

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTERNATIONAL JOURNALISTIC ENGLISH	Instructor	CHENG CHIN-MO
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education		
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			
<p>I . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:20.00)</p> <p>2. Information literacy. (ratio:20.00)</p> <p>3. A vision for the future. (ratio:5.00)</p> <p>4. Moral integrity. (ratio:5.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:20.00)				
8. A sense of aesthetic appreciation. (ratio:5.00)				
Course Introduction		The course is designed for one semester, with 2 hours per week, focusing on reading, writing, and interactive activities to enhance students' understanding of international news and their ability to communicate effectively in English.		
<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	1. Develop students' ability to read and analyze international news articles. 2. Teach the fundamentals of news writing, including headlines, leads, and reports. 3. Encourage critical thinking and oral communication through interactive activities like group discussions and mock press conferences.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Introduction to the course objectives and expectations.		

2	114/09/22 ~ 114/09/28	Understanding headlines: characteristics, grammar, and style.	
3	114/09/29 ~ 114/10/05	Writing a strong lead (the first paragraph of a news article).	
4	114/10/06 ~ 114/10/12	Understanding article structure: the inverted pyramid (most important info first).	
5	114/10/13 ~ 114/10/19	Expanding vocabulary: idiomatic expressions and phrases in news writing.	
6	114/10/20 ~ 114/10/26	Analyzing international political news: identifying biases and perspectives.	
7	114/10/27 ~ 114/11/02	Ethics in journalism: accuracy, objectivity, and avoiding bias.	
8	114/11/03 ~ 114/11/09	Special focus: feature stories and investigative journalism.	
9	114/11/10 ~ 114/11/16	Midterm Exam	
10	114/11/17 ~ 114/11/23	Using data in news writing: interpreting charts, graphs, and statistics.	
11	114/11/24 ~ 114/11/30	Cross-cultural aspects of international news reporting.	
12	114/12/01 ~ 114/12/07	Selecting news topics for group projects (e.g., global health, international conflicts).	
13	114/12/08 ~ 114/12/14	Writing full news reports: combining headlines, leads, and supporting details.	
14	114/12/15 ~ 114/12/21	Mock press conference: groups present their news reports and answer questions.	
15	114/12/22 ~ 114/12/28	Writing opinion pieces and editorials: expressing viewpoints effectively.	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
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		International mobility	

Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	EMI Course
Course Content	Global Vision
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Videos
References	
Grading Policy	<p>◆ Attendance : 40.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt;   &gt; :       %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</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>