

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	MEDIA IN THE AI ERA	Instructor	TSAI, YI-LIN
Course Class	TAMXB1P DEPARTMENT OF MASS COMMUNICATION, 1P	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG10 Reducing inequalities SDG12 Responsible consumption and production		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
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:15.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00)			

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:5.00)				
Course Introduction		This course focuses not on AI’ s technicalities but on understanding how AI-driven changes in human-machine collaboration differ from past technological shifts. It aims to build foresight, enabling students to anticipate trends for careers in communication, information, and beyond.		
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	Understanding AI’ s impact on reshaping the media ecosystem Examining AI's effects on social relationships and power structures Envisioning future trends in AI and media society			Affective
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, Practicum	Discussion(including classroom and online), Practicum, Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/02/17 ~ 114/02/23	Course Introduction, Grading Criteria, and Class Rules		

2	114/02/24 ~ 114/03/02	AI and Social Change	
3	114/03/03 ~ 114/03/09	AI and the Cultural and Entertainment Industries	
4	114/03/10 ~ 114/03/16	AI and Advertising	
5	114/03/17 ~ 114/03/23	AI and Journalism	
6	114/03/24 ~ 114/03/30	AI and Social Capital	
7	114/03/31 ~ 114/04/06	Teaching and Administrative Observation Week	
8	114/04/07 ~ 114/04/13	Midterm Project Topic Discussion	
9	114/04/14 ~ 114/04/20	Midterm Project Topic Presentation	
10	114/04/21 ~ 114/04/27	AI and Media Representation of Gender and Race	
11	114/04/28 ~ 114/05/04	AI and Digital Inequality	
12	114/05/05 ~ 114/05/11	AI and the Transformation Public Sphere	
13	114/05/12 ~ 114/05/18	AI and Environmental Media	
14	114/05/19 ~ 114/05/25	Media Literacy in the Age of AI	
15	114/05/26 ~ 114/06/01	AI Society and the Future	
16	114/06/02 ~ 114/06/08	Final Project Discussion	
17	114/06/09 ~ 114/06/15	Final Project Presentation	
18	114/06/16 ~ 114/06/22	Instructor Flexibility Teaching Week (Generally no in-person classes; instructors may arrange teaching activities or final assessments)	
Key capabilities		self-directed learning Information Technology 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)	
Distinctive teaching		Project implementation course Special/Problem-Based(PBL) Courses	

Course Content	<p>Gender Equality Education</p> <p>Logical Thinking</p> <p>AI application</p>
Requirement	<p>Generative AI Use Policy</p> <p>This course encourages responsible and transparent use of generative AI tools to support learning and creativity.</p> <p>Student Use:</p> <p>Use of generative AI (e.g., for idea generation, writing assistance, or reference suggestions) is allowed with proper disclosure. Students must briefly state how AI tools were used, either in a footnote on the title page or after the reference section.</p> <p>Failure to disclose AI use may be considered a violation of academic integrity. The instructor or university reserves the right to re-evaluate or assign no credit for such work.</p> <p>Instructor Use:</p> <p>If generative AI is used in course materials, it will be clearly indicated in slides or verbally.</p> <p>By enrolling in this course, students agree to follow this policy.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations</p>
References	<p>Mollick, E., & Mollick, E. (2024). Co-Intelligence. Random House UK. Manu, A. (2024). Transcending Imagination: Artificial Intelligence and the Future of Creativity. CRC Press.</p>
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other 〈Personal Assignment〉 : 10.0 %</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>