

## 南臺科技大學 104 學年度第 1 學期課程資訊

課程名稱	媒體與資訊社會
課程編碼	F0D04801
系所代碼	0F
開課班級	四技資傳一甲
開課教師	洪敏莉
學分	2.0
時數	2
上課節次地點	四 1 2 教室 L509
必選修	必修
課程概述	<p>藉由當代傳播現象以及個案分析促使學生對數位匯流時代資訊社會傳播現象的洞察。</p> <p>1.To introduce freshmen to all types of communication that is mediated by technology.</p> <p>2.To learn about new media (such as computers, Internet, and the digital telecommunications infrastructure that underlies all the media) that is rapidly changing our concepts of “mass” media.</p> <p>3.To learn and understand convergence of these media/communications technologies which created a new communications environment and is impacting the society and culture we all share.</p>
課程目標	<p>啟發學生對大眾傳播媒體的基本概念與知識。</p> <p>1.To prepare students to thrive in the convergencing new media environment by providing an integrated treatment of traditional media and new media in the course.</p> <p>2.To help students understand how mass media are being transformed as they converge with technologies.</p> <p>3.To cultivate media literacy, empower and educate students on the various issues pertaining to each medium.</p> <p>4.To assess the communications industries’ trajectories into the future.</p>
課程大綱	<p>1.課程基礎介紹</p> <p>2.變遷中的媒介環境</p> <p>3.書籍與雜誌</p> <p>4.報業發展</p> <p>5.廣播與錄音工業</p> <p>6.電影與電視</p> <p>7.網際網路</p>

	8.廣告發展 9.公共關係 10.媒體效果 11.媒體與傳播道德 12.全球化媒介
英文大綱	1.Introduce students to the objectives,grading policy and required textbooks and readings for the course 2.Introduce students to old media and new media. 3.Magazine Industry Proliferation and Consolidation. 4.Newspaper History 5.History :of Sound & Radio 6.History:of Movie & TV 7.History:of Internet 8.History of Advertising 9.Technology: Explain how the following venues of new public relations are used 10.Media and Prosocial Behavior 11.Processes for thinking through ethical problems 12.Global Media
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	