

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	SELECTED ENGLISH READINGS IN INFORMATION AND COMMUNICATION	Instructor	YU-CHING KAO			
Course Class	TAIXB3A DEPARTMENT OF INFORMATION AND COMMUNICATION, 3A	Details	<ul style="list-style-type: none"> ♦ General Course ♦ Required ♦ One Semester ♦ 1 Credits 			
Relevance to SDGs	SDG3 Good health and well-being for people SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production SDG16 Peace, justice and strong institutions					
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:25.00) B. Data analysis and Information interpretation.(ratio:25.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:35.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)						
Subject Schoolwide essential virtues						
1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:25.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)						

Course Introduction	<p>This course engages students with authentic English texts and media on topics such as social media, fake news, media ethics, digital culture, and artificial intelligence. Using TED Talk transcripts, BBC News/Future articles, VOA reports, and Forbes essays, students develop skills in reading comprehension, vocabulary use, summarizing, and discussion. Class activities combine individual tasks and group interaction to enhance critical thinking and communication. A midterm and a final written exam assess students' progress in mastering professional English.</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>1. Enhance students' ability to understand English texts in the field of information and communication.</p> <p>2. Strengthen students' vocabulary and expressive skills for both daily and academic contexts.</p> <p>3. Guide students to engage in critical thinking on issues related to information and communication.</p> <p>4. Develop students' reading comprehension and analytical skills through guided readings and examinations.</p>	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Course Introduction and Reading Strategies	
2	114/09/22 ~ 114/09/28	Fake News and Media Literacy (1)	09/28 (日) 教師節 Sep. 28, Teacher' s Day, No Class
3	114/09/29 ~ 114/10/05	Fake News and Media Literacy (2)	09/29 (一) 教師節補假 Sep. 29, Extended Holiday, No Class
4	114/10/06 ~ 114/10/12	Social Media and Digital Identity (1)	10/06 (一) 中秋節 Oct. 6, Mid-Autumn Festival, No Clas 10/10 (五) 國慶日 Oct. 10, Double Tenth Day, No Class
5	114/10/13 ~ 114/10/19	Social Media and Digital Identity (2)	
6	114/10/20 ~ 114/10/26	Media Ethics and Journalistic Responsibility (1)	10/24 (五) 臺灣光復節補假 Oct. 24, Extended Holiday, No Class 10/25 (六) 臺灣光復節 Oct. 25, Taiwan Retrocession Day, No Class
7	114/10/27 ~ 114/11/02	Digital Privacy and Surveillance (1)	
8	114/11/03 ~ 114/11/09	Digital Privacy and Surveillance (2)	
9	114/11/10 ~ 114/11/16	Mid-term Exam 期中考	
10	114/11/17 ~ 114/11/23	AI and the Future of Communication (1)	
11	114/11/24 ~ 114/11/30	AI and the Future of Communication (2)	
12	114/12/01 ~ 114/12/07	AI and the Future of Communication (3)	
13	114/12/08 ~ 114/12/14	Digital Culture and Communication Trends (1)	
14	114/12/15 ~ 114/12/21	Digital Culture and Communication Trends (2)	
15	114/12/22 ~ 114/12/28	Review	12/25 (四) 行憲紀念日 Dec. 25, Constitution Day, No Class
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	期末多元評量週Final Exam Week 01/01 (四) 開國紀念日 Jan. 1, New Year' s Day, No Class

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		
	Interdisciplinary		
	Distinctive teaching		
Course Content	Logical Thinking AI application English for Specific (Academic) Purposes		
Requirement			
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Online worksheets Using teaching materials from other writers:Videos, Worksheets		
References	TED Talk transcripts; BBC News / Future articles; VOA news reports; Forbes essays		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 30.0 % ◆ Other (Class Discussions) : 20.0 %		
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>		