請就下列四篇短文作進行英翻中的翻譯，翻譯時請不要直譯，請將全文的意思瞭解之後，用中文的語法來翻譯。

（一）There are several possible approaches in answering research questions, one of which is the method of intuition. In the method of intuition, a persona assumes that something is true because it is self-evident or stands to reason. Some creative people in advertising agencies resist efforts to test their advertising methods because they believe they know what will attract customers. To these people, scientific research is a waste of time. Another approach to answer research questions is the method of authority. This method promotes a belief in something because a trusted source, such as a parent, a news correspondent, or teacher, says it is true. The emphasis is on the source, not on the methods. For example, the claim that “consumers will pay hundreds of dollars for a new satellite dish to receive hundreds of television channels because producers of satellite dish companies say so” is based on the method of authority （25 分）.

（二）Copyright may be defined as a proprietary right of control over literary or artistic creations. It is the lifeblood of television and film production companies, magazines, book publishers, and freelance writers in all fields. The primary purpose of copyright protection is not to make writers and artists rich, but to encourage creative production for the ultimate benefit of society at large by giving individual writers, artists, and media organizations control over how and when their works will be exploited commercially. Without this legal protection, creators would be discouraged from producing because anyone else could copy and market the original creators’ works and usurp their rightful profits. Also, publishing and production companies would hesitate to invest in major projects, knowing that the creations could be pirated without restraint by their competitors. The theory of copyright law, then, is to give creators economic incentive so that society will benefit from creative production （25 分）.
(三) Most media habits are subject to self-control; for example, readers may curtail their morning newspaper “habit” if they notice that they are late to work or if it detracts from family interaction. Deficient self-regulation is defined as a state in which self-control is diminished. Media consumers lose control of their habits and become deficient in self-regulation when the other two subprocesses of self-regulation, judgmental process and self-reactive influence, begin to fail. For example, people no longer judge their behavior against acceptable personal or social standards for “normal” amounts of game play and no longer apply self-reactive influences, such as self-administered rewards for moderating consumption or indulging feelings of guilt for excessive play. This is likely to happen when media consumption becomes a conditioned response to negative psychological states. If negative life consequences of excessive consumption, such as playing games so much that one flunks out of school, cause those negative moods, then a downward spiral into what might truly be considered a video game addiction, or more properly, problematic video game usage, may occur (25分).

(四) Surveys have been consistently pointing out that a majority of Americans are concerned with the appearance of violent content in the programming. Over two-thirds of the public think that popular shows feature “too much violence” and over half of them agree that “television violence is harmful.” This concern has nurtured organized campaigns to take extremely violent programs off the air and to boycott advertisers who sponsor controversial shows. The thought that the level of violence in mainstream TV programming has been steadily high for years has been the dominant voice not only among the public at large but also within the academic milieu. Prominent politicians and highly ranked government officers have relied on this estimation to push the networks to behave more responsibly. Eventually, the pressure on the industry gained a legislative success when the 1996 Telecommunications Act appealed to the networks to mark programs that are abundant with violence so that viewers can block these programs by using the V-chip that has become mandatory in every TV set sold in the USA (25分)