

2020 中正大學電訊傳播研究所碩士班

## 比較電訊政策授課大綱

授課教師：羅世宏

時間：週二 10:15-13:00

地點：R225

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課程臉書(私密)社團：<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、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. 期末報告(佔 30%)。字數要求：10,000 字至 25,000 字之間(含參考書目和註釋，請擇一參考《中華傳播學刊》、《新聞學研究》或《傳播、文化與政治》、《傳播研究與實踐》的引註格式)，並請於 11 月 15 日前與老師討論確定期末報告主題。

### 閱讀材料

#### 1.指定教科書

本學期課程只有一本指定教科書：

Walden, I. (Ed.) (2018). *Telecommunications law and regulation* (Fifth edition. ed.).  
Oxford: Oxford University Press. (老師提供電子檔pdf)

下載網址：

<https://drive.google.com/drive/folders/1XJb2GdD7u-P85ZcW-dp83eBTEPsFjo9s?usp=sharing>

## 2.額外閱讀材料，歡迎同學自行閱後提問

- 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.
- 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.
- 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.
- 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 0: 09-08 課程簡介	
<b>PART I</b>	<b>FUNDAMENTALS</b>
Week 1: 09-15 通訊傳播法律與監 理：導論	Chapter 1: Telecommunications Law And Regulation: An Introduction
Week 2: 09-22 通訊傳播監理經濟 學	Chapter 2: The Economics Of Telecommunications Regulation
<b>PART II</b>	<b>REGULATORY REGIMES</b>
Week 3: 09-29 英國通訊傳播法	Chapter 3: The Telecommunications Regime In the United Kingdom
Week 4: 10-06 歐盟通訊傳播法	Chapter 4: European Union Communications Law
Week 5: 10-13 美國通訊傳播法	Chapter 5: Us Telecommunications Law
<b>PART III</b>	<b>KEY REGULATORY ISSUES</b>
Week 6: 10-20 發照/許可/授權政 策	Chapter 6: Authorization and Licensing
Week 7: 10-27 頻譜管理政策	Chapter 7: Spectrum Management
Week 8: 11-03 接取與互連政策	Chapter 8: Access and Interconnection
Week 9: 11-10 消費者保護政策	Chapter 9: Consumer Protection and Telecommunications
Week 10: 11-17 競爭法政策	Chapter 10: Competition Law and Telecommunications
<b>PART IV</b>	<b>TELECOMMUNICATIONS TRANSACTIONS</b>
Week 11: 11-24 跨國通訊傳播議題	Chapter 11: Capacity Agreements: From Microwaves to Mvnos
Week 12: 12-01 跨國通訊傳播議題	Chapter 12: Corporate and Multinational Enterprise Telecommunications Transactions
<b>PART V</b>	<b>COMMUNICATIONS CONTENT</b>
Week 13: 12-08 通訊傳播隱私議題	Chapter 13: Communications Privacy

Week 14: 12-15 數位匯流監理政策	Chapter 14: Convergence: The Impact of Broadcast Regulation on Telecommunications
Week 15: 12-22 ISP 監理政策	Chapter 15: Internet Service Providers: Content Liability, Control, and Network Neutrality
<b>PART VI</b>	<b>INTERNATIONAL REGULATORY REGIMES</b>
Week 16: 12-29 國際監理政策與改革	Chapter 16: International Regulatory Law Chapter 17: Telecommunications Reform in Emerging Market