朝陽科技大學 099學年度第2學期教學大綱
History of Communications 傳播史

當期課號	1976	Course Number	1976
授課教師	林有慶	Instructor	LIM,YU KYEONG
中文課名	傳播史	Course Name	History of Communications
開課單位	傳播藝術系(四日)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. 啓發對傳播史的興趣，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	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	游梓翔、吳韻儀 譯（2007）。《人類傳播史》，台北：遠流。 自製投影片上課教材	Teaching Materials	Wilbur Schramm(1998),The Story of Human Communication, New York: Harper Cillins Publishers.
成績評量方式	期中考30% 期末考35% 隨堂筆記20% 出席15%	Grading	Midterm exam 30% Final exam 35% Class notes 20% Participation 15%
教師網頁			
教學內容	一.傳播的起源與發展背景 1. 語言與文字的起源及傳播功能 2. 傳播與大眾傳播的定義 3. 傳播的機制-城市與學校 二、傳播的各階段發展歷史 1. 印刷時代 2. 大眾傳播的機制:新聞(1) 3. 大眾傳播的機制:新聞(2) 4. 報紙雜誌發展史 5. 廣播發展史 6. 電影發展史 7. 無線電視發展史 8. 網路發展史 9. 廣告發展史 三、台灣的傳播發展 1. 台灣/中國報業史 2. 台灣/中國電影史 3. 台灣/中國電視史	Syllabus	一.The origin and background of Communication 1. The origin of language and word, function of Communication 2. The development of Communication and mass Communication. 3. City and school-The mechanism of Communication mechanism 二.The stage of Communication development history 1.The age of printing 2.News-The mechanism of mass Communication(1) 3.News-The mechanism of mass Communication(2) 4.The development history of news and magazine 5.The development history of broadcast 6.The development history of cinema 7.The development history of Terrestrial Television 8.The development history of internet 9.The development history of advertising 三.The communication development in Taiwan and China 1.The history of newspaper in

			Taiwan/China 2.The history of cinema in Taiwan/China 3.The history of Television in Taiwan/China

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