

國立臺灣師範大學課程綱要格式

一、課程基本資料（任課教師不可異動部分）

課程代碼	ETM0074	課程名稱	媒體與觀光
英文課名	Media and Tourism		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>Media, from early print to the internet and from the days of Murray and Cook to the digital age, has played a highly instrumental role in the shaping of modern tourism, and identifying aspects of this role is the main purpose of this course. In terms of both its content and teaching strategy—which includes, among others, offering access to students to a wide variety of materials, printed, visual (photos, silent films, propaganda and ads, etc.), multimedia, etc.—the course emphasizes active student participation and involvement (analysis, connection to present-day practices, etc.).</p>		
系所核心能力	（由教務系統課程地圖子系統核心能力維護表帶入）		
課程目標		對應核心能力	
1	- to review some of the essential developments in the history of tourism up to the present day in relation to media	1.1, 1.2, 2.3	
2	- to reveal the intimate interactions (negotiations, adaptations, conversions) created, in the early days as now, between media and tourism	4.2, 4.3	
3	- to strengthen the students' abilities to approach contemporary media developments (as they relate to tourism) through accurate critical lenses.	3.1, 3.2, 3.3	
4			

二、教學大綱（任課教師可異動部分）

授課教師	路狄諾	
教學進度與主題		
Description		
1.Introduction		
2.The great travel collections of early modernity		
3.The early guidebooks – from <i>La guide des chemins de France</i> to Baedeker		
4.Railway literature: a print revolution		
5.The early specialized press: magazines, pictorials		
6.Advertising tourism – the early days		
7.The beginnings of cinema and tourism		
8.Early documentary films		
9.Radio and tourism		
10.The dawn of television and tourism		
11.Cinema, art, tourism		
12.Visual revolutions: advertisement in the 60s and 70s		
13.Cable TV and consumer culture		
14.The age of the video-clip and the MTV revolution		
15.The age of gloss		
16.Film-induced tourism and its challenges		
17.Virtual worlds: the internet, digital media		
18.Conclusions		
教學方法		
方式	說明	
<input checked="" type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)	
<input checked="" type="checkbox"/> 討論法		
<input type="checkbox"/> 問題解決教學		
<input type="checkbox"/> 合作學習		
<input type="checkbox"/> 實驗/實作		
<input type="checkbox"/> 實地考察、參訪		
<input checked="" type="checkbox"/> 媒體融入教學		
<input type="checkbox"/> 專題研究		
<input type="checkbox"/> 其他：	(教師輸入其他教學方法)	
評量方法		
方式	百分比	說明
<input type="checkbox"/> 作業	(點選百分比)	(教師勾選左列教學方式百分比，並填入必要說明)

<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
<input checked="" type="checkbox"/> 課堂討論 參與	30	
<input type="checkbox"/> 出席		
<input checked="" type="checkbox"/> 報告	40	Final written paper
<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		
<input type="checkbox"/> 其他：	30	Journals, reading reports, email questions/comments on reading materials
參考書目	<p>Bibliography</p> <p>Beeton, Sue. <i>Film-induced Tourism</i>. 2005.</p> <p>Briggs, Asa and Peter Burke. <i>A Social History of the Media</i>. 2009.</p> <p>Briggs & Cobley: <i>The Media. An Introduction</i>, 2002</p> <p>Burton, G.: <i>More than Meets the Eye</i>, 2002</p> <p>Coleman, Simon and Mike Crang. <i>Tourism: between place and performance</i>. 2002.</p> <p>Crouch, David. Rhona Jackson and Felix Thompson. <i>The Media and the Tourist Imagination Converging cultures</i>. 2005.</p> <p>Dann: <i>The Language of Tourism</i>, 1996</p> <p>Franklin: <i>Tourism. An Introduction</i>, 2003</p> <p>Frost, Warwick, Croy, Glen and Beeton, Sue. <i>International Tourism and Media Conference Proceedings</i>. 2004.</p> <p>Goeldner, Charles R., J. R. Brent Ritchie. <i>Tourism: principles, practices, philosophies</i>. 2006.</p> <p>Lickorish & Jenkins: <i>An Introduction to Tourism</i>, 1997</p> <p>Marris & Thornham: <i>Media Studies. A Reader</i>, 1996</p> <p>Mirzoeff, Nicholas. <i>The Visual Culture Reader</i>. 2002.</p> <p>Nielsen, Christian. <i>Tourism and the media: tourist decision-making, information, and communication</i>. 2001.</p> <p>Page, Stephen and Joanne Connell. <i>Tourism: a modern synthesis</i>. 2006.</p> <p>Pincas Stéphane, and Marc Loiseau. <i>A History of Advertising</i>. 2008.</p> <p>Straubhaar, Joseph, Robert LaRose and Lucinda Davenport.</p>	

Media Now: Understanding Media, Culture, and Technology. 2008.

Valdivia: *A Companion to Media Studies*, 2003

*** Large selection of 19th and 20th century visual materials (book illustrations, photographs, early films, travel-related documentaries, ads, etc.)