

## \_104\_學年度 \_\_商\_\_學院 英語授課課程大綱

課程名稱 Course Title <input checked="" type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文)新媒體科技文明-東方與西方觀點 (英文) New Media Technology Civilization-Eastern and Western Perspectives
課程目標 Course Objectives	<p>This course explores the multi-faceted nature of information technology and new media. Classroom instruction is supplemented by website visits, guest lectures, and field research to develop an appreciation of the ways that new media and the latest IT applications have shaped the work and leisure of life among East Asian and Western countries.</p> <p>This course also provides a broad review of the history, culture, and political development of public policy in the infrastructure, liberalization, and deregulation arena concerning information technology and internet applications, press media, privacy, intellectual property, equity access to information.</p>
課程大綱 Course Objectives	<p>Eastern atmosphere have shown their technological expertise and insightful approaches to economy and business in the past. Asian countries have become some of the major players in the IT and Internet industry with explosively increasing Internet usage, manufacturing capabilities, and the supervision of proactive government. Even more recently we have seen the growth of China in the information technology market. New media certainly have its global common applications but could present different values, beliefs, laws, and behaviors shared by individuals and societies that determine how the public act, feel, and view oneself and others.</p> <p>This class presents the experiences of information technology revolution in Asian countries (i.e., Taiwan, China, Japan, Korea), Europe and US. The different perspectives on the digital rights and governmental tools will be discussed with focus on the problems and promises of communications policy governing telecommunications and the formulation and promotion of IT industry concerning digital image technology and telecommunications.</p> <p>It is now technically possible to connect everyone to everyone else either by wire or wireless means (ubiquitous/universal access to digital networks). But would this necessarily be a good democratic society or even a pleasant place to live in? The same technology that can provide surveillance for national security, law enforcement and accountability can also be used for social and political control and the targeting of unpopular groups and individuals. The same technology that can bring instant and cheap communication can also bring pornography and hate speech. Access to lifelong learning opportunities and government services can also be used to unduly influence and persuade non-critical, naive users by spying on their preferences, habits, life-styles and practices, or to divert and distract</p>

	<p>citizens away from empowering themselves via self-governing, civic, participatory democratic activity. Despite the technological commonality, the social implications of communication technologies are quite different among East Asian countries.</p> <p>The emerging era has been called the knowledge economy, the surveillance society, the digital age and post modern/post industrial society. As telecommunications-based new media technologies develop rapidly and unevenly in the world, government and industry policy has become a priority among government leaders and academic researchers. This is particularly true in many regions, where clear and visionary policy has been lacking, leading either to ill-structured economic development or uneven growth among different social sectors. Power comes in many forms in the networked world. The past decade saw two major shifts in the telecommunications industry: the introduction of an entirely new class of technology and services in the shape of the Internet and the general trend of telecommunications environments toward deregulation.</p> <p>Communication behaviors are influenced by national cultures and media cultures, while media cultures are also formed by the communication behavior patterns of people of different countries. Once a media culture takes shape in a society, it becomes a de facto standard for users. From a technological viewpoint, we anticipate global standardization of communication technologies. Will media cultures converge among different countries? Is wiretap against universal human right or a passing technological anomaly? What is public key and how does it differ from private key? What part of that difference is critical for human freedom, and what elements are risks to the common safety? Is this a fundamental freedom critical to autonomy or a tool for subversion even of the network infrastructure itself?</p>
<p>上課進度 Weekly Course Schedule</p>	<p>This course is designed to incorporate student's professional development with emphases on 1) learning from highly interactive lecture, from participative classmates, and from group project and individualistic assignments; 2) integrating overseas cases with local applications; 3) linking working experience with theories; 4) assimilating eastern and western perspectives.</p> <p>Teaching schedule is as follows:</p> <p>Week 1-2: New media technology (i.e., broadband and wireless, including cellular, digital over-the-air broadcasting, digital cable</p>

	<p>services, digital satellite services, cognitive radio, etc.)</p> <p>Week 3-4: New media techniques (i.e., blogging, vlogging [a.k.a., video blogging], webcasting, podcasting, instant text messaging, digital photography, etc.)</p> <p>Week 5-6: Political and economic arrangements (i.e. conglomerate media versus independent media, main stream media versus alternative media, etc.) of old and new media and laws and public policies that promote or hinder democratic outcomes of fairness, economic justice, universal and ubiquitous access to true high-speed and ultra-speed broadband</p> <p>Week 7-8: Matter, space, time, and mind: A conversation about global/local management philosophies in digital age.</p> <p>Week 9-10: Social media marketing: The truth is that in social media, everyone pretends to be someone else than themselves, leading to false image/self-image.</p> <p>Week 11-12: Word and Image: Basic Constructs of Mobility and Bid Data.</p> <p>Week 13-14: Native advertising: The appeal to fear is the most common and effective marketing campaign in business.</p> <p>Week 15: Expertise: The key to good decision making is not knowledge. It is the understanding. We are swimming in the former. We are desperately lacking in the latter.</p> <p>Week 16: Self-awareness: We humans are more concerned with having than with being.</p> <p>Week 17: Instant and constant gratification: Our entire concept of time is an artificial construct. What we think of as present, past, future is nothing more than a story shifted together in our linear thinking (one dimension).</p> <p>Week 18: Advertisers direct consumer spending by constructing what is "desirable.": Algorithms, apparently, as Google, Facebook, Twitter and the rest of the social media postindustrial complex rely on complicated mathematical tools to determine what we are actually reading and seeing and buying.</p>
<p>教學方式 Instructional Method</p>	<p>Lectures Group Presentations</p>

	Case Studies Video Viewings Website Discussion
課程要求 Course Requirements	Since this course revolves about the process with which a fast changing idea is incorporated in any field of information technology, new media literature and cultural evolution, it is particularly important for students to be in class and participate in class discussion to benefit from all your fellow student-scholars and instructor have to offer.
評量方式 Evaluation	Participation 50% Group Presentation 20% Final Report 30%
教材及參考書目 Textbooks & Suggested Material	References available upon request.
課程相關 連結網址 Course Websites	<a href="http://amic.org.sg/">http://amic.org.sg/</a> <a href="http://www.businessmonitor.com/bmo/asia">http://www.businessmonitor.com/bmo/asia</a> <a href="http://www.internettrafficreport.com/asia">http://www.internettrafficreport.com/asia</a> <a href="http://www.internetworldstats.com/asia">http://www.internetworldstats.com/asia</a>  <a href="http://www.internetnews.com/">http://www.internetnews.com/</a> <a href="http://www.epic.doc.gov/">http://www.epic.doc.gov/</a> <a href="http://www.ntia.doc.gov/">http://www.ntia.doc.gov/</a> <a href="http://www.gpsr.org/">http://www.gpsr.org/</a> <a href="http://www.marketwire.com/">http://www.marketwire.com/</a> <a href="http://www.nytimes.com">http://www.nytimes.com</a> <a href="http://www.soumu.go.jp/">http://www.soumu.go.jp/</a> <a href="http://www.wired.com/">http://www.wired.com/</a> <a href="http://www.washingtonpost.com">http://www.washingtonpost.com</a> <a href="http://infoition.com/">http://infoition.com/</a> <a href="http://www.networkworld.com/">http://www.networkworld.com/</a> <a href="http://thomas.loc.gov/">http://thomas.loc.gov/</a> <a href="http://www.totaltele.com/">http://www.totaltele.com/</a>
備註 Remarks	

申請教師簽章: 湯榮益

開課單位主管簽章: \_\_\_\_\_

實管系 系主任 李有仁
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