

Tamkang University Academic Year 107, 1st Semester Course Syllabus

| | | | |
|---|--|------------|--|
| Course Title | MEDIA LITERACY | Instructor | JAMES CALLOW |
| 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 focuses on one aspect of media literacy - understanding cinema - to allow students to engage in a detailed exploration and analysis of moving image, audio-visual culture. The course will act as an introduction to the discipline of film studies. Students will have the opportunity to learn the skills to evaluate international cinema and narrative drama, developing diagnostic principles for understanding this complex, popular and fast-moving medium. Students will have the opportunity to watch a range of film materials.</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 | comprehension, analysis and evaluation | C5 | CE |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|--|-----------------------------------|--|
| 1 | comprehension, analysis and evaluation | Lecture, Discussion, Appreciation | Written test, Practicum, Participation |
| | | | |

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 | 107/09/10~ 107/09/16 | Course Introduction | |
| 2 | 107/09/17~ 107/09/23 | How to watch a film / How to write a screen report | |
| 3 | 107/09/24~ 107/09/30 | Structure (Narrative) | |
| 4 | 107/10/01~ 107/10/07 | Structure (Editing) | |
| 5 | 107/10/08~ 107/10/14 | Editing and Montage | |
| 6 | 107/10/15~ 107/10/21 | Cinematography 1 | |
| 7 | 107/10/22~ 107/10/28 | Cinematography 2 | |
| 8 | 107/10/29~ 107/11/04 | Production Design | |
| 9 | 107/11/05~ 107/11/11 | Sound Design | |
| 10 | 107/11/12~ 107/11/18 | Midterm Exam Week | |
| 11 | 107/11/19~ 107/11/25 | Acting and Performance | |
| 12 | 107/11/26~ 107/12/02 | Realism | |

| | | | |
|-------------------------|--|-------------------|--|
| 13 | 107/12/03 ~ 107/12/09 | More on Sound | |
| 14 | 107/12/10 ~ 107/12/16 | Truth and Fiction | |
| 15 | 107/12/17 ~ 107/12/23 | Pace and Rhythm | |
| 16 | 107/12/24 ~ 107/12/30 | Time | |
| 17 | 107/12/31 ~ 108/01/06 | (Public Holiday) | |
| 18 | 108/01/07 ~ 108/01/13 | Final Exam Week | |
| Requirement | | | |
| Teaching Facility | Computer, Projector, Other (Screening) | | |
| Textbook(s) | | | |
| Reference(s) | | | |
| Number of Assignment(s) | 6 (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other < 4 Screening Reports > : 40.0 % | | |
| 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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications. | | |