

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

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| Course Title | COMMUNICATION ENGLISH | Instructor | YUN TAI |
| Course Class | TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B | Details | ◆ General Course ◆ Required ◆ 2nd Semester |
| Relevance to SDGs | SDG10 Reducing inequalities SDG17 Partnerships for the goals | | |
| 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 | | | |
| I . To cultivate communication professionals highly skilled in storytelling and marketing in cultural and creative industries. II. To train communication professionals highly effective in cross-media information processing and integration. | | | |
| Subject Departmental core competences | | | |
| B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:20.00) 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) 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) 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) | | | |
| Subject Schoolwide essential virtues | | | |
| 2. Information literacy. (ratio:20.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:40.00) | | | |

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| Course Introduction | In this course, we will explore and discuss media content in a variety of forms, such as news stories, short talks, social media posts and movie quotes. | | | |
| <p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p> | | | | |
| 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 | BC | 24 | Lecture, Discussion | Testing, Discussion(including classroom and online), Activity Participation |
| 2 | DE | 58 | Lecture, Discussion | Discussion(including classroom and online), Report(including oral and written) |
| Course Schedule | | | | |
| Week | Date | Course Contents | | Note |
| 1 | 110/02/22 ~ 110/02/28 | Course introduction | | |

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| 2 | 110/03/01 ~ 110/03/07 | Advertising & Marketing I | |
| 3 | 110/03/08 ~ 110/03/14 | Advertising & Marketing II | |
| 4 | 110/03/15 ~ 110/03/21 | Advertising & Marketing III | |
| 5 | 110/03/22 ~ 110/03/28 | Advertising & Marketing IV | |
| 6 | 110/03/29 ~ 110/04/04 | Teaching Observation Week | |
| 7 | 110/04/05 ~ 110/04/11 | Branding I | |
| 8 | 110/04/12 ~ 110/04/18 | Branding II | |
| 9 | 110/04/19 ~ 110/04/25 | Exam I | |
| 10 | 110/04/26 ~ 110/05/02 | Midterm Exam Week | |
| 11 | 110/05/03 ~ 110/05/09 | Social media | |
| 12 | 110/05/10 ~ 110/05/16 | Gaming | |
| 13 | 110/05/17 ~ 110/05/23 | Design | |
| 14 | 110/05/24 ~ 110/05/30 | Photography | |
| 15 | 110/05/31 ~ 110/06/06 | Final project presentation I | |
| 16 | 110/06/07 ~ 110/06/13 | Final project presentation II | |
| 17 | 110/06/14 ~ 110/06/20 | Exam II | |
| 18 | 110/06/21 ~ 110/06/27 | Final Exam Week | |
| Requirement | | Announced in the first class meeting | |
| Teaching Facility | | Computer, Projector | |
| Textbooks and Teaching Materials | | | |
| References | | | |
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| Number of Assignment(s) | (Filled in by assignment instructor only) |
| Grading Policy | <p>◆ Attendance : 10.0 % ◆ Mark of Usual : 60.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈Final project〉 : 30.0 %</p> |
| Note | <p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> |