一、詞彙解釋與論述（挑選兩個，詳加闡述並以短論發揮）: 40%

a. risk society
b. articulation
c. binary opposition
d. deep structure
e. cultural imperialism
f. discourse
g. hegemony
h. globalization
i. lifestyle
j. ritual
k. signifier/signified

二、仔細閱讀下列段落，先做重點摘要，再充分運用你熟悉的背<br>景知識予以評論：（中文作答）60%

The crowd, suddenly there where there was nothing before, is a mysterious and universal
phenomenon. A few people may have been standing together—five, ten or twelve, not more;
nothing has been announced, nothing is expected. Suddenly everywhere is black with people and
more come streaming from all sides as though streets had only one direction. Most of them do
not know what has happened and, if questioned, have no answer; but they hurry to be there
where most other people are. There is a determination in their movement which is quite different
from the expression of ordinary curiosity. It seems as though the movement of some of them
transmits itself to the others. But that is not all; they have a goal which is there before they can
find words for it.... The natural crowd is the open crowd; there are no limits whatever to its
growth; it does not recognized houses, doors or locks and those who shut themselves in are
suspect....

Before I try to undertake a classification of crowds it may be useful to summarize briefly
their main attributes. The following four traits are important.

1. The crowd always wants to grow. There are no natural boundaries to its growth.... There
are no institutions which can be absolutely relied on to prevent the growth of the crowd once and
for all.

2. Within the crowd there is equality. This is absolute and indisputable and never questioned
by the crowd itself. It is of fundamental importance and one might even define a crowd as a state
of absolute equality. A head is a head, an arm is an arm, and differences between individual
heads and arms are irrelevant. It is for the sake of this equality that people become a crowd and they tend to over look anything which might detract from it. All demands for justice and all theories of equality ultimately derive their energy from the actual experience of equality familiar to anyone who has been part of a crowd.

3. *The crowd loves density.* It can never feel too dense. Nothing must stand between its parts or divide them; everything must be the crowd itself…

4. *The crowd needs a direction.* It is in movement and it moves towards a goal. The direction which is common to all its members, strengthens the feeling of equality. A goal outside the individual members and common to all of them drives underground all the private differing goals which are fatal to the crowd as such. Direction is essential for the continuing existence of the crowd. Its constant fear of disintegration means that it will accept any goal. A crowd exists so long as it has an unattained goal.

There is, however, another tendency hidden in the crowd, which appears to lead to new and superior kinds of formation. The nature of these is often not predictable.

(Excerpts from *Crowds and Power*, by Elias Canetti, winner of the 1981 Nobel Prize for Literature)