朝陽科技大學 097學年度第2學期教學大綱
History of Communications 傳播史

當期課號	2121	Course Number	2121
授課教師	湯素貞	Instructor	TANG,SU CHEN
中文課名	傳播史	Course Name	History of Communications
開課單位	傳播藝術系(四日)一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		Teaching Materials	
成績評量方式	準時上下課（若有事無法上課，請向老師或助教請假以三次爲限，情況特殊者例外，若有點名不在者，本項不予計分）20%；報告與作業20%；期中考30%；期末考30%	Grading	attendance 20% homework 20% Mid-term exam 30% final exam 30%
教師網頁			
教學內容	一、課程介紹 介紹課程內容、目的、進 度及評分方式 二、傳播的起源與發展背景 1. 語言與文字的起源及傳播功能 2. 傳播與大眾傳播的定義與相異之處 3. 傳播機制的機制--城市與學校 三、傳播的各階段發展歷史與重要人物介 1. 印刷時代 2. 大眾傳播的機制:新聞 3. 報紙雜誌發展史 4. 廣播發展史 5. 電影發展史 6. 無線電視發展史 7. 網路發展史 8. 廣告發展史 四、製作閱讀筆記 1. 傳播史相關重要書籍 2. 閱讀筆記製作 3. 讀書心得撰寫 五、台灣的傳播發展 1. 中國/台灣報業史 2. 中國/台灣電影史 3. 中國/台灣電視史	Syllabus	A.Course Introduction Introduce course contents、objects、schedule and grade B.The origin and background of Communication 1.The origin of language and word, function of Communication 2.The definition of Communication and mass Communication. What is the different between Communication and mass Communication. 3.City and school-The mechanism of Communication mechanism C.The stage of Communication development history and important people introduction 1.The age of printing 2.News-The mechanism of mass Communication 3.The development history of news and magazine 4.The development history of broadcast 5.The development history of cinema 6.The development history of Terrestrial Television 7.The development history of internet

			8.The development history of advertising D.Taking notes of Reading 1.The important correlation books of communication history 2. Taking notes of Reading 3. Writing Paper of reading E.The communication development in Taiwan 1.The history of newspaper in China/Taiwan 2.The history of cinema in China/Taiwan 3.The history of Television in China/Taiwan

尊重智慧財產權，請勿非法影印。