



課 綱 Course Outline

民族語言與傳播學系學士班

中文課程名稱 Course Name in Chinese	數位傳播				
英文課程名稱 Course Name in English	Digital Communication				
科目代碼 Course Code	LCI_41000	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	無				
課程目標 Course Objectives					
本課程探討當前數位傳播之新興趨勢，並從政策層面、產製層面、以及社會發展層面，分析數位傳播與未來文化變遷的關係。					
系教育目標 Dept.' s Education Objectives					
1	培育增進原住民族語言文化傳承之人才。 To foster intellectuals with a broad understanding of Indigenous culture, history and languages.				
2	培育兼具原住民族傳播理論與實踐知能之人才。 To foster intellectuals who master indigenous communication theory and community/social practice.				
3	培育具備多元文化認知及關懷之語言與傳播人才。 To foster intellectuals with an insightful perspective of multiculturalism, cultural pluralism and intercultural communication.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備原住民族語言文化涵養及語文研究能力之基礎。 To acquire ability to appreciate indigenous languages/culture and to conduct cultural studies.				
B	具備原住民族語文應用能力。 To acquire ability to express indigenous language and culture.				
C	具備傳播理論及媒體實務能力。 To acquire ability to interpret communication theory and to engage media production.			●	

D	具備原住民族文化傳播及議題探討能力。 To acquire ability to debate key issues of indigenous cultural communication.	○
E	具備整合原住民族語文及傳播知能之實踐能力。 To acquire collaborative abilities to apply the knowledge of indigenous language, culture and communication.	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
1. 網際網路的發展 2. 科技匯流趨勢對未來媒體發展之影響 3. 通訊傳播法專題 4. 新媒體與社區發展 5. 行動科技 6. 影視數位化 7. 部落格 8. 數位媒體近用權與少數媒體 9. 數位媒體與創意產業		
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
資訊講桌、投影放映設		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
課堂講授、分組作業		
其他 Miscellaneous		