

## 佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	媒體與政治傳播			
英文課程名稱 Course Name in English	Media and Political Communication			
科目代碼 Course Code	PA42D			班別 Degree
				<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type
				<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective			
先修課程 prerequisite	無 None			
課程描述 Course Description				
<p>本課程主要是為了使學生對於媒體與政治傳播之理論概念及實務問題能有一初步的瞭解，同時，協助學生能夠形塑本身對專業政治公共關係人才角色之認同，兼具廣博的理論及恢宏的實務視野，從而為未來的生涯發展，奠定一個穩固的知識基礎。</p> <p>請尊重智慧財產權，課程教材不得非法影印。</p> <p>This course is designed to introduce to undergraduate students the theoretical concepts of media and political communication, as well as enhance their understanding of the practical questions in this field. This course also attempt to help students form professional identity of public relations practitioners. At the end of this course, students can have a basic understanding of media and political communication, with a comprehensive perspective on theoretical and practical issues, as well as a solid knowledge background for their future career development.</p>				
課程目標 Course Objectives				
<ol style="list-style-type: none"> <li>幫助學生理解當代媒體與政治傳播之理論概念與當前實務發展過程，以建立學生對此一專業領域角色之認同感；To help students understand the theoretical concepts and practical development of contemporary media and political communication, and as such help them establish professional identity in this field.</li> <li>讓學生瞭解媒體與政治傳播對當前民主政治之影響 To help students understand the effects of media and political communication in contemporary democracies.</li> <li>讓學生注意到政治廣告、行銷活動、公共關係、網絡部落格等傳播工具對民主政治之影響。To help students pay attention to the impacts of political advertising, marketing, public relations, and internet blogs.</li> </ol>				
教育目標				

Education Objectives		
1	<b>培養各級政府行政管理之人才</b>	
2	<b>培養參與各類公共事務及關懷社會弱勢之現代公民</b>	
3	<b>培養具全球視野與處理兩岸事務能力之人才</b>	
4	<b>培育兼具理性思考與行動能力之人才</b>	
核心能力（專業能力） Learning Outcomes (Basic Learning Outcomes)		課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes
A	<b>政策規劃與政策分析能力</b>	
B	<b>公民參與及意見彙整能力</b>	◎
C	<b>專業活動規劃與控管能力</b>	★
D	<b>溝通協調與團隊合作能力</b>	★
E	<b>應變處理與問題解決能力</b>	
F	<b>地方發展與全球事務解析能力</b>	
圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated		
<b>課程綱要</b> Course Outline		
<ul style="list-style-type: none"> <li>● 媒體時代的民主政治</li> <li>● 當代大眾傳播媒體的發展</li> <li>● 政治傳播活動與工具</li> <li>● 政黨與壓力團體的政治傳播</li> <li>● 政治公關與實務</li> <li>● 政治廣告與媒體行銷</li> <li>● Democratic politics in the age of media</li> <li>● Contemporary mass media development</li> <li>● Political communication activities and tools</li> <li>● Party and press-group politics political communication</li> <li>● Public relations and practices</li> <li>● Political advertising and media marketing</li> </ul>		
資源需求評估（師資專長之聘任、儀器設備配合...等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
公共政策、公共行政、政治學、大眾傳播、新聞學等領域博士學位 Public Policy, Public Administration, Political Science, Mass Media, Journalism PhD Degree.		
<b>課程要求及教學方式之建議</b> Course Requirements and Suggested Teaching Methods		

教學方式以課堂講授與分組報告為主

Lecture

Oral Presentation of group project and discussion

其他

Miscellaneous