

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	LIU, YI FAN
Course Class	TAMXB3A DEPARTMENT OF MASS COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ 2nd Semester
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality		
Departmental Aim of Education			
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.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
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

This course familiarizes students with terms and concepts of media and communication in English through reading selected current articles.

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	Students can read and comprehend professional terms and concepts of media and communication 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	ABCDE	12345678	Lecture, Discussion, Practicum	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13~ 112/02/19	Course Introduction	
2	112/02/20~ 112/02/26	Reading Session	

3	112/02/27 ~ 112/03/05	Reading Session	
4	112/03/06 ~ 112/03/12	Reading Session	
5	112/03/13 ~ 112/03/19	Reading Session	
6	112/03/20 ~ 112/03/26	Reading Session	
7	112/03/27 ~ 112/04/02	Reading Session	
8	112/04/03 ~ 112/04/09	spring break	
9	112/04/10 ~ 112/04/16	Reading Session	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Reading Session	
12	112/05/01 ~ 112/05/07	Reading Session	
13	112/05/08 ~ 112/05/14	Reading Session	
14	112/05/15 ~ 112/05/21	Reading Session	
15	112/05/22 ~ 112/05/28	Reading Session	
16	112/05/29 ~ 112/06/04	Reading Session	
17	112/06/05 ~ 112/06/11	Reading Session	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			
Number of Assignment(s)		6 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other <homework performance> : 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>.

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