

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

Course Title	COMMUNICATION ENGLISH	Instructor	YUN TAI
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	◆ General Course ◆ Required ◆ 1st Semester
Relevance to SDGs	SDG10 Reducing inequalities		
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			
A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects. (ratio:20.00) 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:20.00) 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			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:15.00)			

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)				
7. A spirit of teamwork and dedication. (ratio:10.00)				
8. A sense of aesthetic appreciation. (ratio:10.00)				
Course Introduction	In this course, we will explore and discuss media content in a variety of forms, such as news stories, short talks, social media posts and movie quotes.			
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	Improve communication skills in English			Cognitive
2	Expand English vocabulary and other knowledge through introducing, discussing and creating various forms of print and digital media content			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	12345	Lecture, Discussion	Testing, Discussion(including classroom and online), Activity Participation
2	CDE	678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Course introduction	
2	111/09/12 ~ 111/09/18	Advertising & Marketing I	
3	111/09/19 ~ 111/09/25	Advertising & Marketing II	
4	111/09/26 ~ 111/10/02	Advertising & Marketing III	
5	111/10/03 ~ 111/10/09	Advertising & Marketing IV	
6	111/10/10 ~ 111/10/16	Branding I	
7	111/10/17 ~ 111/10/23	Branding II	
8	111/10/24 ~ 111/10/30	Branding III	
9	111/10/31 ~ 111/11/06	Exam I	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Gaming I	
12	111/11/21 ~ 111/11/27	Gaming II	
13	111/11/28 ~ 111/12/04	Design	
14	111/12/05 ~ 111/12/11	Photography	
15	111/12/12 ~ 111/12/18	Final project presentation I	
16	111/12/19 ~ 111/12/25	Final project presentation II	
17	111/12/26 ~ 112/01/01	Exam II	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement		Announced in the first class meeting	
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 60.0 %    ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈Final project〉 : 30.0 %</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>