

考試科目	社會學	系別	社會學系	考試時間	七月十日 星期五	第二節
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一、請解釋以下名詞的意義。(20分)

1. 階層化 (stratification)
2. 文化剝奪 (cultural deprivation)
3. 做性別 (doing gender)
4. 第二次人口轉型 (second demographic transition)

二、請就你所瞭解，說明社會學家如何看待個人與社會的關係。(25分)

三、請以社會學觀點分析「頂尖大學計畫」(或稱五年五百億)的現象。(25分)

四、仔細閱讀以下文章，並回答以下關於此一文章的問題。(30分)

This is the process by which the principles of the fast-food restaurant are coming to dominate more and more sectors of American society and an increasing number of other societies throughout the world. It fits under the heading of globalization because it involves the growing power of this model and its increasing influence throughout the world. The model's principles, as we have already seen, are efficiency, calculability, predictability, and control, particularly through the substitution of nonhuman for human technology, as well as the seemingly inevitable irrationalities of rationality that accompany the process. The basic concept, as well as its fundamental dimensions, is derived from Max Weber's work on formal rationality. Weber demonstrated that the modern Western world was characterized by an increasing tendency toward the predominance of formally rational systems and that the rest of the world was coming under the sway of these systems. Thus, the process of McDonaldization, or at least its forerunner (increasing formal rationality and bureaucratization), obviously predates McDonald's as an institution. However, that franchise is the exemplar (the bureaucracy was model in Weber's approach) of the contemporary phase of rationalization. While the fast-food restaurant is the paradigm of this process, the process has by now affected most nations (at least those that are reasonably developed economically) in the world. Thus, McDonaldization is restricted neither to the fast-food industry nor to the United States. Rather, it is a wide-ranging and far-reaching process of global change. (續下頁)

備 考 試 題 隨 卷 繳 交

命 題 委 員 :

(簽章) 98年 6 月 26 日

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(接上頁)

Recent work has tended to support the McDonaldization thesis. It has been applied well beyond the fast-food restaurant and even everyday consumption to such areas as higher education ("McUniversity"), politics, religion, and criminal justice. Of course, not all systems (or nations) are equally McDonaldized; McDonaldization is a matter of degree, with some settings more McDonaldized than others. However, few settings (or nations) have been able to escape its influence altogether.

1. 何謂 McDonaldization?
2. 請順著文章的論述脈絡，進一步討論 McDonaldization 的全球化意涵。



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