

# 浙 江 大 学

二〇〇四年攻读硕士学位研究生入学考试试题

考试科目 新闻与传播理论 编号 337

注意:答案必须写在答题纸上,写在试卷或草稿纸上均无效。

(传播学理论部分)

一、名词解释(5题,每题4分,共20分)

- 1.两级传播
- 2.选择性注意
- 3.个案研究法
- 4.使用与满足论
- 5.传播学批判学派

二、简答题(5题,每题8分,共40分)

- 1.传播者都属于传播媒介组织成员吗?为什么?
- 2.从传播的功能角度简述假新闻的危害性。
- 3.简述五W模式及其对传播学发展的意义。
- 4.举出网络传播的若干特征。
- 5.西方传播制度理论存在哪些缺陷?

三、论述题(共1题,每题15分,共15分)

请谈谈当代信息爆炸的负面效应以及职业传播者应该如何面对这种现象?

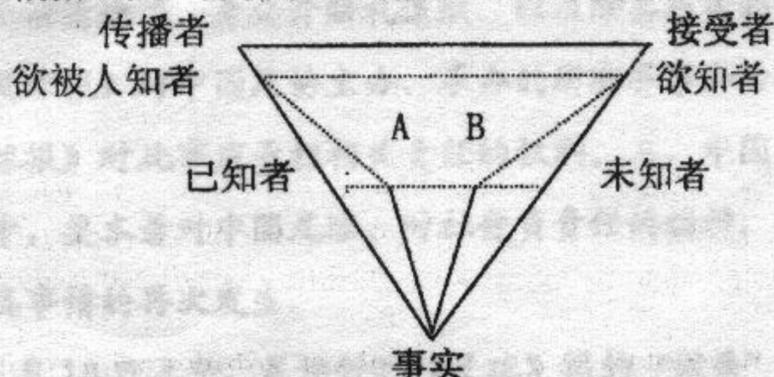
新闻学部分

一、名词解释(20分)

- 1.舆论
- 2.新闻价值要素
- 3.社会责任论
- 4.新闻体制

二、简答题

- 1.根据下图,分析新闻传播者与新闻接受者的结构性传播关系。(10分)



- 2.简述大众媒介对社会的负面作用。(10分)

## 三、分析题(35分)

1、《纽约时报》的发行人苏兹贝格所说的，他的报纸“首先是为了赚钱赢利。这样说不是很难听吗？但是，如果我们不赚钱，我们就无法承担其他的任务。”请问对这段话，你如果理解？（15分）

2、根据下面所给的新闻，运用新闻客观性的有关理论进行分析。（20分）

### Protest of Former Iraqi Soldiers Turns Violent

BAGHDAD, Iraq (AP) -- American troops killed two Iraqis on Wednesday after Saddam Hussein's former soldiers tossed stones during a protest outside the headquarters of the U.S.-led occupation leaders.

Hours later, an attacker gunned down a U.S. soldier, capping one of the most violent days in the capital since American forces quelled looting after the fall of Saddam's regime. The soldier and another who was wounded were guarding a propane gas distribution point.

The slain soldier was the second American fatality in Baghdad and the fourth across Iraq this week -- a series of attacks that U.S. officials say appear to be well-organized, not just random killings.

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Demonstrations have taken place regularly outside the arched gate leading to the compound of Saddam's former Republican Palace, now the political and military nerve center of the U.S. administration in Iraq. Past protests, usually by former soldiers and civil servants demanding new jobs or back wages, have been largely peaceful.

On Wednesday, about 500 protesters confronted a line of 40 troops armed with bayonet-mounted assault rifles standing behind razor-edged concertina wire.

The U.S. Central Command said the violence began when protesters tossed rocks at a U.S. convoy as it tried to pass through.

"One demonstrator pulled out a weapon and began shooting," said a statement from Central Command hours after the incident. "U.S. forces responded, killing two of the demonstrators."

Samir Mizban, an Associated Press photographer, said a civilian driver fired a pistol into the air after crowds began smashing his car. Mizban said the protesters were stoning every vehicle within range.

"It was a new car. The demonstrators broke the windscreen with wooden sticks. The driver tried to escape, so he fired in the air with his pistol," said Mizban.

After the driver fired his gun, the enraged crowd threw rocks at the American soldiers blocking the palace gate and at journalists, who fled. That's when the U.S. troops opened fire, Mizban said.

Raad Mohammed, a former army officer who was among the protesters, said his friend was shot in the right shoulder. Mohammed's checkered shirt was stained with what he said was his friend's blood.

Mohammed said he and others were about to put the wounded man in a car when American troops approached and said, "We'll take care of him," and took him inside the compound.

The military said two wounded Iraqis were treated at the 1st Armored Division's aid station in the palace complex, but both died of their wounds.

The shooting could fuel criticism that American troops are too heavy-handed with Iraqi protesters. New York-based Human Rights Watch issued a report Tuesday saying troops used excessive force in the city of Fallujah when they shot and killed 20 protesters and wounded nearly 90 on April 28 and April 30.

The group said its investigators found no evidence to support American assertions that troops fired on gunmen in the crowd. The military had no immediate comment on the report, but said it

was conducting an inquiry.

The demonstration Wednesday occurred as U.S. troops intensified their searches in the capital for illegal weapons and supporters of Saddam.

Before dawn, troops sealed several streets of the Karrada neighborhood and called residents from their beds to stand in the street as they searched their homes. One man was taken away with his hands bound behind his back.

The military says about 400 people have been arrested since the latest sweep operation, dubbed Desert Scorpion, began on Sunday. The searches have aroused widespread resentment.

### “沙漠蝎子”难灭反美情绪 美军开枪狂扫伊示威者

据美国媒体6月18日报道，当天在巴格达，美军士兵在一所伊拉克前总统萨达姆的总统官邸外向一些手无寸铁的伊拉克示威者开枪射击，打死了2人，打伤了多名示威者。这一血腥事件激怒了参加示威的伊拉克前军人，他们表示将会对美军做出报复。媒体猜测，当天的示威可能与萨达姆的儿子乌代的生日有关。

#### 军车挑战示威人群

据报道，以伊拉克以前萨达姆政权的军人为主的示威者大约数百人，他们一起来到了位于巴格达的一处总统官邸外进行示威，抗议美军剥夺了他们的工作，使他们失去了收入来源。这一官邸现在已经是美军的指挥部。就在他们即将来到总统官邸的正门外时，美军向示威人群开枪射击。据参加当天示威的人说，这起暴力事件发生于—辆军车开过示威人群队伍的时候。当时，—辆美军军车缓慢地从示威人群中间通过。在行进过程中，汽车不断地鸣着喇叭，示意示威者让路。

美军军车的做法似乎使示威者有火上浇油的感觉，示威者先是用手敲击着军车，以示还击，后来有人开始向军车和美国士兵投掷石块。目击者说，示威者也袭击了一些在现场采访的电视工作人员以及一些路过的联合国的汽车和几家电视台的汽车。

这时，车上的一名美军士兵向天空中鸣枪示警，而枪声顿时在示威者中引起更大的混乱。一些示威者手中的石头如同雨点般趁乱向这辆军车扔去，这时美军士兵向示威者开枪射击。据悉，在美军开枪后，有2人死亡，不少示威者受伤。不过，示威者在美军开枪后四处逃散。

#### 总统府前血流满地

伊拉克前军队中的低级军官罗德·穆罕默德对美联社的摄影记者说，他的一位参加示威的朋友的右肩被美军击中，鲜血流淌了一地，就连穆罕默德自己的衣服上也沾有血迹。除此之外，还有其他示威者在冲突和拥挤中受伤，现场混乱不堪。

罗德说，在听到了枪声之后，在总统官邸内更多的美军士兵涌了出来，他们呈包围之势端着枪向示威者冲来。

罗德解释说：“我立即向美军说道，我们正在照顾伤员，没有其他企图。”罗德肯定地说，由于现场很乱，很多的轻伤员可能已经逃离现场，因此无法统计受伤的人数，但总统官邸前的斑斑血迹表明受伤的人并不止一个。

据报道，自从美军推翻了伊拉克前政权以来，那些遭到解雇的前政府士兵到美军指挥部进行示威已经成为家常便饭。但这一次却不同，有消息称，这次示威与萨达姆的长子乌代的生日来临有关，而示威参与者中就有许多人是乌代的支持者。

#### 伊老兵发誓要报复

由于这一流血冲突发生在美国部队加紧在巴格达搜寻非法武器以及缉捕伊拉克前领导人萨达姆·侯赛因的支持者的时候，而搜捕行动已经在伊拉克人当中引起了不满，因此这次枪击事件激怒了伊拉克的前政府士兵。罗德·穆罕默德说，不少老兵表示，将会报复美军的野蛮行为，也要让美军付出血的代价。（引自人民日报所属《江南时报》）