

98-2 大葉大學 選課版課綱

基本資訊			
課程名稱	媒體文化與研究	科目序號 / 代號	2436 / ELF3047
開課系所	英美語文學系	學制 / 班級	大學日間部4年1班
任課教師	Petra	專兼任別	專任
必選修 / 學分數	選修 / 2	畢業班 / 非畢業班	畢業班
上課時段 / 地點	(一)56 / J419	授課語言別	英文

課程簡介

Course description

The course introduces current media trends and developments, research methodologies, terminology of media and cultural studies. The semester starts with a general understanding of the difference between old and new media theory and will continue in the following weeks with discussions of several types of media, such as television, film, music, advertising, and digital media. Because this is an introductory media studies course, and students learn best by comparison, Taiwanese culture and media will be included in our conversations.

Learning outcomes

This course is designed to train the students understanding of the history, changes, concepts, scope and significance of mass communication, to familiarize them with media studies by exposing them to contemporary media and provide an opportunity to them to pursue their areas of interest. The aim of the course is to train media awareness and media literacy in the course participants, but also to develop their capability for cultural criticism. This is mainly a discussion seminar and students are encouraged to contribute their ideas, experiences and opinions in class.

課程大綱

Introduction

New and old media theory

Television and film studies

Quality television, serial TV, reality TV

Hollywood, Bollywood, and Hong Kong

Blade Runner

Reading film: An example - Blade Runner and metaphor

Mid-term exam

Globalization and media conversion

Taiwanese media

Societies and media

Music genres

Presentation

Advertising, Cola wars

Print media

Digital media, social networking, Facebook, Youtube, and others

An introduction to popular media debates, effects, future, utilization
Final Exam

基本能力或先修課程

Advanced English reading and speaking skills.