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	教學目標： 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) 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) 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) 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爲短期目標，而達成監督媒體，促成媒介自律與改善媒體環境爲終極目標(其他)	**Objectives**	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) 2.Analyze and assess media information, learn to send own messages to express individual ideas (Skills) 3.Understand the nature of media criticism, develop independent reasoning and analytical thinking (development) 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)
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	出席參與討論:15% 書面報告:15% 期中考:30% 期末考:40%	**Grading**	Participation & discuss :15% Paperwork:15% Middle term:30% Final:40%
教師網頁			
教學內容	第一周:課程簡介:課程目的、進度、評分方式 第二周:媒體與社會意義與概念 第三周:媒體識讀第四周: 第四周:媒體的價值觀 第五周:認識媒體:媒體產業介紹、媒體經驗的自我檢視、, 第六周:媒體的重要性與功能、媒體的特性和比較 第七周:媒體分類 第八周:媒體再現本質的認知與批判:新聞再現 第九周:期中考 第十周:廣告再現 第十一周:公關再現 第十二周:電視再現 第十三周:電影再現 第十四周:台灣媒介現況討論 第十五周:電視公共化 第十六周:傳播科技與資訊社會 第十七周:另類媒體 第十八周:期末考	**Syllabus**	Week1:Course Description: The purpose of the course, the progress of the assessment methods Week2:Media and social significance with the concept Week3:Media literacy Week4:Media values Week5:Understanding of the media: the media industry, media experience, self-view Week6:The media and the importance of the function, features and comparison media Week7:Media Category Week8:Media representation of the nature of cognitive and critical: the news again Week9:Midterm Exam Week10:advertising again Week11:Public relations representation Week12:TV reproduction Week13:Film again Week14:Taiwan media to discuss the current situation: Week15:Public television with Taiwan and China as the public-linear, Week16:The dissemination of new technology and information society Week17:Alternative media Week18:Final Exam

尊重智慧財產權，請勿非法影印。