

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	MEDIA LITERACY	Instructor	
Course Class	TQAXB4A DEPARTMENT OF ENGLISH LANGUAGE AND CULTURE (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One 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			
To develop student's English proficiency and communication skills.			
Subject Departmental core competences			
C. The ability to identify critical issues.(ratio:50.00) E. The ability to understand connotations of culture.(ratio:50.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:60.00) 5. Independent thinking. (ratio:40.00)			
Course Introduction	In this course, you will explore various different types of mass media. This will not only improve your language skills but also your ability to think critically about mass media and how it is presented.		

**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	Students will be able to practice their English skills and critically examine various types of news media	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	CE	15	Lecture, Discussion, Experience, Imitation	Testing, Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	What is Media Literacy?	
2	109/09/21 ~ 109/09/27	English for Media Literacy MOOC - Unit 1	
3	109/09/28 ~ 109/10/04	Unit 1: Introduction to Media Literacy	
4	109/10/05 ~ 109/10/11	Unit 2: Types of Media: Traditional vs. Social	
5	109/10/12 ~ 109/10/18	Unit 2: Types of Media: Traditional vs. Social	
6	109/10/19 ~ 109/10/25	Unit 3: Advertising	
7	109/10/26 ~ 109/11/01	Unit 3: Advertising	
8	109/11/02 ~ 109/11/08	Unit 4: Bias in the Media	
9	109/11/09 ~ 109/11/15	Unit 4: Bias in the Media	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Unit 5: Diversity and the Media	
12	109/11/30 ~ 109/12/06	Unit 5: Diversity and the Media	

13	109/12/07 ~ 109/12/13	Clickbait	Field Trip
14	109/12/14 ~ 109/12/20	Tweetstorms	Field Trip
15	109/12/21 ~ 109/12/27	"Fake news"	Field Trip
16	109/12/28 ~ 110/01/03	Presentations - Newscasts	
17	110/01/04 ~ 110/01/10	Review	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	20 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 30.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > :   %		
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>		