

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	YUN TAI
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ 1st 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>			
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	In this course, we will work together to equip the knowledge and develop the skills needed for reading, writing and delivering news stories in English. We will also explore and discuss media content in other forms, such as social media posts and movie quotes.
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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	Improve communication skills in English	Cognitive
2	Expand English vocabulary and other knowledge through introducing, discussing and creating various forms of print and digital media content	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BE	24	Lecture, Discussion, Imitation	Testing, Discussion(including classroom and online), Report(including oral and written)
2	CD	58	Lecture, Discussion, Imitation	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14~ 109/09/20	Introduction	

2	109/09/21 ~ 109/09/27	Basics of journalistic English	
3	109/09/28 ~ 109/10/04	Education	
4	109/10/05 ~ 109/10/11	Health	
5	109/10/12 ~ 109/10/18	Science and technology	
6	109/10/19 ~ 109/10/25	Business and markets	
7	109/10/26 ~ 109/11/01	Culture and arts	
8	109/11/02 ~ 109/11/08	Entertainment	
9	109/11/09 ~ 109/11/15	Evaluation	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Politics	
12	109/11/30 ~ 109/12/06	Law and order	
13	109/12/07 ~ 109/12/13	Environment	
14	109/12/14 ~ 109/12/20	Food and travel	
15	109/12/21 ~ 109/12/27	Fashion and sports	
16	109/12/28 ~ 110/01/03	Evaluation	
17	110/01/04 ~ 110/01/10	Final project presentation	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 5.0 % ◆ Mark of Usual : 55.0 % ◆ Midterm Exam : % ◆ Final Exam : 40.0 % ◆ Other () : %
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.