

## Tamkang University Academic Year 108, 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"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ 2nd Semester</li> </ul>
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>			
Subject Departmental core competences			
<p>B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:20.00)</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.(ratio:20.00)</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".(ratio:40.00)</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. (ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>2. Information literacy. (ratio:20.00)</p> <p>4. Moral integrity. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:40.00)</p>			

Course Introduction	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.
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	communication knowledge and skills in English language	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BCDE	2458	Lecture	Testing, Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introction	
2	109/03/09 ~ 109/03/15	Numbers & Time 1	
3	109/03/16 ~ 109/03/22	Numbers & Time 2	
4	109/03/23 ~ 109/03/29	Frequency 1	
5	109/03/30 ~ 109/04/05	Frequency 2	
6	109/04/06 ~ 109/04/12	When & Duration 1	

7	109/04/13 ~ 109/04/19	When & Duration 2	
8	109/04/20 ~ 109/04/26	review	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Describing 1	
11	109/05/11 ~ 109/05/17	Describing 2	
12	109/05/18 ~ 109/05/24	Pop Culture Favorites 1	
13	109/05/25 ~ 109/05/31	Pop Culture Favorites2	
14	109/06/01 ~ 109/06/07	Comparison 1	
15	109/06/08 ~ 109/06/14	Comparison 2	
16	109/06/15 ~ 109/06/21	review	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching:review	
Requirement	Plan to arrive to class on time and to stay for the entire class period.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	hand outs		
References			
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 <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		