

2025 中正大學電訊傳播研究所碩士班

## 比較電訊政策授課大綱(暫定)

授課教師：羅世宏

時間：週二 16:15-19:00

地點：R225

聯絡方式：

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- 研究室：R305

歡迎同學們加入課程 FB 社團(私密)：

<https://www.facebook.com/groups/630701287586562>

### 教育目標

修過入門課程至少能對通訊傳播政策具備基本素養與批判分析能力，有助於從事傳播產業分析與策略管理，進入通訊傳播主管機關從事政策與管制相關工作，也有助於從事電信與傳媒產業分析與政策研究工作（例如 NCC、數位發展部、公共電視策略研發部、中華電信研究所、電信協會、市調研究公司、財團法人電信技術研究中心，或從事學術研究/ 在國內外大學攻讀博士學位...etc.）

### 評分方式

1. 課前閱讀與課堂討論。( 佔 70% )
2. 出勤狀況與政策分析/評論作業 ( 佔 30% )。1000-3000 字，面向一般讀者，

若能獲刊公開發表另予加分。

### 閱讀材料

- Crawford, S. (2013). *Captive audience: The telecom industry and monopoly power in the new gilded age*. New Haven: Yale University Press.
- Creech, K.C. (2007). *Electronic media law and regulation*. 5th Edition. Burlington, MA: Focal Press.
- Flew, T. (2021). *Regulating platforms*. Cambridge, UK: Polity Press.
- Freedman, D. (2008). *The politics of media policy*. Cambridge: Polity Press.
- Freedman, D., Obar, J., Martens, C., & McChesney, R. W. (Eds.). (2016). *Strategies for Media Reform: International Perspectives* Fordham University Press.
- Hallin, D. C., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge: Cambridge University Press.
- Intven, H. (Ed.). *Telecommunications Regulation Handbook*. Washington, DC: The World Bank.
- Iosifidis, P. (2011). *Global media and communication policy*. Houndmills, Basingstoke, Hampshire, UK ; New York: Palgrave Macmillan.
- Lunt, P. K., & Livingstone, S. M. (2012). *Media regulation: governance and the interest of citizens and consumers*. Los Angeles: Sage.
- Mansell, R., & Raboy, M. (Eds.). (2011). *The handbook of global media and communication policy*. Malden, MA: Wiley-Blackwell.
- McChesney, R.W. (2007). *Communication revolution: Critical junctures and the future of media*. New York : New Press.
- McChesney, R.W. (2013). *Digital disconnect: How capitalism is turning the internet against democracy*. New York : New Press.
- Moore, M., & Tambini, D. (2022). *Regulating Big Tech : policy responses to digital dominance* (First edition. ed.). New York: Oxford University Press.
- Napoli, P.M. (2001). *Foundations of communications policy*. Cresskill, NJ: Hampton Press. (中譯版為《傳播政策基本原理:基本媒體管制的原則與過程》)
- Nuechterlein, J. E., & Weiser, P. J. (2005). *Digital crossroads: American telecommunications policy in the Internet age*. Cambridge, Mass.: MIT Press.
- Schejter, A. M. (Ed.). (2009). ... *And communications for all: A policy agenda for a new administration*. Plymouth: Lexington Books.
- Walden, I. (Ed.) (2018). *Telecommunications law and regulation* (Fifth edition. ed.).

Oxford: Oxford University Press.

Wu, T. (2010). *The master switch: the rise and fall of information empires* (1st ed.).

New York: Alfred A. Knopf. 中譯本：吳修銘 (2013)。《誰控制了總開

關？》。台北：行人文化實驗室。

卓越新聞獎基金會主編 (2009)。《台灣傳媒再解構》。台北：巨流。

媒改社、劉昌德 (主編) (2012)。《豐盛中的匱乏：傳播政策的反思與重

構》。台北：巨流。

授課進度

Week 1: 09-09 課程簡介	
<b>PART I</b>	<b>FUNDAMENTALS</b>
Week 2: 09-16 通訊傳播政策基礎知識(I) /	視訊上課 閱讀《台灣傳播政策白皮書》並參與討論
Week 3: 09-23 通訊傳播政策基礎知識(II)	閱讀《台灣網際網路傳播政策白皮書》並參與討論
Week 4: 09-30	Reading Week (不上課)
<b>PART II</b>	<b>BROADCASTING AND TELEVISION POLICY</b>
Week 5: 10-07	Reading Week (不上課)
Week 6: 10-14 廣電政策與監理(I)	
Week 7: 10-21 廣電政策與監理(II)	
<b>PART III</b>	<b>TELECOMMUNICATIONS POLICY</b>
Week 8: 10-24 電信政策與監理(I)	發照/許可政策 Authorization and Licensing
Week 9: 10-28 電信政策與監理(II)	頻譜管理政策 Spectrum Management
Week 10: 11-04 電信政策與監理(III)	接取與互連政策 Access and Interconnection

Week 11: 11-11 電信政策與監理(IV)	消費者保護與競爭法政策 Consumer Protection and Competition Law
<b>PART IV</b>	<b>FURTHER READINGS AND CRITICAL ISSUES</b>
Week 12: 11-18 進階專題討論(I)	公共媒體政策 Updates
Week 13: 11-25 進階專題討論(II)	影視文化政策 Updates
Week 14: 12-02 進階專題討論(III)	OTT TV政策 Updates
Week 15: 12-09 進階專題討論(IV)	新聞業議價/分潤與平台問責 Updates
Week 16: 12-16 進階專題討論(V)	數位平台監理 Updates (I)
Week 17: 12-23 進階專題討論(VI)	數位平台監理 Updates (II)與課程總結