

傳播理論試題

(限用答案本作答)

Please use either English or Chinese to answer the following questions:

1. Evaluate any of the theories of relationship development in your chosen virtual context. (25%)
2. Discuss how you would apply persuasion strategies to design a visually credible website for your target audience. (25%)
3. To what extent do you agree with the impact of the Internet on public opinion. (25%)
4. Explain and analyze the following statement: "Technology is the end of our beginning." Use examples to support your standpoint. (25%)

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