

新聞学

専攻

領域（博士前期）修士・博士後期・前後期共通

試験科目：第 外国語（ ） / 専門科目（新聞学）

試験時間：（ 90 ）分

設問1. 以下の（A）、（B）のうち、いずれか一つを選択して解答しなさい。

（A）第二次世界大戦が終わって80年が経過した。敗戦国だったドイツと日本における
連合軍占領下のメディア状況とその後の展開の相違について論じなさい。

（B）複製技術革命 Graphic Revolution（ダニエル・ブーアスティン）がジャーナリズムに
与えた影響について具体的に歴史的事例を挙げて論じなさい。

設問2. 以下の問いに答えなさい。

今日、日本の人々の間で「ニュース回避傾向（意図的にニュースを避ける傾向）
が高まっていく可能性の有無について、彼らのメディア利用状況、コミュニケーション特性、
心理的特性を踏まえて論じなさい。

設問3. 以下の語句、人物から4つを選んで簡潔（250字程度）に説明しなさい。

- （1）電波監理委員会設置法
- （2）NHK経営委員会
- （3）マスコミ倫理懇談会
- （4）ロバート・キング・マートン（Robert King Merton）
- （5）ウォルター・クロンカイト（Walter Cronkite）
- （6）加藤秀俊
- （7）ハロルド・イニス（Harold Innis）
- （8）後藤和彦

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領域（博士前期/修士・博士後期・前後期共通）

試験科目：第（外国語（日本語））／専門科目（）

試験時間：（60）分

メディア・コミュニケーション研究における「主体性と公共性」について、
具体的な事例を提示しながら1000字程度で論述せよ。

新聞学

専攻

領域（博士前期/修士・博士後期・前後期共通）

試験科目：第 2 外国語（英語） / 専門科目（ ）

試験時間：（ 45 ）分

下記の全文を日本語に訳しなさい。

Based on the interviews conducted for this case study, we find that celebrities encourage voter participation because they believe it is not only good for democracy but also good for their brands. This idea aligns with the findings we published in our 2019 case study, “Corporate Responsibility: The Power of Companies to Increase Voter Turnout,” which analyzed the role that companies could play in driving increased voter participation. Business case study participants described various benefits, including meeting consumer expectations for social and political engagement, raising brand awareness with new audiences, and increasing employee satisfaction. Similarly, celebrity teams observed that promoting civic engagement as a prominent public figure adds long-term value. According to Dawn White, Questlove’s longtime manager, “It helps your audience stay connected to you—a connection based on values, which humanizes an artist and a celebrity in a way that the audience then feels like they know you. And then, when your next film or album comes out, this audience that’s connected to you wants to support you, wants to show up.”

While some polling shows that people claim they aren’t influenced by celebrity voices when it comes to politics, more rigorous evidence indicates that these voices are incredibly powerful. For example, nonprofits report higher rates of online voter registration or poll worker sign-ups when a celebrity promotes these calls to action. This potential impact is why nonprofits, candidates, and elected officials are increasingly seeking ways to engage celebrities.

Wading into a political conversation, even from a nonpartisan perspective, requires careful consideration. For a famous person, making a public declaration or taking a stance can be intimidating, and the pressure to execute it correctly is immense; after all, an innocent misstep could alienate millions of fans. But as one case study participant argued, it’s critical for artists to get their audience involved in the political process because “the machine of politics has relied on people thinking that their vote doesn’t matter, so reaching disheartened voters and helping them see themselves in the process, helping them understand that they can be impactful” is a matter of fundamental importance. Celebrities are uniquely positioned to empower everyday Americans to use their voices and exercise their civic rights.

出典： Spillane, A. (August 2024) “Celebrities Strengthening Our Culture of Democracy: A STUDY ON THE IMPACT OF CELEBRITY ENGAGEMENT ON CIVIC PARTICIPATION,” https://ash.harvard.edu/wp-content/uploads/2024/08/Ash-Center-Study_Celebrities-Strengthening-Our-Culture-of-Democracy-FINAL-ua.pdf.