

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	SELECTED ENGLISH READINGS IN INFORMATION AND COMMUNICATION	Instructor	TING-YING LIN
Course Class	TAIXB3B DEPARTMENT OF INFORMATION AND COMMUNICATION, 3B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
Departmental Aim of Education			
I. Strengthening professional knowledge and ethics. II. Refining practical experience and skills. III. Developing creative thinking potentials.			
Subject Departmental core competences			
A. Basic concepts of information and communication.(ratio:25.00) B. Data analysis and Information interpretation.(ratio:25.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:35.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:25.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	<p>This course aims to introduce the students to the articles about the industries of information and communication on international media in order to enable the students to understand the development alongside the trends in global industries of information and communication, and to cultivate students' English reading ability so as to expand their vision globally.</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	1. To develop the ability in reading articles about the topics on information and communication	Cognitive
2	2. To understand the development of global industries of information and communication trends by selected readings	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture, Discussion, Publication	Discussion(including classroom and online), Report(including oral and written), Presentations and discussion
2	ABCDEF	12345678	Lecture, Discussion, Publication	Discussion(including classroom and online), Report(including oral and written), Presentations and discussion

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction	

2	111/09/12 ~ 111/09/18	Reading 1	
3	111/09/19 ~ 111/09/25	Reading 1	
4	111/09/26 ~ 111/10/02	Reading 1	
5	111/10/03 ~ 111/10/09	Reading 2	
6	111/10/10 ~ 111/10/16	Reading 2	
7	111/10/17 ~ 111/10/23	Reading 2	
8	111/10/24 ~ 111/10/30	Mid-term Presentation I	
9	111/10/31 ~ 111/11/06	Mid-term Presentation II	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Reading 3	
12	111/11/21 ~ 111/11/27	Reading 3	
13	111/11/28 ~ 111/12/04	Reading 3	
14	111/12/05 ~ 111/12/11	Reading 4	
15	111/12/12 ~ 111/12/18	Reading 4	
16	111/12/19 ~ 111/12/25	Final Presentation I	
17	111/12/26 ~ 112/01/01	Final Presentation II	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement	The topic of each week's article will be adjusted according to the actual situation. In addition to weekly lecture, this course also focuses on students' participation and discussions in class, in order to cultivate students' ability of oral expression and critical thinking. Therefore, students are reminded to pay attention to the attendance - each student has only three chances of absence. With more than three absences, the student will not be allowed to attend exams.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Teacher will select English articles on the topics related to information and communication via international media as weekly reading and discussion materials.		
References			

Number of Assignment(s)	1 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : % ◆ Final Exam : 35.0 % ◆ Other (Class Participation) : 30.0 %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.