

## Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	TZU-HSIEN WU
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ 2nd Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
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. Students will be required to engage in actual reading, summarizing, case studies, and presenting.

**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 : 1. Read, comprehend and apply professional terms and concepts of media and communication in English. 2. Practice oral presentaion 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	113/02/19~ 113/02/25	Course introduction & Grouping	

2	113/02/26 ~ 113/03/03	Round 1 : Reading Session	
3	113/03/04 ~ 113/03/10	Practice: Case study	
4	113/03/11 ~ 113/03/17	Preparing presentation outlines and content	
5	113/03/18 ~ 113/03/24	Oral presentation I	
6	113/03/25 ~ 113/03/31	Oral presentation I : Discuss & Revise	
7	113/04/01 ~ 113/04/07	* * * * * Qingming Festival * * * * *	
8	113/04/08 ~ 113/04/14	Round 2: Reading Session	
9	113/04/15 ~ 113/04/21	Practice: Case study	
10	113/04/22 ~ 113/04/28	Preparing presentation outlines and content	
11	113/04/29 ~ 113/05/05	Oral presentation II	
12	113/05/06 ~ 113/05/12	Oral presentation II : Discuss & Revise	
13	113/05/13 ~ 113/05/19	Round 3: Reading Session	
14	113/05/20 ~ 113/05/26	Practice: Case study	
15	113/05/27 ~ 113/06/02	Preparing presentation outlines and content	
16	113/06/03 ~ 113/06/09	Oral presentation III	
17	113/06/10 ~ 113/06/16	Oral presentation III : Discuss & Revise	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Using teaching materials from other writers:Handouts, Videos
References	
Grading Policy	<p>◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ 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>