

Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	NEWSPAPER PRACTIUM	Instructor	(多位教師合開) LIU, YI FAN
Course Class	TAMXB3A DEPARTMENT OF MASS COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ 1st Semester ◆ 3 Credits
Relevance to SDGs	<p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG17 Partnerships for the goals</p>		
Departmental Aim of Education			
<p>I. To cultivate communication professionals highly skilled in storytelling and marketing in cultural and creative industries.</p> <p>II. To train communication professionals highly effective in cross-media information processing and integration.</p>			
Subject Departmental core competences			
<p>A. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects. (ratio:20.00)</p> <p>B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:20.00)</p> <p>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:10.00)</p> <p>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)</p> <p>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)</p>			
Subject Schoolwide essential virtues			
<ol style="list-style-type: none"> 1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:5.00) 			

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:20.00)

Course
Introduction

This course introduces students to the scheduled production of new media content and online news

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	Through weekly publication, students will become competent reporters and editors under deadline.	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, Publication, Experience	Discussion(including classroom and online), Practicum, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09~ 113/09/15	課程簡介與分組	
2	113/09/16~ 113/09/22	導論：產業現況與核心技能	

3	113/09/23~ 113/09/29	基礎寫作技巧(一)	
4	113/09/30~ 113/10/06	基礎寫作技巧(二)	
5	113/10/07~ 113/10/13	採訪會報	
6	113/10/14~ 113/10/20	編輯排版會議(第1次作業繳交)	
7	113/10/21~ 113/10/27	採訪會報	
8	113/10/28~ 113/11/03	編輯排版會議(第2次作業繳交)	
9	113/11/04~ 113/11/10	採訪會報	
10	113/11/11~ 113/11/17	編輯排版會議(第3次作業繳交)	
11	113/11/18~ 113/11/24	採訪會報	
12	113/11/25~ 113/12/01	編輯排版會議(第4次作業繳交)	
13	113/12/02~ 113/12/08	採訪會報	
14	113/12/09~ 113/12/15	編輯排版會議(第5次作業繳交)	
15	113/12/16~ 113/12/22	小誌企劃	
16	113/12/23~ 113/12/29	小誌企劃	
17	113/12/30~ 114/01/05	作品呈現與討論(第6次作業繳交)	
18	114/01/06~ 114/01/12	彈性教學	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking Sustainability issue	

Requirement	The editorial layout meetings will be held in O301.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
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 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>