

朝陽科技大學 099學年度第1學期教學大綱
History of Communications 傳播史

當期課號	3453	Course Number	3453
授課教師	湛明暉	Instructor	CHAN, MING HUI
中文課名	傳播史	Course Name	History of Communications
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：</p> <ol style="list-style-type: none"> 1. 啟發對傳播史的興趣，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	<ol style="list-style-type: none"> 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	<p>指定教科書 《大眾傳播概論》Melvin L. DeFleur / Everette E. Dennis原著(2005年5月)台北：雙葉。</p> <p>參考教科書 《傳播與社會》世新大學新聞系(2006年2月)台北：揚智。</p>	Teaching Materials	<p>Griffiths 《Understanding Mass Communication: A Liberal Arts Perspective (7E)》 By Melvin L. DeFleur / Everette E. Dennis</p> <p>Reference book 《傳播與社會》世新大學新聞系(2006年2月)台北：揚智。</p>
成績評量方式	<p>出席率與課堂討論(30%) 期中考試(30%) 期末分組報告(40%)</p>	Grading	<p>Attendance and classroom discussion (30%) Midterm (30%) Final grouping reports (40%)</p>
教師網頁	-		
教學內容	<p>學習重點：</p> <p>從山頂洞人的壁畫，一直到未來的雲端科技，人類的傳播史從實體邁向虛擬。傳播的進化，代表人類社會的演進，對傳播系的學生而言，我們必須了解的重點包括：</p> <ol style="list-style-type: none"> 1. 傳播的發展歷史，以及對社會的影響。 2. 傳播對人類文化、尤其是通俗文化的影響。 3. 傳播史的重要事件。 4. 媒體議題對社會的影響。 5. 探討媒體未來的發展性。 <p>本課程期望幫助同學完整了解傳播的歷史演進，宏觀探討大眾的本質與功能，以及對個人與社會的影響，具備傳播者應有的知識與專業能力。</p> <p>教學方式：</p> <ol style="list-style-type: none"> 1. 課程由教師講授為主，每週主題請修課同學從個人經驗與觀察，參與互動討論。 2. 除教科書內容之外，將輔以時事或社會問題，進行解說分析討論。 	Syllabus	<p>Learning focus: Frescoes from the Upper Cave Man, has been to cloud the future of technology, the spread of human history from the physical into the virtual. The evolution of communication, representing the evolution of human society, of the Department of Communication students, we need to know include:</p> <ol style="list-style-type: none"> 1. Communication history, as well as the social affect. 2. Communication on human culture, especially the impact of popular culture. 3. Dissemination of the history of important events. 4. Media issues impact on society. 5. Discuss of media development in the future. <p>This course is expected to help students complete understanding of the historical evolution of the communication, the essence of the macro-explore and features, as well</p>

		<p>as personal and social impact, have spread their knowledge and professional competence.</p> <p>Teaching methods:</p> <ol style="list-style-type: none">1. Courses taught by teachers, weekly themes please course students from personal experience and observation, participation in interactive discussions.2. Except textbook content , complemented by current events or social problems, for interpretation of the discussions.
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