# 朝陽科技大學 095學年度第2學期教學大綱
# History of Communications 傳播史

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| 當期課號 | 1883 | Course Number | 1883 |
| 授課教師 | 邊明道 | Instructor | BIAN,MIN DAU |
| 中文課名 | 傳播史 | Course Name | History of Communications |
| 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. 啓發對傳播史的興趣，俾能主動學習傳播相關歷史 (其他)<br>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)<br>3. 藉由課程了解傳播從業者應有之歷史責任感 (態度)<br>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 | 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 | 人類傳播史 游梓翔譯 台北:遠流 (指定教材)<br>世界新聞史 李瞻著 台北:三民 (參考教材)<br>新聞傳播史 程之行著 台北: 亞太圖書出版社(參考教材) | Teaching Materials | |
| 成績評量方式 | 期中考30% 期末考30% 讀書報告30% 出席及課堂討論10% (缺席一次扣總成績一分；缺席三次本學期總成績不及格) | Grading | Midterm exam 30% Final exam 30% Book Report 30% Participation & class discussion 10% |
| 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 | This course examines the origins and historical development of communication. The lectures and readings will seek to provide a comprehensive view of how communications unfolded, and especially how it shaped, and was shaped by, social, political and economic forces. Where possible, “case studies” in the history of communication will be examined. |

尊重智慧財產權，請勿非法影印。