

_103_學年度 __商__學院 英語授課課程大綱

課程名稱 Course Title <input type="checkbox"/> 模組 <input checked="" type="checkbox"/> 個別	(中文) 新媒體科技文明-東亞與西方觀點 (英文) New Media Technology Civilization-East Asian and Western Perspectives
課程目標 Course Objectives	<p>This course explores the multi-faceted nature of information technology and new media. Classroom instruction is supplemented by website visits, guest lectures, and field research to develop an appreciation of the ways that new media and the latest IT applications have shaped the work and leisure of life among East Asian and Western countries.</p> <p>This course also provides a broad review of the history, culture, and political development of public policy in the infrastructure, liberalization, and deregulation arena concerning information technology and internet applications, press media (printed, broadcast, and online), privacy, intellectual property, equity access to information.</p>
課程大綱 Course Objectives	<p>Japan, Korea, and Taiwan have shown their technological expertise and insightful approaches to economy and business in the past. Even more recently we have seen the growth of China in the information technology market. East Asian countries have become some of the major players in the IT and Internet industry with explosively increasing Internet usage, manufacturing capabilities, and the supervision of proactive government. This class presents the experiences of information technology revolution in East Asian countries (i.e., Taiwan, China, Japan, Korea), Europe and US. New media certainly have its global common applications but could present different values, beliefs, laws, and behaviors shared by individuals and societies that determine how the public act, feel, and view oneself and others.</p> <p>The different perspectives on the digital rights and governmental tools will be discussed with focus on the problems and promises of communications policy governing telecommunications and the formulation and promotion of IT industry concerning digital image technology and telecommunications.</p> <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</p>

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. Despite the technological commonality, the social implications of communication technologies are quite different among East Asian countries.

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 governmental agency? 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. Power comes in many forms in the networked world. 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.

Communication behaviors are influenced by national cultures and media cultures, while media cultures are also formed by the communication behavior patterns of people of different countries. Once a media culture takes shape in a society, it becomes a de facto standard for users. From a technological viewpoint, we anticipate global standardization of communication technologies. Will media cultures converge among different countries? Is wiretap against universal human right or a passing technological anomaly? What is public key and how does it differ from private key? What part of that difference is critical for human freedom, and what elements are risks to the common safety? The conflict between individual rights and societal security is continuing on the information infrastructure. One of the critical elements in this conflict is the role of encryption -- technology which prevents individuals other than a message recipient from intercepting a communication. IS this a fundamental freedom critical to autonomy or a tool for subversion even of the network infrastructure itself.

<p>上課進度</p> <p>Weekly Course Schedule</p>	<ul style="list-style-type: none"> - new media technology (i.e., broadband and wireless, including cellular, digital over-the-air broadcasting, digital cable services, digital satellite services, cognitive radio, etc.) - 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 latest information and communication services.
<p>教學方式</p> <p>Instructional Method</p>	<p>Lectures Individual Presentations Case Studies Team Projects Video Viewings Website Discussion</p>
<p>課程要求</p> <p>Course Requirements</p>	<p>Since this course revolves about the process with which a fast changing idea is incorporated in any field of information technology, new media literature and cultural evolution, it is particularly important for students to be in class and participate in class discussion to benefit from all your fellow student-scholars and instructor have to offer.</p>
<p>評量方式</p> <p>Evaluation</p>	<p>Participation 50% Mid-term 20% Final 30%</p>
<p>教材及參考書目</p> <p>Textbooks & Suggested Material</p>	<p>Center for Democracy and Technology</p> <p>Chris Anderson, Free—The Future of a Radical Price, Hyperion, 2009</p> <p>Cullen, Are We Rome? Houghton Mifflin, 2007</p> <p>David Smick, The World Is Curved, Portfolio, 2008</p> <p>Connie Guglielmo & Will Rodger, "Can Net Privacy Coexist with E-Commerce?," Interactive Week Online, Dec. 17, 1997</p> <p>Platform for Internet Content Selection (PICS)</p> <p>Electronic Frontier Founcation</p> <p>European Information Network</p> <p>Global Internet Liberty Campaign. "Impact of Self-Regulation and</p>

	<p>Filtering on Human Rights to Freedom of Expression"</p> <p>Larry Lessig, Code and Other Laws of Cyberspace</p> <p>FTC, Privacy Online: A Report to Congress, June 1998</p> <p>Free Speech Now</p> <p>The Legal Challenge to the Child Online Protection Act: Summary</p> <p>William Bernstein, A Splendid Exchange--How Trade Shaped the World, Atlantic Monthly Press, 2008</p> <p>http://amic.org.sg/</p> <p>http://www.businessmonitor.com/bmo/asia</p> <p>http://www.internettrafficreport.com/asia</p> <p>http://www.internetworldstats.com/asia</p> <p>http://www.internetnews.com/</p> <p>http://www.epic.doc.gov/</p> <p>http://www.ntia.doc.gov/</p> <p>http://www.gpsr.org/</p> <p>http://www.marketwire.com/</p> <p>http://www.nytimes.com</p> <p>http://www.soumu.go.jp/</p> <p>http://www.wired.com/</p> <p>http://www.washingtonpost.com</p> <p>http://infoition.com/</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>
<p>課程相關 連結網址 Course Website</p>	
<p>備註 Remarks</p>	

申請教師簽章: _____

開課單位主管簽章: ✓

管系任 陳春龍