

朝陽科技大學 098學年度第1學期教學大綱

Public Relation and Advocacy for Non-profit Organization 非營利組織公共關係與倡導研究

當期課號	7378	Course Number	7378
授課教師	林能山	Instructor	Neng,shan Lin
中文課名	非營利組織公共關係與倡導研究	Course Name	Public Relation and Advocacy for Non-profit Organization
開課單位	社會工作系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>這門課旨在幫助學生理解非營利組織的公共關係與政策倡議的理論與實務。這門課不僅重視社會科學知識的傳播，同時把各個觀點背後的形成方法安排在課堂裡，這樣的設計可以幫助學生理解 (Understanding) 非營利組織的公共關係與政策倡議所必須的知識廣度，另一方面提供學生在觀察 (observation) 與詮釋 (interpretation) 這些社會現象時所須的分析工具(理論基礎)。</p>	Objectives	<p>This module introduces students to a range of theoretical and practical issues that emerge in the public relations of non-profit organization (NPO) and the policy advocacy. It aims to provide students with a broad understanding of various aspects of theories relevant to the public relations of NPO and the policy advocacy, which gives them academic ability to interpret and observe the phenomena in terms of social science standards. In this course, students will also develop their own arguments on these issues through the experience of discussing the required topics in the class, and through the mid-term and final assessment.</p>
教材	<p>參考書目: 一、中文 1.官有垣、王仕圖，2000，〈非營利組織的相關理論〉，蕭新煌主編，《非營利組織部門：組織與運作》，第二章，頁43-74。台北：巨流圖書公司。 2.蕭新煌主編，2009，《非營利組織部門：組織與運作》。台北：巨流圖書公司。 二、英文 1.Walter W. Powell & Richard Steinberg, The Nonprofit Sector: A Research Handbook, Washington: Yale University Press, 2006. 2.Marcia Avner, Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level, Minnesota: Fieldstone Alliance, 2004. 3.Jang, Hee-Soun. and Feiock, Richard. "Contracting Out Local Government Services to Nonprofit Organizations" Paper presented at the annual meeting of the The Midwest Political Science Association, Palmer House Hilton, Chicago, Illinois, April 15, 2004. http://www.allacademic.com/meta/p83590_index.html. 4.Fraser P. Seitelsf, The Practice of Public Relations, New Jersey: Prentice Hall, 1998. 5.Thomas Wolf, Managing a Nonprofit Organization in the Twenty-First Century, New York : Simon & Schuster, 1999. 6.James Douglas, "Political Theories of Nonprofit</p>	Teaching Materials	<p>參考書目: 一、中文 1.官有垣、王仕圖，2000，〈非營利組織的相關理論〉，蕭新煌主編，《非營利組織部門：組織與運作》，第二章，頁43-74。台北：巨流圖書公司。 2.蕭新煌主編，2009，《非營利組織部門：組織與運作》。台北：巨流圖書公司。 二、英文 1.Walter W. Powell & Richard Steinberg, The Nonprofit Sector: A Research Handbook, Washington: Yale University Press, 2006. 2.Marcia Avner, Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level, Minnesota: Fieldstone Alliance, 2004. 3.Jang, Hee-Soun. and Feiock, Richard. "Contracting Out Local Government Services to Nonprofit Organizations" Paper presented at the annual meeting of the The Midwest Political Science Association, Palmer House Hilton, Chicago, Illinois, April 15, 2004. http://www.allacademic.com/meta/p83590_index.html. 4.Fraser P. Seitelsf, The Practice of Public Relations, New Jersey: Prentice Hall, 1998. 5.Thomas Wolf, Managing a Nonprofit Organization in the Twenty-First Century, New York : Simon & Schuster, 1999. 6.James Douglas, "Political Theories of Nonprofit</p>

	<p>Organization.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Haven: Yale University Press, 1987.</p> <p>7.Henry Hansmann, “Economic Theories of Nonprofit Organization Change.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Haven: Yale University Press, 1987.</p> <p>8.Steven J. Ott, “Economic and Political Theories of the Nonprofit Sector.” in Steven J. Ott (ed.), The Nature of the Nonprofit Sector, Part 6, pp179-189. Boulder, Colorado: Westview Press, 2001.</p>		<p>Organization.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Haven: Yale University Press, 1987.</p> <p>7.Henry Hansmann, “Economic Theories of Nonprofit Organization Change.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Haven: Yale University Press, 1987.</p> <p>8.Steven J. Ott, “Economic and Political Theories of the Nonprofit Sector.” in Steven J. Ott (ed.), The Nature of the Nonprofit Sector, Part 6, pp179-189. Boulder, Colorado: Westview Press, 2001.</p>
<p>成績評量方式</p>	<p>1.出席與討論:40%</p> <p>2.期中報告:30%</p> <p>3.期末報告:30%</p>	<p>Grading</p>	<p>1.Attendance and discussion:40%</p> <p>2.Mid-term assessment:30%</p> <p>3.Final assessment:30%</p>
<p>教師網頁</p>			
<p>教學內容</p>	<p>這門課旨在幫助學生理解非營利組織的公共關係與政策倡議的理論與實務。這門課不僅重視社會科學知識的傳播，同時把各個觀點背後的形成方法安排在課堂裡，這樣的設計可以幫助學生理解 (Understanding) 非營利組織的公共關係與政策倡議所必須的知識廣度，另一方面提供學生在觀察 (observation) 與詮釋 (interpretation) 這些社會現象時所須的分析工具(理論基礎)。</p> <p>學期結束後，學生將</p> <ol style="list-style-type: none"> 1. 廣泛認識非營利組織公共關係理論以及政府決策與立法過程所涉及的理論。 2. 有能力比較台灣、日本、與英國的非營利組織的發展、規模與制度的差異。 3. 深入了解非營利組織發展公共關係、進行政策推廣與倡議的實務面。 <p>Week 1. 非營利組織的理論基礎</p> <p>Week 2. 非營利組織的類型與管理(含法律面)</p> <p>Week 3. 台、英非營利組織跨國比較</p> <p>Week 4. 台、日非營利組織跨國比較</p> <p>Week 5. 非營利組織的公共關係理論</p> <p>Week 6. 非營利組織與社區關係</p> <p>Week 7. 非營利組織與地方政府</p> <p>Week 8. 非營利組織與地方議會</p> <p>Week 9. 非營利組織與媒體</p> <p>Week 10.非營利組織與網路</p> <p>Week 11.非營利組織與國際組織</p> <p>Week 12.非營利組織與國際非政府組織</p> <p>Week 13.非營利組織的政策倡議與遊說</p> <p>Week 14.非營利組織與中央政府</p> <p>Week 15.非營利組織與國會</p> <p>Week 16.非營利組織與社會運動</p> <p>Week 17.非營利組織與利益團體</p> <p>Week 18.台灣非營利組織展望</p>	<p>Syllabus</p>	<p>This module introduces students to a range of theoretical and practical issues that emerge in the public relations of non-profit organization (NPO) and the policy advocacy. It aims to provide students with a broad understanding of various aspects of theories relevant to the public relations of NPO and the policy advocacy, which gives them academic ability to interpret and observe the phenomena in terms of social science standards. In this course, students will also develop their own arguments on these issues through the experience of discussing the required topics in the class, and through the mid-term and final assessment.</p> <p>By the end of the semester, students attending this module will have been able to:</p> <ol style="list-style-type: none"> 1. Have Broadly gained an understanding of the theories of public relations, policy-making and legislative processes. 2. Have become aware of the differences in the development, scale, and institution of nonprofit organization between Taiwan, Japan, and the UK. 3. Display in-depth knowledge of the public relations of NPO and of the policy advocacy in practice. <p>The outline of this module is shown as below:</p> <p>Week 1. The Theoretical Perspectives of Nonprofit Organization</p> <p>Week 2. The Types and Governance of Nonprofit Organization</p> <p>Week 3. The Comparison of Nonprofit Organization between Taiwan and Britain</p> <p>Week 4. The Comparison of Nonprofit Organization between Taiwan and Japan</p> <p>Week 5. Nonprofit Organization and Public Relations Theory</p> <p>Week 6. Nonprofit Community Relations</p> <p>Week 7. Nonprofit Organization and Local Government</p> <p>Week 8. Nonprofit Organization and Local Councils</p> <p>Week 9. Nonprofit Organization and Mass Media</p> <p>Week 10. Nonprofit Organization and Internet</p> <p>Week 11. Nonprofit Organization and International Organizations</p> <p>Week 12. Nonprofit Organization and Non-Governmental Organizations</p> <p>Week 13. Policy Advocacy and Lobbying</p>

		Week 14. Nonprofit Organization and Central Government
		Week 15. Nonprofit Organization and National Legislature
		Week 16. Nonprofit Organization and Social Movement
		Week 17. Nonprofit Organization and Interest Groups
		Week 18. The Perspectives of Nonprofit Organization in Taiwan

尊重智慧財產權，請勿非法影印。