

2011 年北京大学传播学-专业课二考研试题（回忆版）

本试题由 kaoyan.com 网友 198991 提供

第一部分

一、名词解释（每题 5 分，共 25 分）。

- 1、三网融合
- 2、葛兰西的文化领导权（hegemony）理论
- 3、网络庐舍（loser）
- 4、后电影产品
- 5、传播的仪式观

二、简答题（每题 10 分，共 50 分）。

- 1、你怎样理解“媒介社会化”这个概念？
- 2、自 2003 年中国电影全面实施产业化政策以来，中国电影票房高速增长，商业化程度进一步加剧，票房成为衡量一部作品是否成功的最主要因素。请简要谈谈你对此现象的看法。
- 3、作为制度设计的“公共服务媒体”需要具备哪些基本条件？
- 4、在新浪微博开通一年拥有了众多用户之后，搜狐和腾讯也先后进入微博市场。请从传播学的角度谈谈微博的力量及其发展。
- 5、2010 年 11 月 12 日，在韩国首尔召开的 20 国集团峰会落幕，美国总统奥巴马在离开韩国之前召开的记者会上，一度因坚持维护韩国媒体的提问权利而和中国记者芮成刚发生了短暂的激辩。此次提问是否恰当以及芮的“代表亚洲”的一时在网上引发争议。请就这件事谈谈你的看法。

第二部分：大众传播、新媒体与网络传播方向题（75 分）。

论述题（四选三，每题 25 分）。

- 1、文化全球化有哪些表现形式？传播媒介在这个过程中扮演了什么角色？
- 2、2010 年 11 月，腾讯和 360 上演了一场“关闭”大战。同月，Facebook 和 MySpace 两家公司宣布展开合作。MySpace 发布了一款名为“Mashup”的新功能，用户只需要一次点击，就可以将自己在 Facebook 上的喜好导入 MySpace。请结合这两个案例，从社会化媒体和媒介社会的角度谈谈我国互联网的发展。
- 3、1978 年，萨义德的《东方主义》出版。这部巨著不仅是后殖民主义理论的奠基之作，而且也开创了后殖民话语批评的先河。萨义德出生在巴勒斯坦，在美国接受学术教育。这一特殊经历让他观察到，在西方国家谈论“东方”的话语中存在着某种“内在一致性”。你是如何理解“内在一致性”的？你同意他的观点吗？请以大众媒介领域中的例子说明你的观点。
- 4、加拿大学者英尼斯提出，传播媒介都具有某种“偏向性”。这种“偏向性”导致使用这种媒介技术的社会在文化和组织形态上也具有了某种偏向性。你认为互联网技术也具有“偏向性”吗？请解释这种“偏向性”在社会生活层面中的体现。

第三部分：编辑出版方向题（75 分）。

一、名词解释（每题 5 分，共 25 分）。

- 1、尔雅

- 2、校对
- 3、专有出版权
- 4、陆费逵
- 5、维基百科

二、简答题（每题 10 分，共 20 分）。

- 1、简述“五四”新文化运动时期的出版成就。
 - 2、谈谈你对当前电子阅读器热的看法。
- 三、论述题（每题 15 分，共 30 分）。
- 1、编辑工作书信的写作宗旨是什么？试述编辑与作者间的工作书信写作要点及其理由。
 - 2、结合出版流程谈谈如何实现图书质量管理，出版企业应该制定或坚持哪些管理制度。

第四部分：国际传播与文化交流方向题（75 分，用英语答题）。

1、Translation total 20 points)

1) Translate the underlined part in the message below into English (8 points, 4 points each)

(1) 国际传播可以采用多种形式，如由国际广播机构传播的新闻和娱乐节目，有美联社或路透社传送的新闻原始稿；(2) 由国际数据处理公司和数据库公司提供的计算机数据和软件；由美国电话电报公司等传送的电讯和电报业务；通过军事频道为诸如北大西洋公约组织这样的组织传送的加密信息；使馆之间交换的外交信息等。国际传播形式还包括需要经过特殊收发设备和电子地址所进行的传真和电传业务。

2) Translate the following message into English. (8 points).

为之于未有，治之于未乱。合抱之木，生于毫末；九层之台，起于累土；千里之行，始于足下。

3) Translate the underlined part in the message below into Chinese (4 points).

The Li Gang case was a car accident happened on the campus of Hebei University in Baoding city. The 22-year-old driver tried to speed away after his Volkswagen sedan raced down two college girl students. The intoxicated driver even warned the security guards: "My father is LiGang!"

"My father is LiGang" has then become a bitter inside joke among Chinese, especially among younger Chinese who scorned the grievance: the belief that the powerful can flout the rules to which ordinary folks are forced to submit. Increasingly, the grievance focuses on what we mockingly call the "guan er dai" or "fu er dai"—the "second generation", children of privileged government officials and the super-rich.

2、Translation and Writing (total 35 points: writing 20 points; translation 5 points each).

Translate the underlined part in the message below into Chinese, then, write a short essay of no more than 400 words:

LONDON-Real Madrid striker Cristiano Ronaldo accepted substantial libel damages from a British newspaper on Monday over a claim that he put his injured ankle at risk by "living it up" in a Hollywood nightclub.

Ronaldo was not at London's High Court for the undisclosed settlement of his action against Telegraph Media Group Ltd but said afterwards that he was "delighted" at the outcome.

A Daily Telegraph story in July 2008 had claimed that the (1) Portuguese player, then recovering from an ankle injury, had laid down his crutches and taken to the dance floor with four models while on a trip to Los Angeles.

(2) The paper alleged that the sight of the footballer "living it up" would dismay Sir Alex Ferguson, manager of Manchester United, Ronaldo's club at the time.

In fact, the truth is that these events did not happen and the claimant did not behave unprofessionally," said Ronaldo's lawyer Allan Dunlavy.

Dunlavy told Judge Victoria Sharp that the report had caused the payer embarrassment, offense and distress.

As a professional, he was concerned both about his own reputation and how it might be perceived by United, Ferguson and the club's fans, Dunlavy said.

(3) The lawyer said the newspaper now accepted the allegations were untrue, apologized, and had agreed to pay Ronaldo substantial damages and his legal costs in full. The amount of the damages was not disclosed.

The newspaper's solicitor, Helen Morris, said it accepted the allegations were false and ought never to have been published, adding, "It is therefore happy to set the record straight and to apologize to the claimant."

Ronaldo, who moved to Real in June 2009, welcomed the result and thanked Ferguson and former Manchester United player Roy Keane for agreeing to act as witness in the case.

The settlement was agreed on the first day of a planned five-day trial.

"I am delighted with this outcome," Ronaldo said in a statement.

"I take enormous pride in my professionalism. I treat my training and recovery from injury very seriously and would never have drunk and danced in a nightclub without my crutches as the Daily Telegraph falsely claimed.

"I felt I had no choice but to begin and pursue these legal proceedings"

Ferguson also issued a statement praising Ronaldo as "the consummate professional", adding: "He is one of the best players I have ever worked with....and I am delighted that he has resolved this issue successfully."

Ronaldo joined the Spanish giant in a \$129 million deal after six years at United.

3、writing(20 points).

Choose one topic from the two topics, write a comment of no more than 400 words:

1) As a form of ancillary outreach, blogs, podcasts, and chat-room discussions have become a required part of the job description for print reviewers. Is the print part of the gig now the ancillary outreach?

2) Role of the "National Image Building Advertisements" as in China's international communication campaign.

以上试题来自 kaoyan.com 网友的回忆, 仅供参考, 纠错请发邮件至 suggest@kaoyan.com。