which of the following statements about international information flows is correct?
- (A) News information flows are more symmetric between two power-parallel nations.
 - (B) News information would never flow between two power-nonparallel nations.
 - (C) News information would flow between two power-nonparallel nations only if they become power-parallel.
 - (D) News information would flow across the national boundaries at ease and without restrictions.
- 6 Which of the following schools of thought believes that emerging countries should emulate the Western modernization and ways of life, and it encourages and supports the emerging countries to construct their media infrastructures?
- (A) Globalization.
 - (B) Cultural imperialism.
 - (C) Development communication.
 - (D) World system theories.
- 7 The film production hub in which of the following countries is known as “Wellywood”?
- (A) India.
 - (B) The United Kingdom.
 - (C) Canada.
 - (D) New Zealand.
- 8 Which of the following international events in the 1990s established CNN its crucial status in the international news flow by the provision of a huge amount of real-time coverage?
- (A) The disintegration of the Soviet Union.
 - (B) The Gulf War.
 - (C) The reunion of East and West Germany.
 - (D) The Northern Irish guerrilla warfare.
- 9 According to the 2021 World Press Freedom Index, how many countries in the world where freedom of speech in the media is partly or completely restricted?
- (A) 50-70.
 - (B) Less than 50.
 - (C) More than 100.
 - (D) 70-100.
- 10 Which of the following statements about the U.S. Freedom of Information Act is correct?
- (A) Non-U.S. citizens or entities can also make a request.
 - (B) It can be applied not only to the journalists.
 - (C) It mandates that an agency under request should fully disclose its previously withheld or concealed information.
 - (D) It preempts no excuses from this federal law.
- 11 Social media platforms are an emerging international media. Which of the following statements about social media platforms is NOT correct?
- (A) Twitter removed 150,000 accounts that touted People’s Republic of China in June 2020 for being highly involved in disinformation dissemination.
 - (B) Former U.S. President Trump was suspended or blocked by Twitter, Facebook, and YouTube for his improper speech.
 - (C) In early 2021, YouTube removed nearly 3,000 accounts on account of sending error messages by the users.
 - (D) Facebook has set up the Oversight Board, which can suspend users’ accounts, in order to deal with content disputes.

- 12 When was the Satellite Broadcasting Law that legalized overseas satellite channels in Taiwan enacted?
(A) 1991. (B) 1992. (C) 1996. (D) 1999.
- 13 Which of the following policies proclaimed by the Federal Communications Commission (FCC) in 1972 that allowed non-governmental organizations to apply for the satellite orbit, and consequently ended the monopolization of satellite by governments?
(A) Free Satellite. (B) Open Sky.
(C) Sky Deregulated. (D) Project Allocation of Satellite Orbit.
- 14 Which of the following media is the first online media awarded The Pulitzer Prize?
(A) Pro Publica. (B) OhmyNews. (C) iReport. (D) Wikileaks.
- 15 The headquarter of “La Nueva Televisora del Sur” (teleSUR), a Latin American television network established in 2005, is located in which of the following countries?
(A) Cuba. (B) Chile. (C) Argentina. (D) Venezuela.
- 16 Which of the following statements about the Creative Cities Network, an international project launched in 2004, is correct?
(A) It has a great influence on the promotion of cultural diversity and creative industries.
(B) It mainly assists cities in powerful nations to construct mainstream culture and to carry out large-scale cultural export.
(C) It is a project launched by the European Union.
(D) It is resourceful in funding rather than experience sharing.
- 17 Which of the following statements about public diplomacy and traditional diplomacy is correct?
(A) The key role of public diplomacy is the state; the key role of traditional diplomacy is the people.
(B) Public diplomacy aims at shaping preferences; traditional diplomacy aims at imposing ideas.
(C) Public diplomacy derives its power from coercion; traditional diplomacy derives its power from attraction.
(D) Public diplomacy is maintained through propaganda; traditional diplomacy is maintained through partnership.
- 18 “In the process of propaganda, the source of information can be clearly identified and the messages are also reasonably close to the truth. Nevertheless, the result of the propaganda tends to favor the sender.” What kind of propaganda does this description refer to?
(A) Colorless propaganda. (B) White propaganda.
(C) Gray propaganda. (D) Black propaganda.
- 19 Which of the following statements CANNOT be considered as public diplomacy?
(A) Taiwan’s government advocated the East China Sea Peace Initiative to help various countries understand Taiwan’s determination to participate in the international community.
(B) Taiwan’s government promulgated “Taiwan Can Help” during the COVID-19 pandemic, and provided medical aid to the international community.
(C) Taipei organized the 2017 FISU World University Games and hosted athletes from all over the world.
(D) Taiwan Fact Check Center investigated fake news circulation during the COVID-19 pandemic.
- 20 The roles of international news organizations and noted journalists become prominent in international politics and diplomatic affairs. Given this, the concept of “media-broker diplomacy” is derived. Which of the following practices does NOT characterize the term?
(A) Holding a spectacular live media event under the instruction of the authority.
(B) Engaging actively in mediation between the counterparts.
(C) Bridging rivals by organizing a forum for in-person discussions on any dividing issues.
(D) Avoiding detail revelation of the ongoing international negotiations to facilitate crisis resolutions.