

朝陽科技大學 094學年度第2學期教學大綱
Theories of Mass Communication 傳播理論

當期課號	3344	Course Number	3344
授課教師	馬立君	Instructor	MA,LI CHUN
中文課名	傳播理論	Course Name	Theories of Mass Communication
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. 使學生了學傳播學各派基礎理論、模式及研究發展歷程及研究範疇(知識)</p> <p>2. 認識理論在實際傳播問題上之運用(其他)</p> <p>3. 認識不同理論的基本觀點，並訓練辨証批判的思維能力(技能)</p> <p>4. 使學生對傳播媒介之本質及角色有更深一層的了解(態度)</p>	Objectives	<p>1. Understand basic communication theory and research (knowledge) 2. Apply theoretical understanding to practical uses (other) 3. Understand and develop different theories of communication, thereby developing critical thinking (skills) 4. Develop a deeper layer of understanding of the autonomy of communication practices (development)</p>
教材	羅世宏 傳播理論-起源,方法與應用(五南出版社)	Teaching Materials	
成績評量方式	期中考20% 期末考30% 期末報告30% 出席20%	Grading	Midterm 20% Final 30% Quiz 20% Final Project 20% Participation 10%
教師網頁	-		
教學內容	<p>了解各派大眾傳播理論及模式</p> <p>熟習大眾傳播在當代社會中所扮演的角色</p> <p>網際網路發展對傳播理論及模式之影響</p>	Syllabus	<p>Describe the concerns of theory and theoretical scholarly research in the study of human communication.</p> <p>Explain the concepts of general and thematic theories currently in use, describe the similarities and differences among those concepts, and apply them in selected practical situations.</p>

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