

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	媒體文化與研究	Serial No. / ID	2436 / ELF3047
Dept.	英美語文學系	School System / Class	大學日間部4年1班
Lecturer	Petra	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(一)56 / J419	Language	English

Introduction
<p>Course description</p> <p>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.</p> <p>Learning outcomes</p> <p>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.</p>

Outline
<p>Introduction</p> <p>New and old media theory</p> <p>Television and film studies</p> <p>Quality television, serial TV, reality TV</p> <p>Hollywood, Bollywood, and Hong Kong</p> <p>Blade Runner</p> <p>Reading film: An example - Blade Runner and metaphor</p> <p>Mid-term exam</p> <p>Globalization and media conversion</p> <p>Taiwanese media</p> <p>Societies and media</p> <p>Music genres</p> <p>Presentation</p> <p>Advertising, Cola wars</p> <p>Print media</p> <p>Digital media, social networking, Facebook, Youtube, and others</p>

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

Prerequisite

Advanced English reading and speaking skills.