

専門科目「コミュニケーション学」 1/5

- 注意 (1) すべての問題用紙・解答用紙に受験番号を明記すること。
(2) 試験時間内の退室はできない。

I. 次の英文を読んで、以下の問いに答えなさい。答えは日本語または英語で書きなさい。(15 点×2)

In Rhetoric. The theory known as the Elaboration Likelihood Model emphasizes the central role of the audience in persuasion. As the name implies, the theory focuses on the likelihood that audience members will be stimulated not only to attend to and decode messages but also develop and elaborate it, to process and clarify, or embellish it, but also to consider its implication. By this standard, the most effective rhetorical messages are those that produce the greatest amount of cooperative message building by members of the audience.

(1) The likelihood that audiences will participate and elaborate a rhetorical message is dependent on how relevant a message is to them, which is linked to how well the speaker or writer of the message has linked his or her argument to the audience's values, beliefs and needs. Imagine a situation and audience and discuss the kinds of things a speaker or writer might include to increase the likelihood the audience will elaborate and participate in the attempt at persuasion.

[illegible]

(2) In The *Rhetoric* Aristotle refers to the three primary sources of persuasion: ethos, or the credibility of the speaker; pathos, or appeals to emotions by using rhetoric to elicit those emotions in the audience; and logos, or rational appeal through argument. Which of these do you think is most important and what cultural or situational factors might make one means of persuasion of suitable than others?

[illegible]

専門科目「コミュニケーション学」 2 / 5

II. 次の英文を読んで、以下の問いに答えなさい。答えは日本語または英語で書きなさい。(15点×2)

INFORMATION PROCESSING BY THE MEDIA

Media dependency theory: basically, the idea that the more we are dependent on media sources for information about the world we live in the more our understanding of the world will be influenced by media sources.

For example: A newborn in most cases will have little if any exposure to media. All her understanding of the world will grow and evolve from her lived daily experiences and her interactions with those caring for her. Soon, however, she will begin to be exposed to books or other media which will inform her of things unseen or experienced directly. This knowledge then becomes part of her media derived reality, influencing her attitudes and behavior with respect to it until some experience or new media knowledge comes along to alter it.

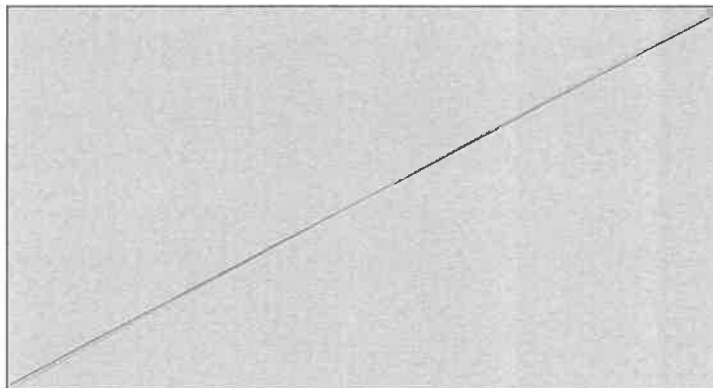
EG: Newborn



Old woman

Our life experiences determine how far and how much of our reality will be derived from mediated sources, but considering how much of what most of us know comes from our schooling and information in general from media, for most of us the media derived reality greatly informs our world views.

Reality
derived
experiential



Media
derived
and influenced
reality

Degree of Dependency basis

(1) Obviously, based on dependency theory, for most people the older they get the more dependent they are on media for their understanding of the world. In view of that reality, how important do you think it is for the education system to include media literacy in the curriculum to equip students with the tools they need to navigate our media environment?

.....

.....

.....

(2) Search engines like Google and Social Media Networks like Facebook use algorithms to direct users to sites that the algorithms calculate will be of most interest to the individual user. With dependency theory in mind, how are these algorithms going to affect people's media environment and the kind of information they are exposed to? Do you see this as an important issue to consider in media education?

.....

.....

.....

採
点
欄

専門科目「コミュニケーション学」 3 / 5

Ⅲ. 次の英文を読み、以下の問いに答えなさい。(60 点)

There is a significant body of literature in intercultural communication that focuses specifically on the ethical dimensions of cross-cultural interaction. Communication scholars are seeking to address the question of how individuals from different cultural backgrounds can interact with one another in ethically appropriate ways. Traditionally, two major and opposing approaches to ethics have dominated discussions in intercultural communication. The universalist approach¹ posits the existence of foundational forms of rationality, knowledge, values, and moral principles that should be universally valid across all cultures. In contrast, the relativist approach² argues that all forms of rationality, knowledge, values, and morals are culturally situated and therefore not universally shared; as a result, it rejects the possibility of universal ethical standards and instead advocates acceptance of cultural diversity, even when certain behaviors are judged to be unethical from one's own cultural perspective.

(1) 異文化コミュニケーションにおける倫理の“universalist approach”とは何か、自分の言葉で説明しなさい。

.....

.....

.....

.....

.....

(2) 異文化コミュニケーションにおける倫理の“relativist approach”とは何か、自分の言葉で説明しなさい。

.....

.....

.....

.....

.....

(3) 文化的慣習をめぐる国際的な対立や意見の相違の事例を一つ挙げ、universalist approach と relativist approach という二つの倫理的立場から、その事例を説明しなさい。

.....

.....

.....

.....

.....

.....

.....

専門科目「コミュニケーション学」 4 / 5

Ⅳ. グローバル化に関する以下の問いに答えなさい。(30 点)

(1) 今世紀のグローバル化について、その肯定的側面と否定的側面について、具体例を基に説明しなさい。

(2) 文化のグローバル化とはどのような現象であるか、説明しなさい。とくに、コミュニケーションがどのような役割を持っているか、明確にしながら説明しなさい。

Ⅴ. ジェンダーとコミュニケーションの関係について、以下の問いに答えなさい。(30 点)

(1) 一般的に、Sex と Gender はどのように異なるか説明しなさい。

(2) 近年、unconscious bias という問題が指摘されます。はじめに、これはどのような問題か説明し、コミュニケーションはどのように関係しているか説明しなさい。

(1) 社会科学の研究における「定量的」アプローチと「定性的」アプローチの違いを明確にし、それぞれの特徴（強みと弱み）について説明しなさい。

[illegible]

(2) インタビュー調査では、研究者の立場や価値観がデータ生成に影響を与えるという意見がある。この点について、「客観性」という概念を再検討しながら論じなさい。

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.