

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	
Course Class	TAMXB3A DEPARTMENT OF MASS COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ 1st Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
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.			
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			
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)			
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			
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)			

Course Introduction	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> 1. to equip students' abilities for reading, writing, listening, and speaking in English 2. to improve students' basic knowledge of journalism and communication theory. 3. to develop students' senses of critical thinking to discover the social and moral issues behind the recent developments of information technologies.
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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	To enhance students' understanding of media and communication and to improve their communication skills in English	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BCDE	2458	Lecture, Discussion, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction	
2	110/09/29 ~ 110/10/05	The professionalism of Journalism (1)	
3	110/10/06 ~ 110/10/12	The professionalism of Journalism (2)	
4	110/10/13 ~ 110/10/19	Journalism and democracy (1)	

5	110/10/20 ~ 110/10/26	Journalism and democracy (2)	
6	110/10/27 ~ 110/11/02	Popular culture and media consumption (1)	
7	110/11/03 ~ 110/11/09	Popular culture and media consumption (2)	
8	110/11/10 ~ 110/11/16	Popular culture and media consumption (3)	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Media, design and society (1)	
11	110/12/01 ~ 110/12/07	Media, design and society (2)	
12	110/12/08 ~ 110/12/14	Network society (1)	
13	110/12/15 ~ 110/12/21	Network society (2)	
14	110/12/22 ~ 110/12/28	Network society (3)	
15	110/12/29 ~ 111/01/04	New Year's Eve	
16	111/01/05 ~ 111/01/11	Network society (4)	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			
Number of Assignment(s)		8 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 25.0 % ◆ Mark of Usual : 48.0 % ◆ Midterm Exam : % ◆ Final Exam : 27.0 % ◆ Other () : %	

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>
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