

朝陽科技大學 098學年度第2學期教學大綱
Introduction to Communication Technology 傳播科技概論

當期課號	3555	Course Number	3555
授課教師	李郁青	Instructor	LI, YU CHING
中文課名	傳播科技概論	Course Name	Introduction to Communication Technology
開課單位	傳播藝術系(四進)二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：包含知識、技能、態度、其他等四項</p> <p>1.能熟悉當代各式傳播媒體科技之演變，並探討傳播數位科技之興起，其對於人類與社會帶來之影響。課程的內容以電波原理為基礎，針對無線廣播、無線電視、有線電視、衛星電視等媒體在台灣的變革情況詳加討論(知識)</p> <p>2. 能具備各項傳播科技基本原理之應用(技能)</p> <p>3. 能具備運用項傳播科技之正確態度(態度)</p> <p>4. 能瞭解傳播科技的匯流(converge)的議題，包括數位傳播之趨勢、媒體匯流(converge)、網際網路之傳播趨勢、傳播科技的未來等(其他)</p>	Objectives	<p>1. Become familiar with technological innovations in contemporary media, such as wireless radio, cable television, and satellite television; explore the spread of digital technology and its human and social impact (knowledge) 2. Understand the basic principles underlying these technological innovations and learn to apply them in practical uses (skills) 3. Develop professional attitude (development) 4. Understand technological convergence issues, including trends in the spread of digital media, Internet, and possible advances in science and technology (other)</p>
教材	2003-2008數位內容白皮書。(見教學平台講義)	Teaching Materials	see LMS
成績評量方式	<p>1. 出席與課堂參與：40 %</p> <p>2. 傳播科技分享報告：30 % (口頭與書面各半)</p> <p>3. 期末考：30 %</p>	Grading	<p>1. Attendance & Participation: 40 %</p> <p>2. Paper: 30 %</p> <p>3. Final exam: 30 %</p>
教師網頁	-		
教學內容	<p>第一週：課程說明與要求</p> <p>第二、三週：科技與傳播：由新聞的呈現與閱讀談起(含傳播科技分類)</p> <p>第四週：傳播科技基本原理</p> <p>第五、六週：廣播產業</p> <p>第七至十週：電視產業</p> <p>第十一、十二週：傳播科技分享報告</p> <p>第十三週：電影產業</p> <p>第十四週：數位音樂</p> <p>第十五週：行動通訊產業</p> <p>第十六週：數位遊戲</p> <p>第十七週：傳媒匯流議題</p> <p>第十八週：期末考</p>	Syllabus	<p>Week 1: course introduction</p> <p>Week 2-3: technology and communication -- perspectives of news</p> <p>Week 4: basic concepts of communication technology</p> <p>Week 5-6: technology and radio industry</p> <p>Week 7-10: technology and TV industry</p> <p>Week 11-12: mid-term paper presentation</p> <p>Week 13: technology and film industry</p> <p>Week 14: technology and music industry</p> <p>Week 15: technology and the 5th media</p> <p>Week 16: technology and game industry</p> <p>Week 17: mass media under convergence</p> <p>Week 18: final exam</p>

尊重智慧財產權，請勿非法影印。