朝陽科技大學 096學年度第2學期教學大綱
History of Communications 傳播史

當期課號	3442	Course Number	3442
授課教師	侯心雅	Instructor	Hou,Hsin Ya
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	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	教學目標： 1. 啓發對傳播史的興趣，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	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	◎游梓翔、吳韻儀譯(2001)，《人類傳播史》。台北：遠流出版。 ◎李明穎、施盈廷、楊秀娟譯(2006)，《最新大眾傳播史：從古騰堡到網際網路的時代》。台北：韋伯出版。 ◎Rogers, E. M.(1994).A history of communication study:a biographical approach. N.Y.: The Free Press	Teaching Materials	
成績評量方式	課堂參與討論 25% 平時作業 20% 分組報告 25% 期末考 30%	Grading	Participation & class discussion 25% Assignments 20% Group Report 25% Final Exam 30%
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 econom

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