

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	COMMUNICATION PSYCHOLOGY	Instructor	TANG, DA-LUN
Course Class	TAMXB1A DEPARTMENT OF MASS COMMUNICATION, 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ 1st Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education		
<b>Departmental Aim of Education</b>			
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.			
<b>Subject Departmental core competences</b>			
A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects.(ratio:5.00) B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:40.00) 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:30.00) E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects. (ratio:5.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00)			

7. A spirit of teamwork and dedication. (ratio:5.00)

8. A sense of aesthetic appreciation. (ratio:20.00)

Course  
Introduction

We will discuss important psychological perspectives about current media contents in this course.

**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	Understanding of main concepts of current psychological perspective	Cognitive
2	understanding the psychological perspectives about media content	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	1234	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
2	DE	5678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
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1	111/09/05 ~ 111/09/11	Introduction to this course. What's Psychology? What's Communication psychology?課程簡介:心理學是什麼? 傳播心理學又是什麼?(心理學 傳播心理學)	
2	111/09/12 ~ 111/09/18	Let's return to the origin-brief history of psychology. 重心歸零,虛心認識是溝通的第一步(心理學是客觀科學,避免自以為是)	
3	111/09/19 ~ 111/09/25	Everyone has it's own story. 每個人都有自己的故事-從女人香談起 (行為觀察是學習心理學的第一步)	
4	111/09/26 ~ 111/10/02	Discussion for the Behaviorism. 如何讓生命更有意義? 劇本與行為學派	
5	111/10/03 ~ 111/10/09	Let's begin from the humanity psychology. 如何讓生命更有意義? 劇本與人本心理學的相遇(Film: Amish Grace)	
6	111/10/10 ~ 111/10/16	Another story about Dharma and Humanity psychology (Film: 達摩祖師傳)	
7	111/10/17 ~ 111/10/23	Discuss various psychological perspective about film 電影可以學到心理學嗎?(主動思考 應用心理學)	
8	111/10/24 ~ 111/10/30	Topic about physiological psychology大腦記憶與傳播 (記憶是生理與心理現象)	
9	111/10/31 ~ 111/11/06	Buffer time in class	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Topic about 3D Film 電影的心理學原理1 (像差與視知覺心理學)	
12	111/11/21 ~ 111/11/27	Topic about 3D Film 3D電影的心理學原理2 (像差與視知覺心理學)	
13	111/11/28 ~ 111/12/04	Invited speech about consciousness from Buddhism perspective	
14	111/12/05 ~ 111/12/11	Topic about dream 、consciousness and Psychoanalysis夢,意識與精神分析2 (心理分析)	
15	111/12/12 ~ 111/12/18	Topic about dream 、consciousness and Psychoanalysis夢,意識與精神分析2 (心理分析)	
16	111/12/19 ~ 111/12/25	Final term presentation 分組報告2	
17	111/12/26 ~ 112/01/01	Final term presentation 分組報告3	
18	112/01/02 ~ 112/01/08	Final Exam Week	

Requirement	<p>This course will teach you various psychological perspectives through the films. In order to evaluate your involvement to this course, you will be asked to respond my questions each week after movie viewing. I encourage you to use English, but I don't force you to use English.</p> <p>You must abide by the following rules of classroom management: I will call the roll in each class by i-class system. You would be failed when you are absent more than 3 times without excuses.</p> <p>出缺席率(請假會扣平時計點),每堂課進教室之前請簽名,遲到超過1小時以上,算缺課1次,無故缺席3次以上必當,為了防止被當,請準時到課,或按校規請假! 限收2星期內的請假單據,逾期不收!</p> <p>注意: 開學第一週即正式上課·併入點名紀錄·加選同學一視同仁·沒有例外優待! 勿無故缺席超過3次,上課不准吃東西!遲到超過30分鐘,算缺席1次 *每人至少要在iClass討論區問一個問題,也回答一個問題,做為平時考核成績參考!(但是請注意,同樣的問題或回應,不得重複!!) 本課程內容著重自我認識、表達觀察,故自傳報告視為評量方式之一·在iclass問答的內涵、上課問答的平實印象也是評分參考。 Homework 1: A wonderful autobiography (期中考後報告自傳繳交) Homework 2: final term paper (期末報告上台分享自己最值得與大家分享的部分)</p>
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	<p>黎士鳴編譯,心理學概要,麗文文化出版 陳皎眉等人合著·心理學·雙葉出版 推薦觀看的影片包括: 女人香、心靈捕手、查理巴特利、達摩傳</p>
References	<p>Neil Postman著的「童年的消逝」,蕭昭君譯,遠流出版 修藍博士著,宋馨蓉譯,「零極限:創造健康、平靜與財富的夏威夷療法」方智出版社 <a href="http://www.tamx.tku.edu.tw/psy1/">http://www.tamx.tku.edu.tw/psy1/</a></p>
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 25.0 %    ◆ Mark of Usual : 25.0 %    ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other ( ) : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>