

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	COMMUNICATION PSYCHOLOGY	Instructor	TANG, DA-LUN
Course Class	TAMXB1P DEPARTMENT OF MASS COMMUNICATION, 1P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ 2nd Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions		
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: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)			
Subject Schoolwide essential virtues			
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	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	12345	Lecture, Discussion	Discussion(including classroom and online)
2	CDE	45678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	113/02/19~ 113/02/25	課程說明,評量回饋與溝通	
2	113/02/26~ 113/03/03	社會心理學課題1-權力的應用	

3	113/03/04 ~ 113/03/10	社會心理學課題2-權力的運用	
4	113/03/11 ~ 113/03/17	社會心理學課題3-權力的運用	
5	113/03/18 ~ 113/03/24	社會心理學課題4-互助與說服	
6	113/03/25 ~ 113/03/31	變態心理學課題1-性別議題	
7	113/04/01 ~ 113/04/07	變態心理學課題2-汙名與迷思	
8	113/04/08 ~ 113/04/14	變態心理學課題3-精神病與神經病的區隔	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	課程緩衝時間	
11	113/04/29 ~ 113/05/05	靈異與媒體課題1-相信與證據	
12	113/05/06 ~ 113/05/12	靈異與媒體課題2-心理學的觀點	
13	113/05/13 ~ 113/05/19	靈異與媒體課題3-實驗證據	
14	113/05/20 ~ 113/05/26	靈異與媒體課題4-媒體效應	
15	113/05/27 ~ 113/06/02	分組報告1	
16	113/06/03 ~ 113/06/09	分組報告2	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities	self-directed learning Social Participation Humanistic Caring Problem solving Interdisciplinary		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching			
Course Content	Logical Thinking		

Requirement	<p>一、每堂課上課遲到超過15分鐘即視同「缺課」。</p> <p>二、「無故缺席」累計3次·或請假日數超過(含)全學期上課日1/3者·學期成績即計為「不及格」。</p> <p>三、上課時間不得使用手機、電腦等通訊設備·除非經教師同意或做指定用途。</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,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!</p> <p>勿無故缺席超過3次,上課不准吃東西!</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks</p> <p>Using teaching materials from other writers:Textbooks</p>
References	<p>Neil Postman著的 The Disappearance of Childhood (「童年的消逝」,蕭昭君譯,遠流出版,索書號: 544.6 /8648)</p> <p>蔡志浩著的「人生從解決問題開始」,寶瓶文化出版</p> <p>Social psychology, Feldman, Robert S. (Robert Stephen), 1998,索書號: HM 251.F373 1998.</p>
Grading Policy	<p>◆ Attendance : 25.0 % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other () : %</p>
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>