

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	MEDIA LITERACY	Instructor	YA-CHIEN HUANG
Course Class	TQAXB4A DEPARTMENT OF ENGLISH LANGUAGE AND CULTURE (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To develop student's English proficiency and communication skills.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. The ability to communicate in English. B. The ability to use practical English. C. The ability to identify critical issues. D. The ability to analyze data. E. The ability to understand connotations of culture. F. The ability to work as a team. 			
Course Introduction	<p>This course aims to explore the media and their role in contemporary society. In this class, we will explain many of the main concepts, approaches and key critical terms used in this field.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental 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-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	students would understand the key terms and concept in media studies	C2	CD
2	students would be able to analyse media output and messages critically	C5	CD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	students would understand the key terms and concept in media studies	Lecture, Discussion, Practicum	Written test, Report, Participation
2	students would be able to analyse media output and messages critically	Lecture, Discussion, Practicum	Written test, Practicum, Report

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

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	104/09/14 ~ 104/09/20	Introduction	
2	104/09/21 ~ 104/09/27	Why study media?	
3	104/09/28 ~ 104/10/04	What is media literacy?	
4	104/10/05 ~ 104/10/11	production	
5	104/10/12 ~ 104/10/18	production	
6	104/10/19 ~ 104/10/25	representation	
7	104/10/26 ~ 104/11/01	representation	
8	104/11/02 ~ 104/11/08	Audience	
9	104/11/09 ~ 104/11/15	Group presentation	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	new media	
12	104/11/30 ~ 104/12/06	new media	

13	104/12/07 ~ 104/12/13	tv drama	
14	104/12/14 ~ 104/12/20	advertisement	
15	104/12/21 ~ 104/12/27	news	
16	104/12/28 ~ 105/01/03	films	
17	105/01/04 ~ 105/01/10	Group presentation	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement	Attendance will be closely monitored by the computer system. If a student' s class absence reaches one-third of the total class hours (in a semester) for a particular course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for that course) of zero.		
Teaching Facility	Computer		
Textbook(s)	Media and Society by Michael O'Shaughnessy& JAne Stadler		
Reference(s)			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other <Written assignments> : 20.0 %</p>		
Note	<p>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/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		