

# 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) 新媒體科技與政策 (英文) New Media Technologies and Policy		
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	碩士班、博士班
課程目標 Course Objectives	This comprehensive course provides a detailed understanding of the hottest issues facing the telecommunications industry today at the NCC, and within the executive and judicial branches in Taiwan. It also covers what legal challenges lay ahead for telecommunications practitioners and the general public.		
課程大綱 Course Description	This course provides an intensive overview of current trends and developments for the most public and private sector to come in various industry segments in Taiwan - including wireless, wired telecommunications, broadband Internet and international fields. It also concentrates on industry competition, convergence and consolidation. This class includes today's major legal and business issues in the convergence of entertainment and technology and the cutting edge of this burgeoning practice. This policy oriented class provides assessments of the relationships between advocacy, rulemaking and legislation and discusses how traditional mass media and new media are used for participation in the policy making process.		
上課進度 Weekly Course Schedule	<ul style="list-style-type: none"> <li>•Government and industry perspectives on new media technologies</li> <li>•Updates on wireline, wireless, and the future of the Internet</li>   <li>•Comprehensive look ahead at the future of telecommunications</li> <li>•Debate on controversial telecommunications issue past and current</li> <li>•Digital music business models and legal issues</li> <li>•How technology is shaping entertainment deal-making.</li>   <li>•Emerging IT business models, strategies and funding options</li> <li>•Virtual world legal issues associated with user-generated content,</li>   <li>•New copyright and licensing litigation</li>   <li>•Current state of digital music business model and legal issues</li> <li>•How technology continues to shape entertainment deals</li> <li>•Social networking, virtual goods and currency, and mirror worlds</li> <li>•The latest on character and publicity rights.</li> </ul>		
教學方式 Instructional Method	Lectures Individual Presentations Case Studies		

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	Team Projects Video Viewings Website Discussion
課程要求 Course Requirements	participation 50% term paper 30% final 20%
評量方式 Evaluation	participation 50% term paper 30% final 20%
教材及參考書目 Textbooks & Suggested Materials	Patricia Aufderheide, "Communications Policy and the Public Interest," Guilford Press, 1999.  William E. Kennard, "Connecting the Globe: A regulator's Guide to Building A Global Information Community"  Paul Starr, The Creation of the Media: Political Origins of Modern Communications (New York: Basic Books, 2004), Introduction)  Randall Bezanson, How Free Can the Press Be? (Urbana: University of Illinois Press, 2003).  Kent Middleton et al., The Law of Public Communication, 7th ed. (Boston: Pearson, 2009).  Lawrence Lessig, Free Culture (Penguin, 2004)
課程相關 連結網址 Course Website	
備註 Remarks	