

2020 中正大學電訊傳播研究所碩士班

傳播理論授課大綱

授課教師：羅世宏

時間：週一 10:15-13:00

地點：R225

聯絡方式：

- E-mail: shihhung.lo@gmail.com ; 05-2720411 ext. 32551
- 研究室：R305

課程臉書社團(秘密社團)：<https://www.facebook.com/groups/983028102165029>

PDF 檔案下載網址：

https://drive.google.com/drive/folders/135u_VfuPyRr4eSS9e3WiFWIyVSQhirCe?usp=sharing

教育目標

修過入門課程至少能對全球傳播研究與傳播教育歷史有概括性的認識，並且掌握重要的傳播研究概念與理論，有助於繼續深造或從事相關研究工作。

評分方式

1. 課前閱讀與課堂參與討論。(佔 70%)
 - 甲、自 2020-09-21 起，每週完成課前閱讀兩篇期刊論文(或專書專章)。
 - 乙、出席課堂、回答老師提問，另有提問和參與討論之義務。
2. 期末文獻檢閱報告(佔 30%)。

針對自己感興趣的研究主題，進行經驗/實證研究前的文獻檢閱工作，亦即包含(1)研究動機與背景(2)研究問題(3)文獻探討，字數不少於 10,000 字(含參考文獻)。文獻檢閱報告應盡量閱讀第一手文獻，並且應該適當聚焦與結構。請注意文獻引註格式，必須符合《新聞學研究》、《中華傳播學刊》、《傳播、文化與政治》、《傳播研究與實踐》或《傳播與社會學刊》(擇一)的文獻引註格式。禁止與其他課程作業「一魚兩吃」。繳交期限 2021-01-12。

閱讀材料與授課進度

1. 指定閱讀材料

Week 0: 09-07 課程簡介	
PART I	FUNDAMENTALS
Week 1: 09-14 傳播學術志業(I)	不要缺席，不要缺席，不要缺席。 Specht, Doug. (2019). <i>The Media and Communications Study Skills Student Guide</i> . London: University of Westminster Press. DOI: https://doi.org/10.16997/book42 License: CC-BY-NC-ND 4.0 (閱讀前半冊，Chapters 1-7)
Week 2: 09-21 傳播學術志業(II)	不要缺席，不要缺席，不要缺席。 Specht, Doug. (2019). <i>The Media and Communications Study Skills Student Guide</i> . London: University of Westminster Press. DOI: https://doi.org/10.16997/book42 License: CC-BY-NC-ND 4.0 (閱讀後半冊，Chapters 8-14)
Week 3: 09-28 傳播研究史(I)	Rowland, A. L., & Simonson, P. (2014). The Founding Mothers of Communication Research: Toward a History of a Gendered Assemblage. <i>Critical Studies in Media Communication</i> , 31(1), 3-26. doi:10.1080/15295036.2013.849355 Pickard, V. (2016). Communication's forgotten narratives: the lost history of Charles Siepmann and critical policy research. <i>Critical Studies in Media Communication</i> , 33(4), 337-351. doi:10.1080/15295036.2016.1227461
Week 4: 10-05 傳播研究史(II)	Katz, E., & Katz, R. (2016). Revisiting the Origin of the Administrative versus Critical Research Debate. <i>Journal of Information Policy</i> , 6, 4-12. doi:10.5325/jinfopoli.6.2016.0004 Napoli, P. M., & Friedland, L. (2016). US Communications Policy Research and the Integration of the Administrative and Critical Communication Research Traditions. <i>Journal of Information Policy</i> , 6, 41-65. doi:10.5325/jinfopoli.6.2016.0041
Week 5: 10-12	Simpson, C. (1996). Elisabeth Noelle-Neumann's "Spiral of

<p>傳播研究史(III)</p>	<p>Silence” and the Historical Context of Communication Theory. <i>Journal of Communication</i>, 46(3), 149-171. doi:10.1111/j.1460-2466.1996.tb01494.x</p> <p>Trudel, D. (2017). Revisiting the Origins of Communication Research: Walter Lippmann’s WWII Adventure in Propaganda and Psychological Warfare. <i>International Journal of Communication</i>, 11, 3721–3739.</p>
<p>Week 6: 10-19 理論化傳播科技/媒介考古學</p>	<p>Lesage, F. (2013). Cultural Biographies and Excavations of Media: Context and Process. <i>Journal of Broadcasting & Electronic Media</i>, 57(1), 81-96. doi:10.1080/08838151.2012.761704</p> <p>Sutko, D. M. (2020). Theorizing femininity in artificial intelligence: a framework for undoing technology’s gender troubles. <i>Cultural Studies</i>, 34(4), 567-592. doi:10.1080/09502386.2019.1671469</p>
<p>PART II</p>	<p>Social Media: Theories & Practices</p>
<p>Week 7: 10-26 社群媒體與集體行動</p>	<p>Hilbert, M., Vásquez, J., Halpern, D., Valenzuela, S., & Arriagada, E. (2016). One-step, two-step, network-step? Complementary perspectives on communication flows in Twittered citizen protests. <i>Social Science Computer Review</i>, 444-461. doi:https://doi.org/10.1177/0894439316639561</p> <p>Lim, M. (2018). Roots, Routes, and Routers: Communications and Media of Contemporary Social Movements. <i>Journalism & Communication Monographs</i>, 20(2), 92-136. doi:10.1177/1522637918770419</p>
<p>Week 8: 11-02 社群媒體與監控資本主義</p>	<p>Kapczynski, A. (2020). The Law of Informational Capitalism. <i>Yale Law Journal</i>, 129(5), 1460-1515. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=142547988&lang=zh-tw&site=ehost-live</p> <p>Zuboff, S. (2019). Surveillance Capitalism and the Challenge of Collective Action. <i>New Labor Forum</i> (Sage Publications Inc.), 28(1), 10-29. doi:10.1177/1095796018819461</p>
<p>Week 9: 11-09 社群媒體廣告研究</p>	<p>Knoll, J. (2016). Advertising in social media: a review of empirical evidence. <i>International Journal of Advertising</i>, 35(2), 266-300. doi:10.1080/02650487.2015.1021898</p>

	Rigi, J., & Prey, R. (2015). <i>Value, rent, and the political economy of social media</i> . <i>Information Society</i> , 31(5), 392-406. doi:10.1080/01972243.2015.1069769
Week 10: 11-16 數據倫理與批判的 數據研究	Richterich, A. 2018. <i>The Big Data Agenda: Data Ethics and Critical Data Studies</i> . pp. 15–31. London: University of Westminster Press. DOI: https://doi.org/10.16997/book14.b . License: CC-BY-NC-ND 4.0 Richterich, A. 2018. <i>The Big Data Agenda: Data Ethics and Critical Data Studies</i> . pp. 33–51. London: University of Westminster Press. DOI: https://doi.org/10.16997/book14.c . License: CC-BY-NC-ND 4.0
Week 11: 11-23 大數據分析與社群 媒體研究	Brandtzaeg, P. B. (2017). Facebook is no “Great equalizer”: A big data approach to gender differences in civic engagement across countries. <i>Social Science Computer Review</i> , 35(1), 103-125. doi:10.1177/0894439315605806 Zhu, Q. (2017). Citizen-Driven International Networks and Globalization of Social Movements on Twitter. <i>Social Science Computer Review</i> , 35(1), 68-83. doi:10.1177/0894439315617263
PART III	Journalism/Media Ethics Studies
Week 12: 11-30 新聞業營運模式研 究	Sjøvaag, H., & Krumsvik, A. H. (2018). In Search of Journalism Funding. <i>Journalism Practice</i> , 12(9), 1201-1219. doi:10.1080/17512786.2017.1370972 Konieczna, M. (2020). Entrepreneurship versus philanthropy: can the market fund innovation in the news sector? <i>Journal of Media Business Studies</i> , 17(2), 132-147. doi:10.1080/16522354.2020.1719458
Week 13: 12-07 事實查核研究	Hameleers, M. (2020). Separating truth from lies: comparing the effects of news media literacy interventions and fact-checkers in response to political misinformation in the US and Netherlands. <i>Information, Communication & Society</i> , 1-17. doi:10.1080/1369118X.2020.1764603 Margolin, D. B., Hannak, A., & Weber, I. (2018). Political Fact-Checking on Twitter: When Do Corrections Have an Effect? <i>Political Communication</i> , 35(2), 196-219.

	doi:10.1080/10584609.2017.1334018
Week 14: 12-14 媒體多元/問責研究	Loeberbach, F., Moeller, J., Trilling, D., & van Atteveldt, W. (2020). The Unified Framework of Media Diversity: A Systematic Literature Review. <i>Digital Journalism</i> , 8(5), 605-642. doi:10.1080/21670811.2020.1764374 Eberwein, T., & Porlezza, C. (2016). Both Sides of the Story: Communication Ethics in Mediatized Worlds. <i>Journal of Communication</i> , 66(2), 328-342. doi:10.1111/jcom.12216
PART IV	Global Communication and New Technology
Week 15: 12-21 全球化與媒介帝國主義	Chalaby, J. K. (2016). Television and Globalization: The TV Content Global Value Chain. <i>Journal of Communication</i> , 66(1), 35-59. doi:10.1111/jcom.12203 Van Audenhove, L., Loisen, J., & Iordache, C. (2019). Global media flows: A qualitative review of research methods in audio-visual flow studies. <i>International Communication Gazette</i> , 81(6-8), 748-767. doi:10.1177/1748048518808650
Week 16: 12-28 OTT TV	Lobato, R. S., Pradip. (2019). The OTT TV Box as a Diasporic Media Platform. <i>Media Industries Journal</i> , 6(2), 133-150. Wayne, M. L. (2018). Netflix, Amazon, and branded television content in subscription video on-demand portals. <i>Media, Culture & Society</i> , 40(5), 725-741. doi:10.1177/0163443717736118

2.額外閱讀材料，歡迎同學自行閱後提問

Chris Barker & Emma A. Jane 原著，羅世宏譯（2018）。《[文化研究：理論與實踐](#)》，台北：五南圖書出版公司。

Christian Fuchs 原著，羅世宏、徐福德譯（2017）。《[社群媒體批判理論](#)》，台北：五南圖書出版公司。

Katz, E. et al. 原著，唐士哲、夏春祥、羅世宏譯（2013）。《[傳播研究的典律文本](#)》。台北：五南圖書出版公司。

Werner J. Severin & James W. Tankard, Jr. 原著，羅世宏譯（2010）。《[傳播理論：起源、方法與應用](#)》，台北：五南圖書出版公司。