

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	CHEN TA-TAO
Course Class	TAMXB3A DEPARTMENT OF MASS COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ◆ Required ◆ 2nd Semester ◆ 2 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			
<p>I. To cultivate communication professionals highly skilled in storytelling and marketing in cultural and creative industries.</p> <p>II. To train communication professionals highly effective in cross-media information processing and integration.</p>			
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			
<p>A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects.</p> <p>B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".</p> <p>C. Good analytical skills: to demonstrate the capacity to comprehend and to critically analyze media trends and the current conditions of cultural and creative industries.</p> <p>D. Good creativity: to demonstrate the capacity for logical reasoning and creative thinking in identifying, analyzing, and solving problems in "content production" and "cultural marketing".</p> <p>E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects.</p>			
Course Introduction	<p>This course is designed to provide the student with the communication knowledge and skills to cope with English language. It consists of two hours lecture each week.</p>		

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

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (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	communication knowledge and skills in English language	C3	BCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	communication knowledge and skills in English language	Lecture, Discussion, Problem solving	Practicum, Report, 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	108/02/18 ~ 108/02/24	Introcuotion	
2	108/02/25 ~ 108/03/03	Lesson One	
3	108/03/04 ~ 108/03/10	Lesson Two:	
4	108/03/11 ~ 108/03/17	Lesson Three	
5	108/03/18 ~ 108/03/24	Lesson Four	
6	108/03/25 ~ 108/03/31	Lesson Five	
7	108/04/01 ~ 108/04/07	Spring break	
8	108/04/08 ~ 108/04/14	Lesson Six	
9	108/04/15 ~ 108/04/21	Lesson Seven	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Lesson Eight	
12	108/05/06 ~ 108/05/12	Lesson Nine	

13	108/05/13 ~ 108/05/19	Lesson Ten	
14	108/05/20 ~ 108/05/26	Lesson Eleven	
15	108/05/27 ~ 108/06/02	Lesson Twelve	
16	108/06/03 ~ 108/06/09	Lesson thirteen	
17	108/06/10 ~ 108/06/16	Lesson fourteen	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	Plan to arrive to class on time and to stay for the entire class period.		
Teaching Facility	Computer, Projector		
Textbook(s)	hand outs		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (self introduction) : 20.0 %		
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.		