

# 《比较媒介研究》课程大纲

## 一、 课程简介（中文） Course Description (in Chinese)

本课程面向高年级本科生或研究生，是一门理论研究导向型课程，旨在从比较的视野出发发展开媒介研究。我们将共同梳理比较媒介研究的发展历程，尝试反思传播学中的比较分析与其他学科比较研究传统的差异。还将讨论各种比较分析方法，重点是“历史制度主义”传统，即主要基于深入的定性的研究来比较少量案例。

## 二、 课程简介（英文） Course Description (in English)

The purpose of this course is to explore the uses of comparative analysis in the field of Communication. We discuss various approaches to comparative analysis, but the emphasis is on the "historical-institutional" tradition, which mainly compares small numbers of cases based on in-depth, mainly qualitative research.

## 三、 教学目标 Course Objectives

The course aims to link theory building and case studies, bridging the dialogue between local and international contexts. Through the course, students will enhance their intercultural understanding and critical thinking skills, and develop the ability to conduct empirical research and comparative research.

- Understand the core principles of comparative media studies
- Distinguish among different comparative research methods
- Apply comparative methods to media research
- Critically evaluate comparative research

## 四、 教学方式 Teaching Methods

Employing both lectures and discussions, the course develops individual research plans through class presentations and guides students in conducting comparative studies.

## 五、 教学内容与进度安排 Course Content & Schedule

- 1.The Course: An Introduction
- 2.History of Comparative Research
- 3.Typology of Comparative Research
- 4.Evolution of Comparative Research
- 5.Key Research in Comparative Studies
- 6.Comparing Media Systems (CMS)
- 7.Comparing Media Systems and its Application
- 8.Research Proposal
- 9.Comparative Media Studies and the Global South
- 10.From Comparing Media Systems to Comparing Media Cultures
- 11.Extended Discussions in Comparative Media Studies
- 12.Research Proposal Follow-up
- 13.Comparative Media Studies in Digital Age
- 14.Research Presentation (Part 1)
- 15.Research Presentation (Part 2)
- 16.Final Research Paper Submission

## 六、 课程考核与成绩评定 Course Assessment & Grading

| 考核指标<br>Assessment Criteria | 权重(%)<br>Percentage(%) | 评定标准<br>Assessment Standard |
|-----------------------------|------------------------|-----------------------------|
| 出勤 Attendance               | 10                     |                             |
| 课堂表现 Participation          | 10                     |                             |

|                           |    |  |
|---------------------------|----|--|
| 课题论文 Research Paper       | 30 |  |
| 期末考试 Final Examination:论文 | 50 |  |

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| 成绩记载方式 Grading System | 等级制 |
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七、教材 Textbook(s)

教材

| 序号<br>No. | 名称<br>Title | 编著者<br>Author(s) | 标准书号<br>ISBN | 出版单位<br>Publisher | 出版日期<br>Publication Date |
|-----------|-------------|------------------|--------------|-------------------|--------------------------|
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八、教学参考资料 Suggested Readings

1、【美】丹尼尔 ·C·哈林 【意】保罗·曼奇尼：《比较媒介体制：媒介与政治的三种模式》 中国人民大学出版社 2012年4月

九、教学团队成员 Teaching Team

| 姓名<br>Name | 职称<br>Professional Title | 院系<br>Department/ School | 教学中承担职责<br>Instructional Duties | 联系邮箱<br>E-mail    | 简介/个人主页<br>Profile or Homepage |
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