

## Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	SOCIOLOGY & COMMUNICATION	Instructor	LIU, YI FAN
Course Class	TAMXB1P DEPARTMENT OF MASS COMMUNICATION, 1P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG11 Sustainable cities and communities 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:25.00) B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:10.00) 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:40.00) 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:10.00) E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects. (ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:30.00)			

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

**Course  
Introduction**

This course aims to introduce the fundamental theories and concepts of sociology and communication studies, exploring their interconnections and influences. Students will gain insights into how sociology analyzes communication phenomena and how communication reflects and shapes social structures and cultures. The course covers topics such as media, technology, ideology, identity, public discourse, and more, guiding students to engage in empirical research and critical thinking.

**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	1.Understand the basic theories and research methods in sociology and communication studies. 2.Grasp the social factors and cultural impacts in the process of communication. 3. Analyze the role of media in societal changes and cultural formation. 4. Comprehend the formation and dissemination mechanisms of public discourse and ideology. 5. Cultivate critical thinking and research design skills applicable to real-world societal issues.	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	課程介紹	
2	113/09/16 ~ 113/09/22	傳播裡的社會：社會學基本概念輪廓	
3	113/09/23 ~ 113/09/29	社會裡的傳播：傳播學基本概念輪廓	
4	113/09/30 ~ 113/10/06	傳播如何構建社會現實	
5	113/10/07 ~ 113/10/13	國慶日放假	
6	113/10/14 ~ 113/10/20	媒體的道德與社會責任	
7	113/10/21 ~ 113/10/27	媒體與社會結構：性別、族群、階級	
8	113/10/28 ~ 113/11/03	社會群體在媒體中的形象呈現	
9	113/11/04 ~ 113/11/10	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	113/11/11 ~ 113/11/17	媒介與文化關係探討 (一)：全球化	
11	113/11/18 ~ 113/11/24	媒介與文化關係探討 (二)：跨文化傳播	
12	113/11/25 ~ 113/12/01	AI科技對社會變遷的影響	
13	113/12/02 ~ 113/12/08	社交媒體對社會互動的影響	
14	113/12/09 ~ 113/12/15	分組報告與討論 (一)	
15	113/12/16 ~ 113/12/22	分組報告與討論 (二)	
16	113/12/23 ~ 113/12/29	分組報告與討論 (三)	
17	113/12/30 ~ 114/01/05	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/01/06 ~ 114/01/12	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	

Key capabilities	self-directed learning International mobility Information Technology Social Participation Humanistic Caring Problem solving Interdisciplinary
Interdisciplinary	
Distinctive teaching	
Course Content	Gender Equality Education Logical Thinking
Requirement	本課程需進行分組作業·開學第一週請務必出席·切勿自誤
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
References	
Grading Policy	◆ Attendance : 30.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %
Note	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> .  <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>