

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO HUMAN COMMUNICATION	Instructor	CHANG, HUI-LAN			
Course Class	TAIXB1A DEPARTMENT OF INFORMATION AND COMMUNICATION, 1A	Details	<ul style="list-style-type: none"> ♦ General Course ♦ Selective ♦ One Semester ♦ 3 Credits 			
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure					
Departmental Aim of Education						
I. Strengthening professional knowledge and ethics. II. Refining practical experience and skills. III. Developing creative thinking potentials.						
Subject Departmental core competences						
A. Basic concepts of information and communication.(ratio:50.00) B. Data analysis and Information interpretation.(ratio:30.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:5.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)						
Subject Schoolwide essential virtues						
1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:5.00)						

Course Introduction	<p>This course explores fundamental questions about human communication, tracing its historical development and key concepts like mediatization, affordances, and media infrastructure. Students examine influential theorists including Marshall McLuhan and Jussi Parikka. The course transitions from media archaeology to algorithmic culture, investigating how AI transforms communication through topics like machine consciousness, human-computer interaction, AI-generated content, deepfakes, and ethical implications of algorithmic systems.</p>
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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	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand fundamental theories and concepts in human communication 2. Analyze the historical evolution of communication technologies and practices 3. Critically evaluate the role of artificial intelligence in human communication 	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture, Discussion	Study Assignments, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Course Introduction	
2	114/09/22 ~ 114/09/28	What is Communication?	

3	114/09/29 ~ 114/10/05	The History of Human Communication (I) * Film Screening and Discussion	
4	114/10/06 ~ 114/10/12	The History of Human Communication (II) * Film Screening and Discussion	
5	114/10/13 ~ 114/10/19	Concept: Mediatization of Communication	
6	114/10/20 ~ 114/10/26	Concept: Communication and Affordance	
7	114/10/27 ~ 114/11/02	Concept: Media as Infrastructure	
8	114/11/03 ~ 114/11/09	Theorists and theories: Who is Marshall McLuhan?	
9	114/11/10 ~ 114/11/16	Midterm Exam/Midterm Assessment Week	
10	114/11/17 ~ 114/11/23	Theorists and theories: Who is Jussi Parikka?	
11	114/11/24 ~ 114/11/30	From Media Archaeology to Algorithmic Culture	
12	114/12/01 ~ 114/12/07	Could a Large Language Model be Conscious?	
13	114/12/08 ~ 114/12/14	AI and Human-Computer Interaction	
14	114/12/15 ~ 114/12/21	AI-Generated Content: Deepfakes, Synthetic Media, and Authenticity	
15	114/12/22 ~ 114/12/28	AI Ethics in Communication: Bias, Privacy, and Transparency	
16	114/12/29 ~ 115/01/04	Final Exam/Final Assessment Week	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning	
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	<p>1. Course details will be announced in the first class. Please refer to the information provided in the first class session as the definitive guide.</p> <p>2. For all types of leave (official leave, personal leave, sick leave, bereavement leave), students must present the required supporting documentation in accordance with university regulations.</p> <p>3. Generative AI Ethics Statement: This course adopts a conditional open policy regarding the use of generative AI.</p> <p>(1) The name of the AI tool used, purpose of use, and scope of application</p> <p>(2) The specific application methods of generative AI in the assignment or report, such as: topic brainstorming, sentence refinement, data organization, etc.</p> <p>(3) Please preserve the complete process of interaction with AI through various means (such as screenshots, conversation record links, etc.)</p> <p>(4) The use of generative AI tools is strictly prohibited in Personal Reflection Reports.</p> <p>(5) If it is discovered through verification that generative AI was used without clear annotation in assignments or reports, the course instructor, school, or relevant authorities reserve the right to re-evaluate or refuse to grade the work.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials: Presentations</p> <p>Using teaching materials from other writers: Videos</p>
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other < > : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>