

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

當期課號	6243	Course Number	6243
授課教師	簡妙如	Instructor	JIAN,MIAO JU
中文課名	媒體與社會	Course Name	Media & Society
開課單位	傳播藝術系(二進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <p>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)</p> <p>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)</p> <p>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)</p> <p>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為短期目標，而達成監督媒體，促成媒介自律與改善媒體環境為終極目標(其他)</p>	Objectives	<p>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)</p> <p>2.Analyze and assess media information, learn to send own messages to express individual ideas (Skills)</p> <p>3.Understand the nature of media criticism, develop independent reasoning and analytical thinking (development)</p> <p>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)</p>
教材	課堂講授、文獻閱讀及課堂討論	Teaching Materials	Lecture, reading and class report
成績評量方式	課堂報告30%；期中考30%；期末考40%	Grading	Present and participation 30%；Midterm 30%；Final-exam 40%
教師網頁	-		
教學內容	引介認識媒體的入門概念，探討當代媒體科技、產業及媒體內容與社會的多重關係。	Syllabus	Introduce the basic acknowledge of media and society. Comprise of the multiple relations between media institution, media text and media audience.

尊重智慧財產權，請勿非法影印。