

朝陽科技大學 097學年度第2學期教學大綱
Media & Society 媒體與社會

當期課號	3472	Course Number	3472
授課教師	賴富山	Instructor	Lai,Fu Shan
中文課名	媒體與社會	Course Name	Media & Society
開課單位	傳播藝術系(四進)一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.能理解媒體與社會(媒體識讀)的相關理論、目標、與使命。同時熟習媒體在現今社會的角色與功能，與了解媒體內容的產製與傳布過程(知識)</p> <p>2.能具備近用、分析、評估各種媒介資訊，產製文本，進而表達思想傳遞訊息並達到溝通的能力(技能)</p> <p>3.能具備洞察媒體本質的認知與批判(critical)或獨立思辨思考的態度(態度)</p> <p>4.能了解台灣媒介現況的討論，還原現今複雜媒體之真象 養成優質且具媒體素養的閱聽人為短期目標，而達成監督媒體，促成媒介自律與改善媒體環境為終極目標(其他)</p>	Objectives	<p>1.Understand complex relationships between media and society. Become familiar with roles and functions of media in modern society, as well as processes of production and dissemination (knowledge)</p> <p>2.Analyze and assess media information, learn to send own messages to express individual ideas (Skills)</p> <p>3.Understand the nature of media criticism, develop independent reasoning and analytical thinking (development)</p> <p>4. Understand the current state of development of Taiwan's media, promote media self-regulation, and improve the environment for creating high-quality media (other)</p>
教材	傳播與社會:世新大學新聞學系編著 揚智文化	Teaching Materials	Communication and Society
成績評量方式	<p>出席參與討論:15%</p> <p>書面報告:15%</p> <p>期中考:30%</p> <p>期末考:40%</p>	Grading	<p>Participation & discuss :15%</p> <p>Paperwork:15%</p> <p>Middle term:30%</p> <p>Final:40%</p>
教師網頁	-		
教學內容	<p>第一周:課程簡介:課程目的、進度、評分方式</p> <p>第二周:媒體與社會意義與概念</p> <p>第三周:媒體識讀第四周:</p> <p>第四周:媒體的價值觀</p> <p>第五周:認識媒體:媒體產業介紹、媒體經驗的自我檢視、</p> <p>第六周:媒體的重要性與功能、媒體的特性和比較</p> <p>第七周:媒體分類</p> <p>第八周:媒體再現本質的認知與批判:新聞再現</p> <p>第九周:期中考</p> <p>第十周:廣告再現</p> <p>第十一周:公關再現</p> <p>第十二周:電視再現</p> <p>第十三周:電影再現</p> <p>第十四周:台灣媒介現況討論</p> <p>第十五周:電視公共化</p> <p>第十六周:傳播科技與資訊社會</p> <p>第十七周:另類媒體</p> <p>第十八周:期末考</p>	Syllabus	<p>Week1:Course Description: The purpose of the course, the progress of the assessment methods</p> <p>Week2:Media and social significance with the concept</p> <p>Week3:Media literacy</p> <p>Week4:Media values</p> <p>Week5:Understanding of the media: the media industry, media experience, self-view</p> <p>Week6:The media and the importance of the function, features and comparison media</p> <p>Week7:Media Category</p> <p>Week8:Media representation of the nature of cognitive and critical: the news again</p> <p>Week9:Midterm Exam</p> <p>Week10:advertising again</p> <p>Week11:Public relations representation</p> <p>Week12:TV reproduction</p> <p>Week13:Film again</p> <p>Week14:Taiwan media to discuss the current situation:</p> <p>Week15:Public television with Taiwan and China as the public-linear,</p> <p>Week16:The dissemination of new technology and information society</p> <p>Week17:Alternative media</p> <p>Week18:Final Exam</p>

