

朝陽科技大學 092學年度第1學期教學大綱
History of Communications 傳播史

當期課號	6247	Course Number	6247
授課教師	安碧芸	Instructor	AN,PI YUN
中文課名	傳播史	Course Name	History of Communications
開課單位	傳播藝術系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <ol style="list-style-type: none"> 1. 啟發對傳播史的興趣，俾能主動學習傳播相關歷史 (其他) 2. 認清傳播史變遷的因果發展，思索人我、群我的關係，以培養其推理、批判、思考及反省的能力(知識) 3. 藉由課程了解傳播從業者應有之歷史責任感 (態度) 4. 能解釋傳播現象，評價傳播歷史人物、重大事件並探討傳播相關之歷史問題(技能) 	Objectives	<ol style="list-style-type: none"> 1. Understand how historical information is disseminated in order to gain interest in communication (other) 2. Understand cause and effect in the historical development of communication; gain insight into the relationship of individuals and groups, thereby developing reasoning, critical thinking, and self-reflection skills (knowledge) 3. Develop a sense of historical responsibility as a communications professional (development) 4. Articulate the importance of historical figures, major events, and historical issues in communication; discuss issues in communications (skills).
教材	課堂講授及學生互動討論	Teaching Materials	Lecture and class discussions
成績評量方式	期中考20% 期末考30% 期末報告30% 出席及課堂討論20%	Grading	Midterm exam 20% Final exam 30% Term paper 30% Participation & class discussion 20%
教師網頁	-		
教學內容	探討人類傳播的起源,從符號,語言,文字到大眾傳播時代.介紹中外各國大眾傳播發展簡史及其具代表性之傳播媒體機構單位之發展過程.	Syllabus	Introduces the development of human communication. Understand major events, issues, and personalities of world mass media.

尊重智慧財產權，請勿非法影印。