Tamkang University Academic Year 101, 2nd Semester
Course Syllabus

Course Title	Communication English	Instructor	Wei-kang Wang

Department/Year/Class	Course Details		
Mass Communication Junior/ 3B	■Required ☐Selective	☐0（One Semester） ☐1（1st Semester） ■2（2nd Semester） ☐3（3rd Semester）	Credits 2

Aim of Education	Core Competences
To nourish students to become professionals on: A. story-telling and culture marketing B. cross media message processing	TO DEVELOP COMPETENCES IN : A. humanity and social concerns B. teamwork, communication and coordination C. Ethics and social responsibility D. Social trend and current communication industry E. discover, analyze and solve issues of communication F. Theory of communication G. Design and execute communication affairs H. Control and dissolve theoretical knowledge and innovation

Course Introduction (50 to 100 words)	This course introduces students to approach and gather public information of news media as well as how to analyze information through intensive English listening.

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I.Objective Levels (select applicable ones)：

(I) Cognitive Domain：C1 Remembering、C2 Understanding、C3 Applying、C4 Analyzing、 C5 Evaluating、C6 Creating

(II) Psychomotor Domain：P1 Imitation、P2 Mechanism、P3 Independent Operation、P4 Linked Operation、P5 Automation、P6 Origination

(III) Affective Domain：A1 Receiving、A2 Responding、A3 Valuing、A4 Organizing、A5 Charaterizing、A6 Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Core Competences：

(I)Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.

(II)If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)

(III)Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences

1 Introduction to media	C1	ACDEFG
2 Ability of news analysis	C1	ACDEFGH
3 Analysis of communication industry's financial statement	C1&P6	ACDEFGH
4		
5		
6		
7		
8		

<p style="text-align:center; color:red">Teaching Objectives, Teaching Methods and Assessment</p>

Teaching Objectives	Teaching Methods	Assessment
1 Introduction to media	Surfing internet	Midterm listening comprehension test
2 Ability of news analysis	Intensive reading	Written assignments
3 Analysis of financial statements of news media	K-10 and Q-10 reading	Final exam
4		
5		
6		
7		
8		

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
■global perspectives	
■a vision for the future	
■information literacy	
☐ethical and moral principles	
■independent thinking	翻譯建構中
☐an awareness of healthy living	
☐effective teamwork	
☐an appreciation of the arts	

<p style="text-align:center">Course Schedule</p>

Week	Date	Subject/Topics	Note
1	2/20	Introduction	
2	2/27	National Public Radio	
3	3/6	Google	
4	3/13	CNN	
5	3-20	C-SPAN	

6	3/27	Time Warner	
7	4/3	Official Break	
8	4/10	News Corporation	
9	4/17	Next Media Co.	
10	4/24	Midterm Exam Week	
11	5/1	English Listening Comprehension Exam (Midterm)	
12	5/8	PBS	
13	5/15	CBS News	
14	5/22	Wall Street Journal	
15	5/29	10-K Time Warner	
16	6/5	10-K News Corporation	
17	6/12	Listening Comprehension Final Test	
18	6/19	Final Exam Week	

Requirement	N/A
Teaching Facility	■Computer　■Overhead Projector　□Other（＿＿＿＿＿＿）
Textbook(s)	N/A
Suggested Readings	N/A
Number of Assignment(s)	9　(Filled in only for those courses that apply)
Grading Policy	Assignments: 20%　Midterm:25% Final: (listening):25% Fianl:30%
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at **http://info.ais.tku.edu.tw/csp** or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp. ※**Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**