# 朝陽科技大學 092學年度第1學期教學大綱
# Media & Society 媒體與社會

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| **當期課號** | 1728 | **Course Number** | 1728 |
| **授課教師** | 鄭淑慧 | **Instructor** | CHENG,SHU HUI |
| **中文課名** | 媒體與社會 | **Course Name** | Media & Society |
| **開課單位** | 傳播藝術系(四日)一B | **Department** | |
| **修習別** | 必修 | **Required/Elective** | Required |
| **學分數** | 2 | **Credits** | 2 |
| **課程目標** | 教學目標：<br>1.能理解媒體與社會(媒體識讀) 的相關理論、目標、與使命。同時熟習媒體在現今社會的角色與功能，與了解媒體內容的產製與傳布過程(知識)<br>2.能具備近用、分析、評估各種媒介資訊，產製文本，進而表達思想傳遞訊息並達到溝通的能力(技能)<br>3.能具備洞察媒體本質的認知與批判(critical)或獨立思辨思考的 態度(態度)<br>4.能了解台灣媒介現況的討論，還原現今複雜媒體之真象 養成優質且 具媒體素養的閱聽人爲短期目標，而達成監督媒體，促成媒介自律與改善媒體環境爲終極目標(其他) | **Objectives** | 1.Understand complex relationships between media and society. Become familiar with roles and functions of media in modern society, as well as processes of production and dissemination (knowledge)<br>2.Analyze and assess media information, learn to send own messages to express individual ideas (Skills) 3.Understand the nature of media criticism, develop independent reasoning and analytical thinking (development) 4. Understand the current state of development of Taiwan's media, promote media self-regulation, and improve the environment for creating high-quality media (other) |
| **教材** | 授課<br>學生課堂參與討論 | **Teaching Materials** | lecture, student participation |
| **成績評量方式** | 學期總成績包括課堂參與 (20%)、平時作業「書面作業與口頭報告」(30%)、期中考 (25%)、期末考(25%) | **Grading** | Class attendence, participation (20%), assignment, oral report (30%), midterm (25%), final exam (25%) |
| **教師網頁** | | | |
| **教學內容** | 關心當代傳播媒體與社會之間的相關性 | **Syllabus** | Discuss and understand the effect of the media in modern society. |

尊重智慧財產權，請勿非法影印。