

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	LIU, YI FAN
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	◆ General Course ◆ Required ◆ 2nd Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality		
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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
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)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
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.		
<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	Students can read and comprehend professional terms and concepts of media and communication 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	114/02/17 ~ 114/02/23	Course Introduction		
2	114/02/24 ~ 114/03/02	Reading Session		

3	114/03/03 ~ 114/03/09	Reading Session	
4	114/03/10 ~ 114/03/16	Reading Session	
5	114/03/17 ~ 114/03/23	Reading Session	
6	114/03/24 ~ 114/03/30	Reading Session	
7	114/03/31 ~ 114/04/06	spring break	
8	114/04/07 ~ 114/04/13	Reading Session	
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/04/21 ~ 114/04/27	Reading Session	
11	114/04/28 ~ 114/05/04	Reading Session	
12	114/05/05 ~ 114/05/11	Reading Session	
13	114/05/12 ~ 114/05/18	Reading Session	
14	114/05/19 ~ 114/05/25	Reading Session	
15	114/05/26 ~ 114/06/01	Reading Session	
16	114/06/02 ~ 114/06/08	Reading Session	
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/06/16 ~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Gender Equality Education Logical Thinking AI application
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other 〈homework performance〉 : 30.0 %</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>