

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	COMMUNICATION ENGLISH	Instructor	TSAI, YI-LIN
Course Class	TAMXB3B DEPARTMENT OF MASS COMMUNICATION, 3B	Details	◆ General Course ◆ Required ◆ 1st Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
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 . Cultivating communication professionals with expertise in "storytelling" and "marketing communication." II. Training communication professionals with expertise in "cross-media and cross-disciplinary" information processing.			
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 helps communication students express themselves confidently in English. Through topics like media trends, AI, and career goals, students will build skills to talk about who they are, what they’ ve learned, and where they’ re going. The final project includes writing a resume and recording a 90-second self-introduction video for a job or school application.			
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	To help students express their goals, skills, and interests in English through resume writing, interview practice, and discussions on media, communication, and AI.			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, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Course Introduction, Class Rules and Grading Criteria		

2	114/09/22 ~ 114/09/28	Setting Your Interview Target (Company or School)	
3	114/09/29 ~ 114/10/05	Talking About Yourself in English	
4	114/10/06 ~ 114/10/12	Why Did You Choose to Study Communication?	
5	114/10/13 ~ 114/10/19	Current Trends in the Communication Industry	
6	114/10/20 ~ 114/10/26	Social Media, Branding, and Influencer Culture	
7	114/10/27 ~ 114/11/02	Resume & Cover Letter Writing Workshop	
8	114/11/03 ~ 114/11/09	Submission of Written English Resume	
9	114/11/10 ~ 114/11/16	Video Recording Workshop	
10	114/11/17 ~ 114/11/23	Careers in Communication	
11	114/11/24 ~ 114/11/30	Learning from Real People	
12	114/12/01 ~ 114/12/07	Exploring AI for Communication Tasks	
13	114/12/08 ~ 114/12/14	Future Goals & Learning Path	
14	114/12/15 ~ 114/12/21	What Kind of Communicator Are You?	
15	114/12/22 ~ 114/12/28	Consultation Week	
16	114/12/29 ~ 115/01/04	Consultation Week	
17	115/01/05 ~ 115/01/11	"My 90-Second Story" Submission on iclass	
18	115/01/12 ~ 115/01/18	Online Final Showcase	
Key capabilities		self-directed learning International mobility Information Technology Problem solving Interdisciplinary	
Interdisciplinary		STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)	
Distinctive teaching		Industry-university collaboration courses Translation Teaching Course	

Course Content	Logical Thinking AI application
Requirement	<p>Generative AI Ethics Statement</p> <p>This course encourages students to use AI for collaboration and mutual learning to enhance course outcomes based on the principles of transparency and responsibility.</p> <p>This course adopts the following policy:</p> <p>Conditionally open, please specify how generative AI is used in assignments or reports.</p> <p>Students should briefly explain how they use generative AI in the course assignments or reports in the "footnote on the title page" or "after the references," such as for brainstorming, text polishing, or structural references. For "personal reflection reports" and "group interview assignments," the use of generative AI tools for writing is prohibited. If it is found that generative AI was used but not indicated in the assignment or report, the instructor, the university, or related units have the right to reevaluate the assignment of report or withhold scores. Students enrolled in this course agree to the above ethics statement.</p>
Textbooks and Teaching Materials	Self-made teaching materials: Presentations, Worksheets
References	
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 35.0 %</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>