

代號：11240  
頁次：3-1

111年公務人員特種考試外交領事人員及外交行政人員、  
國際經濟商務人員、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、What is “mega-event marketing”? In the course of international publicity and public diplomacy, what aspects and key points must be considered in the promotion and participation of mega-events? (25%)
- 二、What are the challenges or barriers faced by the news media over the coverage of international affairs? Please discuss how the challenge or barrier influences the performance of international news report with an example. (25%)
- 三、Do you agree or disagree with the concept of cultural imperialism or hegemony, particularly in light of “the World System” theoretical perspective? Please elaborate. (25%)

乙、測驗題部分：（25 分）

代號：4112

(一)本試題為單一選擇題，請選出一個正確或最適當答案。

(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 The annual press freedom ranking by the Freedom House is based on three sub-aspects. Which of the following is NOT among them?  
(A) Social. (B) Legal. (C) Political. (D) Economic.
- 2 Which of the following international communication theories is the dominant paradigm before the World War II?  
(A) Development communication. (B) Cultural imperialism.  
(C) Globalization. (D) Propaganda.
- 3 Fake news is rampant all over the world. In addition to the establishment of non-governmental fact-checking organizations, the UNESCO also calls for attention to media and information literacy. Which of the following statements about media and information literacy is NOT correct?  
(A) Media literacy focuses not only on reflection and critique of media content, but also on the skills of audience to create content.  
(B) With the development of communication technology, media literacy has become more diverse, including reading literacy, visual literacy, and digital literacy.  
(C) For generations of digital natives, media literacy is not just about using and criticizing the media, but also about the capacity of public participations.  
(D) A wide variety of user-generated content is the main source of fake news. Therefore, media literacy should advise people to completely reject user-generated content.

- 4 Which of the following descriptions about Taiwan+ (Taiwan Plus) is NOT correct?
- (A) It is the first free English-language international streaming platform in Taiwan.
  - (B) It is a project commissioned by the Ministry of Culture and executed by the Radio Taiwan International.
  - (C) Its service was officially launched in August 2021.
  - (D) The platform had screened the Taiwanese historical drama series *SEQALU: Formosa 1867*.
- 5 Which of the following descriptions concerning the planet's rising temperature is correct?
- (A) The term "climate change" is more scientific, while "global warming" is more political.
  - (B) In the United States, the Republican Party is slanted toward the conception of global warming.
  - (C) The United Kingdom is the first major economy to legitimize the concrete goals of carbon reduction.
  - (D) Under the 2015 Paris Agreement, nations collectively agree to keep warming "well under 5 degrees" by the end of this century.
- 6 The idea of "de-Westernization" has emerged in the study of international communication. Which of the following statements about de-Westernization is NOT correct?
- (A) Global media events such as the Olympics, the World Cup, and the Academy Award testify that media globalization rings true, and the claim of de-Westernization is only a fake issue.
  - (B) Most mainstream media studies focus on Western media. Many media issues in the Global South cannot be properly accounted for by existing Western theories, thus bringing greater importance to the de-Westernization of media research.
  - (C) De-Westernization theses emphasize the need to break the United States-centered mindset. The reason is that the United States dominates international communication issues due to its strong position in international politics and culture.
  - (D) To de-Westernize and at the same time communicate with the international community, it is necessary to build "case knowledge" rooted in local societies or cultures.
- 7 Which of the following international organizations is NOT headquartered in Geneva, Switzerland?
- (A) World Health Organization.
  - (B) World Trade Organization.
  - (C) World Economic Forum.
  - (D) World Bank.
- 8 The program format of *Idol* was widely purchased and adopted in many countries. Which country is this format originated from?
- (A) The United States.
  - (B) The United Kingdom.
  - (C) The Netherlands.
  - (D) Belgium.
- 9 Which of the following statements about Mainland China's "Grand Propaganda Campaign" is NOT correct?
- (A) After 2010, Mainland China began to acquire Chinese-language social media from all over the world, thereby creating a publicity network for overseas Chinese.
  - (B) After 2010, in addition to disseminating information via the official media, Mainland China's "Grand Propaganda Campaign" paid more attention to the idea, "Tell China's Story Well and Spread China's Voice Well," to market its soft power.
  - (C) In 2017, the National Endowment for Democracy used the term "sharp power" to explain that the Chinese Communist Party not only exports cultural activities and national image, but also its autocratic and authoritarian system.
  - (D) The so-called "Red Infiltration" refers to Mainland China's massive acquisitions of or investments in pro-China media, which enables the news media to incorporate pro-China ideology into news content via self-censorship.

- 10 The impunity for war crimes committed by which of the following countries after the cold war prompted Russia's Vladimir Putin to adopt similar tactics amid the invasion of Ukraine?  
(A) Turkey. (B) Serbia. (C) Syria. (D) Kosovo.
- 11 In the "Cambridge Analytica scandal," the British political consulting company collected user's data from which media platform, with an attempt to influence the outcome of the 2016 United States presidential election?  
(A) Google. (B) Twitter. (C) Facebook. (D) Amazon.
- 12 Which of the following cases of merger and acquisition of media companies has NOT happened?  
(A) AOL and Time Warner. (B) Viacom and CBS.  
(C) Google and YouTube. (D) News Corporation and Pixar.
- 13 Which of the followings is NOT one of the "Big Three" film festivals of the world?  
(A) Venice. (B) Cannes. (C) The Oscars. (D) Berlin.
- 14 Several renowned food companies shut down their operations in Russia as a token of protest against Russian invasion of Ukraine. Which company was NOT among them?  
(A) Nestle. (B) McDonald's. (C) Starbucks. (D) Papa Johns.
- 15 In international communications, when the government is compelled to react instantaneously to round-the-clock international news reporting and make related decisions, it is called:  
(A) Political contest. (B) The CNN effect. (C) Indexing. (D) Propaganda.
- 16 Which of the following countries passed the "News Media Bargaining Code" in 2021, setting a precedent for requiring large digital platforms pay local news publishers for reprinting or linking news contents on their platforms?  
(A) Finland. (B) Sweden. (C) France. (D) Australia.
- 17 Which of the following international film groups awarded Taiwanese director Ang Lee "Lifetime Achievement Award"?  
(A) British Academy of Film and Television Arts (BAFTA).  
(B) The Academy of Motion Picture Arts and Sciences (AMPAS).  
(C) The organizing committee of Berlin International Film Festival.  
(D) The organizing committee of Venice International Film Festival.
- 18 IFCN (International Fact-Check Network) is committed to combatting misinformation around the world via fact checking. Which of the following statements about getting certified by IFCN is NOT correct?  
(A) The fact-checking methods are standardized and transparent, and the reasons for checking are fully explained to the public.  
(B) The details and evidence of fact-checking should be made public. Therefore the general public can reproduce the work.  
(C) IFCN will give a verbal warning once a member organization violated fact-checking criteria, and its membership will be suspended for one year.  
(D) Information such as organizational structure, funding sources, personnel and their professional backgrounds should be fully disclosed.
- 19 Karen Hughes, former U.S. Under Secretary of State for Public Diplomacy and Public Affairs, asserted that public diplomacy is composed of four pillars. Which of the followings is NOT included?  
(A) Exchange. (B) Education. (C) Endorsement. (D) Empowerment.
- 20 Simon Anholt developed "Nation Brands Index" in 2005, ranking countries across six dimensions. Which of the following is NOT one of them?  
(A) Culture. (B) Medication. (C) Exportation. (D) Tourism.