

課程名稱 (course name)	(中) 媒體、民主與全球傳播 (Eng.) Media, Democracy and Global Communication				
開課系所班級 (dept. & year)	通識教育中心	學分 (credits)	2	規劃教師 (teacher)	中國醫大 胡全威
課程類別 (course type)	必修	授課語言 (language)	中文、英文	開課學期 (semester)	上、下
課程簡述 (course description)	(中) 課程將以「問題導向」的方式進行教學，教師會在每週上課前提供一篇學術文章或是新聞報導作為課程閱讀材料。每週上課時，教師先扼要介紹該週重要主題內容後，隨即提出相關問題，讓同學們分組討論。然後，請每組派出代表發言，提供該組的討論結果或是過程。最後，教師會針對同學們提出的觀點，再作必要的延伸、說明或回答問題。 (Eng.) This course will use problem-based teaching/learning practices. The teacher will give an academic article or a piece of news report for each week in advance. After introducing the context of the specific topic at that week, the teacher will provide an event or problems related to the theme and then ask each group of students to discuss within the group. In advance, each group chooses their representative and present their ideas or process of discussion to all the students. After proper deliberation and debate, the teacher will have a lecture to comment or supply some key points to the previous discussion and answer questions.				
先修課程 (prerequisites)	無				
課程目標與核心能力關聯配比(%) (relevance of course objectives and core learning outcomes)					
課程目標	course objectives			核心能力 core learning outcomes	配比 合計 100%
1. 能了解媒體、民主與全球傳播間的互動 2. 了解重要的全球性議題，並能提出自己的批判性觀點 3. 就本課程所學到的主題，可以作為其他學科的相關背景知識	1. Provide a clear introduction to the interaction of media, democracy and global communication. 2. Provide students with the skills and competencies required to comment on global issues. 3. Enable students to relate themes within this course to other aspects of their learning.			人文素養 科學素養 溝通能力 創新能力 國際視野 社會關懷	0% 0% 20% 0% 40% 40%

課程目標之教學方法與評量方法
(teaching and assessment methods for course objectives)

教學方法 (teaching methods)	學習評量方式 (evaluation)						
講授 課堂討論	<table border="0"> <tr> <td>課堂討論</td> <td>20%</td> </tr> <tr> <td>學期報告</td> <td>40%</td> </tr> <tr> <td>期末考</td> <td>40%</td> </tr> </table>	課堂討論	20%	學期報告	40%	期末考	40%
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學期報告	40%						
期末考	40%						

授課內容 (單元名稱與內容、習作 / 考試進度、備註)
(course content and homework / tests schedule)

週次	教 學 內 容
1	課程介紹 Introduction
2	媒體與民主 Media and democracy
3	全球傳播 Global Communication
4	民主化與大眾傳播 Democratization and Mass Communication
5	戰爭和新聞 War and News
6	公共外交 Public Diplomacy
7	軟實力 Soft Power
8	國際政治傳播 International Political Communication
9	網路與民主 Internet and Democracy
10	全球新聞學 Global Journalism
11	恐怖主義與新聞 Terrorism and News
12	政治公關 Political Public Relation
13	亞洲的媒體全球化 Media Globalization in Asia
14	阿拉伯媒體與半島電視台的影響 Arab Media and the Al Jazeera Effect
15	全球傳播與台灣 Global Communication and Taiwan (I)
16	全球傳播與台灣 Global Communication and Taiwan (II)
17	口頭報告 Presentation
18	期末考 Final Exam

教科書與參考書目 (書名、作者、書局、代理商、說明)
(textbook & other references)

Alia, Valerie. 2010. *The New Media Nation: Indigenous Peoples and Global Communication, Anthropology of media*. New York: Berghahn Books.
Curtin, Michael & Hemant Shah. 2010. *Reorienting global Communication: Indian and Chinese*

<p><i>Media beyond Borders, Popular culture and Politics in Asia Pacific</i>. Urbana: University of Illinois Press.</p> <p>Fortner, Robert S., Mark Fackler 2011. <i>The Handbook of Global Communication and Media Ethics</i>. Chichester, West Sussex, U.K. ; Malden, MA: Wiley-Blackwell.</p> <p>Hills, Jill. 2002. <i>The Struggle for Control of Global Communication: the Formative Century</i>. Urbana: University of Illinois Press.</p> <p>McPhail, Thomas L. 2010. <i>Global Communication: Theories, Stakeholders, and Trends</i>. 3rd ed. Chichester, U.K. ; Malden, MA: Wiley-Blackwell.</p> <p>Newsom, Doug. 2007. <i>Bridging the gaps in global communication</i>. Malden, MA, USA: Blackwell Pub.</p> <p>Wilkin, Peter. 2001. <i>The Political Economy of Global Communication: an Introduction, Human security in the Global Economy</i>. London ; Sterling, Va.: Pluto Press.</p> <p>Volkmer, Ingrid. 1999. <i>News in the Global Sphere: a Study of CNN and its Impact on Global Communication</i>. Luton: University of Luton Press.</p> <p>陳國明等 2011 《傳播理論》。台北：五南。</p> <p>倪炎元 2009 《公關政治學》。台北：五南。</p>
<p>課程教材（教師個人網址請列在本校內之網址） (teaching aids & teacher's website)</p>
<p>另行公告</p>
<p>課程輔導時間 (office hours)</p>
<p>另行公告</p>

※本教學大綱將提供講授相同課程之教師參考使用。