

朝陽科技大學 094學年度第1學期教學大綱  
History of Communications 傳播史

當期課號	3499	Course Number	3499
授課教師	馬立君	Instructor	MA,LI CHUN
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"> <li>1. 啟發對傳播史的興趣，俾能主動學習傳播相關歷史(其他)</li> <li>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)</li> <li>3. 藉由課程了解傳播從業者應有之歷史責任感(態度)</li> <li>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)</li> </ol>	Objectives	<ol style="list-style-type: none"> <li>1. Understand how historical information is disseminated in order to gain interest in communication (other)</li> <li>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)</li> <li>3. Develop a sense of historical responsibility as a communications professional (development)</li> <li>4. Articulate the importance of historical figures, major events, and historical issues in communication; discuss issues in communications (skills).</li> </ol>
教材	<p>教科書：</p> <p>林翰、鮮正台編著(民93)新聞傳播史Q&amp;A。台北：風雲論壇</p> <p>李明穎、施盈廷、楊秀娟等譯(民93)大眾傳播史：從古騰堡到網際網路的時代。台北：韋伯文化</p> <p>參考書：</p> <p>王天濱(民92)台灣新聞傳播史。台北：亞太。</p>	Teaching Materials	
成績評量方式	<ol style="list-style-type: none"> <li>1.期中考40%</li> <li>2.期末報告60%</li> </ol>	Grading	<ol style="list-style-type: none"> <li>1.mid-term exam:40%</li> <li>2.final paper: 60%</li> </ol>
教師網頁	-		
教學內容	<p>本課程除了簡介人類傳播歷史的演進，並特別強調新聞媒體的發展與演變，以及傳播新科技的匯流及其影響。教學內容包括下列主題：</p> <ol style="list-style-type: none"> <li>1.口語傳播與書寫傳播的演進</li> <li>2.世界新聞史I：英國</li> <li>3.世界新聞史II：美國</li> <li>4.世界新聞史III：日本</li> <li>5.中國新聞史</li> <li>6.台灣新聞史</li> <li>7.廣播電視時代</li> <li>8.有線電視的發展</li> <li>9.電腦與網際網路</li> <li>10.結語：媒體大匯流</li> </ol>	Syllabus	<p>This course will deal the history and evolution of human communication. Special efforts will be devoted to examine the development of press in Taiwan as well as in major countries of the world. In addition, the new development of new communication technologies will be also discussed. Detailed topics are listed as below:</p> <ol style="list-style-type: none"> <li>1.The evolution of human communication history</li> <li>2.World press history I: the U.K.</li> <li>3.World press history II: the U.S.</li> <li>4.World press history III: Japan</li> <li>5.Press history in China</li> <li>6.Press history in Taiwan</li> <li>7.The evolution of broadcasting and TV</li> <li>8.The development of cable TV</li> <li>9.Computer and internet</li> <li>10.The integration of media</li> </ol>

尊重智慧財產權，請勿非法影印。