

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL JOURNALISTIC ENGLISH	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	<p>SDG3 Good health and well-being for people</p> <p>SDG5 Gender equality</p> <p>SDG8 Decent work and economic growth</p>		
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:50.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:40.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			

Course Introduction	<p>This course is designed to teach students how to read an English news article in an effective and critical manner through a detailed analysis of its content and perspective. At the end of the course, students are expected to be more able to read an English newspaper on their own, broaden their international horizons, and enhance their competitiveness in taking tests for advanced study or job applications in the future.</p>
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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	After reading several news articles focused on different areas of interest, students will be able to read the newspaper by themselves in an effective and critical manner.	Cognitive
2	The purpose of this course is to improve students' English proficiency and skills in listening, reading, writing, and translating news articles, together with the acquisition of knowledge via multi-cultural similarities and differences.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	1257	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)
2	AC	1257	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Orientation & The News and You (Chapter 1)	
2	110/03/01 ~ 110/03/07	HOLIDAY	
3	110/03/08 ~ 110/03/14	Newspaper and the News (Ch. 2); Features of News English (Ch. 3)	
4	110/03/15 ~ 110/03/21	The Secret Language of Headlines (Ch. 4); Just the Facts, Ma'am--The Lead of an English News Article (Ch. 5)	
5	110/03/22 ~ 110/03/28	Lose the Fat and Keep the Muscle--The Body of a News Article (Ch. 6); From the Literary Club (Ch. 7)	
6	110/03/29 ~ 110/04/04	HOLIDAY	
7	110/04/05 ~ 110/04/11	HOLIDAY	
8	110/04/12 ~ 110/04/18	The Global Recession (Ch. 11); The Stock Market (Ch. 12)	
9	110/04/19 ~ 110/04/25	Made in China (Ch. 13); Economies in Recession (Ch. 14)	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Company Brand (Ch. 15); Employment and Unemployment (Unit 16)	
12	110/05/10 ~ 110/05/16	Genetic Engineering (Unit 18); The Impact of Technology (Ch. 19)	
13	110/05/17 ~ 110/05/23	Cloud Computing (Ch. 20); Oil Spill (Ch. 21)	
14	110/05/24 ~ 110/05/30	Species Loss (Ch. 22); Calorie Restriction (Ch. 24)	
15	110/05/31 ~ 110/06/06	World Cup (Ch. 25); Movies (Ch. 27)	
16	110/06/07 ~ 110/06/13	Pet Cloning (Ch. 29); World's Best and Worst Tourists (Ch. 31)	
17	110/06/14 ~ 110/06/20	No Child Left Behind (Ch. 33); Second Language (Ch. 34)	
18	110/06/21 ~ 110/06/27	Final Exam Week	

Requirement	<p>1.上課方式以lecture為主, 解析文章內容與新聞觀點, 學生必須親自聽課, 才能透徹理解授課內容。</p> <p>2.考試要背很多單字,懶得背單字的同學,請勿選修本課。</p> <p>3.(A)Tardiness: Be punctual for class is essential. You will lose points for being late.(B)Absence: You will lose points for being absent.(C)If you are absent for 3 times, you CANNOT pass the class. Show your teacher your Proof of Absence(school business 公假, private business 事假, sickness 病假, death in the family 喪假) if you can not come.</p>
Teaching Facility	Computer
Textbooks and Teaching Materials	Breaking News English: A Complete Guide to Understanding English News (2nd Edition), Tim Ferry. 寂天文化.
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</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>