

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	WANG WEI-KANG
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ 2nd Semester
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>			
S u b j e c t 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>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>			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<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 introduces students to the approaches to gather public information of news media as well as how to analyze data.
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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	1.Introduction to various media 2.Training of methods of news analysis 3. Application of methods learned from cases	Cognitive
2	to improve communication skills through english	Cognitive
3	improving communication skills through english	Cognitive
4	emphasis upon the study of various kinds media trends	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	CDE	2458	Discussion, Experience	Testing
2	CD	24	Lecture, Discussion	Testing
3	CD	25	Lecture, Imitation	Discussion(including classroom and online), Activity Participation
4	BCD	45	Lecture	Discussion(including classroom and online)

Course Schedule			
Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	introduction	
2	109/03/09 ~ 109/03/15	smart phone, tablet, and cloud	
3	109/03/16 ~ 109/03/22	NPR-on the media	
4	109/03/23 ~ 109/03/29	Google Inc.	
5	109/03/30 ~ 109/04/05	Time Warner	
6	109/04/06 ~ 109/04/12	netflix	
7	109/04/13 ~ 109/04/19	spring break	
8	109/04/20 ~ 109/04/26	pbs frontline and newshour	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	NextMedia Co.	
11	109/05/11 ~ 109/05/17	Listening Comprehension test	
12	109/05/18 ~ 109/05/24	cbc documentaries	
13	109/05/25 ~ 109/05/31	social websites	
14	109/06/01 ~ 109/06/07	10-K of disney	
15	109/06/08 ~ 109/06/14	10-K of verizon	
16	109/06/15 ~ 109/06/21	CIA FACTBOOK	
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:listening comprehension training	On-line Learning
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		N/A	
References		N/A	

Number of Assignment(s)	9 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other (final listening) : 30.0 %
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.