

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	傳播概論	Serial No. / ID	3202 / CAD1002
Dept.	傳播藝術學士學位學程	School System / Class	大學日間部1年1班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Required / 2	Graduate Class	No
Time / Place	(二)56 / G512	Language	Chinese

## Introduction

This course introduces mediated communication, including characters of media, mass communication theory, the roles and development of media in information society.

After course students should understand:

1. The profile of mass communication.
2. Basic concepts of mass communication evaluation.
3. Jobs and careers of mass communication.

## Outline

01. Mass communication and media
02. Audiences
03. Books
04. News papers
05. Magzines
06. Movies
07. Radios
08. Televisions
09. New media
10. International communication and global media
11. Popular cultrue
12. Advertizements
13. Public relations

## Prerequisite

none.