

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10年

課程名稱 Course Title	(中文) 新媒體科技應用		
	(英文) New Media Technology Applications		
授課教師 Instructor	湯宗益老師	開課單位 Departments	資管系
學分數 Credit(s)	3	修課對象 Target Students	學士班二-四年級
課程目標 Course Objectives	<p>This course provides a broad survey for public policy in the policy and regulatory arena concerning information technology, media content, privacy issues, issues regarding equity and access to information and its technologies.</p>		
課程大綱 Course Description	<p>It is now technically possible to connect everyone to everyone else either by wire or wireless means (ubiquitous/universal access to digital networks). But would this necessarily be a good democratic society or even a pleasant place to live in? The same technology that can provide surveillance for national security, law enforcement and accountability can also be used for social and political control and the targeting of unpopular groups and individuals. The same technology that can bring instant and cheap communication can also bring pornography and hate speech. Access to lifelong learning opportunities and government services can also be used to unduly influence and persuade non-critical, naive users by spying on their preferences, habits, life-styles and practices, or to divert and distract citizens away from empowering themselves via self-governing, civic, participatory democratic activity.</p> <p>The old media and the new medium co-exist but are converging. Is convergence creative destruction or business evolution? How will convergence change the role of the NCC? How will convergence change the industries? Is the medium the message? The emerging era has been called the knowledge economy, the surveillance society, the digital age and post modern/post industrial society. The relationship between media and government in a democracy makes for a curious marriage. They both need one another-not in any friendly or cozy relationship but to be built upon openness and respectful skepticism. As telecommunications-based new media technologies develop rapidly and unevenly in the world, government and industry policy has become a priority among government leaders and academic researchers. This is particularly true in many regions, where clear and visionary policy has been lacking, leading either to ill-structured economic development or uneven growth among different social sectors. The past decade saw two major shifts in the telecommunications industry: the introduction of an entirely new class of technology and services in the shape of the Internet and the general trend of telecommunications environments toward deregulation.</p>		
上課進度	- new media technology (i.e., broadband and wireless, including		

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Weekly Course Schedule	<p>cellular, digital over-the-air broadcasting, digital cable services, digital satellite services, cognitive radio, etc.)</p> <ul style="list-style-type: none"> - new media techniques (i.e., blogging, vlogging [a.k.a., video blogging], webcasting, podcasting, instant text messaging, digital photography, etc.) - political and economic arrangements (i.e. conglomerate media versus independent media, main stream media versus alternative media, etc.) of old and new media and laws and public policies that promote or hinder democratic outcomes of fairness, economic justice, universal and ubiquitous access to true high-speed and ultra-speed broadband - other essential information and communication services.
教學方式 Instructional Method	<p>Lectures Individual Presentations Case Studies Team Projects Video Viewings Website Discussion</p>
課程要求 Course Requirements	<p>participation 50% mid-term 20% final 30%</p>
評量方式 Evaluation	<p>participation 50% mid-term 20% final 30%</p>
教材及參考書目 Textbooks & Suggested Materials	<p>Chris Anderson, Free—The Future of a Radical Price, Hyperion, 2009</p> <p>Murphy Cullen, Are We Rome? Houghton Mifflin, 2007</p> <p>David Smick, The World Is Curved, Portfolio, 2008</p> <p>William Bernstein, A Splendid Exchange--How Trade Shaped the World, Atlantic Monthly Press, 2008</p> <p>http://www.internetnews.com/</p> <p>http://www.ntia.doc.gov/</p> <p>http://www.marketwire.com/</p> <p>http://www.nytimes.com</p> <p>http://www.wired.com/</p> <p>http://www.washingtonpost.com</p> <p>http://infoition.com/</p> <p>http://www.wired.com/wired/index.html</p> <p>http://www.networkworld.com/</p> <p>http://thomas.loc.gov/</p> <p>http://www.fcc.gov/Welcome.html</p> <p>http://www.totaltele.com/</p>

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課程相關 連結網址 Course Website	
備註 Remarks	