

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	MEDIA LITERACY	Instructor	GUTIERREZ JANNETTE WANG
Course Class	TFLAB4A DEPARTMENT OF ENGLISH (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG5 Gender equality SDG10 Reducing inequalities		
Departmental Aim of Education			
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 examine the roles and effects of contemporary mass media on society. Course objectives include increasing media literacy through examination of the history of various mass media. In this course, you will consider the rights, responsibilities, and ethics of media. You will explore the relationship between governments, audiences and media companies and the economic, political, and social determinates of media content.		

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	Learn the history and current structure of the media.	Cognitive
2	Recognize current issues influencing the rapidly changing media environment.	Cognitive
3	Describe and articulate basic principles relating to media and culture.	Cognitive
4	Learn to articulate concepts and principles specific to the study of media and culture.	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	CE	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	CE	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
4	CE	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction	
2	110/09/29 ~ 110/10/05	Ch. 1 Mass Communication: A Critical Approach	
3	110/10/06 ~ 110/10/12	Ch. 2 Digital Media a Convergence	
4	110/10/13 ~ 110/10/19	Ch. 3 Digital Gaming and the Media Playground	
5	110/10/20 ~ 110/10/26	Ch. 4 Sound Recording and Popular Music	
6	110/10/27 ~ 110/11/02	Ch. 5 Popular Radio and the Origins of Broadcasting	
7	110/11/03 ~ 110/11/09	Ch. 6 Television and Cable+ Ch. 7 Movies and the Impact of Images	
8	110/11/10 ~ 110/11/16	Ch. 8 Newspapers	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Ch. 9 Magazines in the Age of Specialization	
11	110/12/01 ~ 110/12/07	Ch. 10 Books and the Power of Print	
12	110/12/08 ~ 110/12/14	Ch. 11 Advertising and Commercial Culture	
13	110/12/15 ~ 110/12/21	Ch. 12 Public Relations and Framing the Message	
14	110/12/22 ~ 110/12/28	Ch. 14 The Culture of Journalism	
15	110/12/29 ~ 111/01/04	Ch. 15 Media Effects and cultural Approaches to Research	
16	111/01/05 ~ 111/01/11	Ch. 16 Legal Controls and Freedom of Expression	
17	111/01/12 ~ 111/01/18	Test 3	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility		Computer	
Textbooks and Teaching Materials		Media and Culture: Mass Communication in a Digital Age (9th Ed.) Authors: Campbell, Martin, Fabos Publisher: Bedford/St. Martin's ISBN: 978-1457628313	

References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Group Presentation) : 20.0 %
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>