

義守大學大眾傳播學系 110 學年度入學新生四年課程計畫表

I-SHOU UNIVERSITY Department of Mass Communication

4-Year Curriculum for Students Admitted in Academic Year 2021

*本系總畢業學分數為 128 學分，分下列七項：

Required Credits for Graduation: 128 Credits

(一)通識核心課程必修 18 學分

(二)通識博雅課程選修 10 學分

(三)服務教育課程必修 0 學分

(四)體育健康課程必修 0 學分

(五)院必修 11 學分

(六)系必修 50 學分：學術暨實務課程 0 學分，學術課程 15 學分，實務課程 34 學分，總結課程 1 學分

(七)系選修 24 學分：系選修至少 24 學分(本系開設系選修課程 44 學分中，學生得擇一修習學術課程 15 學分或實務課程 15 學分)

(八)其餘選修承認外系至多 15 學分(含傳播與設計學院至多 6 學分、含跨院系學分學程至多 9 學分：公關行銷傳播跨領域微學程)

備註：1.學生於修業年限內，除修滿總畢業學分數外，並應通過本系「英語能力」/「資訊能力」畢業資格檢定作業規定，始具畢業資格。

2.學生於畢業至少應修畢一門外院共同基礎核心必修課程，並以實際修畢之學分數承認為通識博雅學分，以 4 學分為上限。(各院共同基礎核心必修課程表，請參閱課務組網頁公告)

* Credits Required for Graduation : 128.

1. GE Core Required Credits: 18.

2. GE Elective Credits (Liberal Arts Education): 10.

3. Service Education Courses 0 Credit.

4. Physical Education Courses Required Credits: 0.

5. College-required Core Credits: 11.

6. Departmental Required Credits: 50, including Academic & Practical Courses for 0, Academic Courses for 15, Practical Courses for 34, and Capstone Courses for 1.

7. A minimum of 24 Department Elective Credits is needed to meet the minimum requirement.

- Among the 44 credits of elective courses, students may choose to take 15 credits of either Academic Courses, or Practical Courses.

8. Up to 15 credits from other Departments can be admitted as Elective Credits. (Including courses offered within the College of Communication and Design maximum at 6 Credit hours, or the Inter-Departmental or the Inter-Collegiate Credit Programs maximum at 9 Credit hours, or the Cross-disciplinary micro-course in Public Relationship and Marketing Communications)

Remarks:

1.Students must satisfy the minimum English proficiency level and Information proficiency level, which as stipulated by the Department of Mass Communication, so to meet the minimum graduation qualifications.

2.Upon graduation, students should complete at least 1 core compulsory course of common foundation of other Colleges, and the final number of credits completed shall be recognized as General Liberal Arts credits, with a maximum of 4 credits. (For the Common Foundation Core Compulsory Course schedule of all Colleges, please refer to the announcement on the website from the Academic Affairs Division.)

大一課程表(110) Freshman Year (2021)

類別 Category	課程代碼 Code	課程名稱 Subject	上學期 Fall	下學期 Spring	必/選修 (R/E)	備註 Remark
通識必修 GE Core	A93A17	服務教育 (一) Service Education (I)	0		必/R	
	A93A18	服務教育 (二) Service Education (II)		0	必/R	
	A93A24	數位英語溝通 (一) Digital English communication (I)	1		必/R	核心 Core
	A93A25	數位英語溝通 (二) Digital English communication (II)		1	必/R	核心 Core
	A93A22	華語文學 1.0：閱讀與敘事溝通 Chinese Literature 1.0- Reading, Narration and communication		2	必/R	核心 Core
	A93A21	全球化之公民素養 Civic Literacy in the Era of Globalization		2	必/R	核心 Core
	A93A28	健康醫學密碼 Unraveling the Mystery of Health	2		必/R	核心 Core
	A93A20	程式設計 Programming		2	必/R	核心 Core
	A93A29	智慧科技密碼 Smart Tech 101		2	必/R	核心 Core
院必修 IC Core	A81E01	傳播與設計概論 Introduction to Communication and design	2		必/R	
	A81813	色彩學 Color Design		3	必/R	
系必修 IF Core	A11453	大眾傳播概論 Introduction to Mass Communication	3		必/R	學 Academic
	A11859	採訪寫作 News Reporting	3		必/R	實 Practical
	A11860	動態攝影 Video Production	3		必/R	實 Practical
	A11454	靜態攝影 Photography Practicum	2		必/R	實 Practical
	A11466	動態影像剪輯 Motion Picture Editing		3	必/R	實 Practical
	A11861	廣電概論 Introduction to Radio and TV	3		必/R	實 Practical
	A11750	靜態影像處理 Digital photography process		3	必/R	實 Practical
	A11590	政治學 Political Science	3		必/R	學 Academic
	A11991	扎根學堂 Foundation of Communication	1		必/R	實 Practical
系選修 IF Elective	A11477	管理學 Management	3		選/E	學 Academic
本學年度必修學分數 Total Required credits for this year			41			

大二課程表(111) Sophomore Year (2022)

類別 Category	課程代碼 Code	課程名稱 Subject	上學期 Fall	下學期 Spring	必/選修 (R/E)	備註 Remark
通識必修 GE Core	A93A26	智慧英文實作(一) Smart English Practice(I)	2		必/R	核心 Core
	A93A27	智慧英文實作(二) Smart English Practice(II)		2	必/R	核心 Core
	A93A15	體育(一) Physical Education(I)	0		必/R	
	A93A16	體育(二) Physical Education(II)		0	必/R	
	A93A23	華語文學 2.0: 思辨與文案創作 Chinese Literature 2.0- Critical thinking and creativity in writing	2		必/R	核心 Core
院必修 IC Core	A81814	數位繪圖 Computer graphic design	3		必/R	
	A81815	數位音效設計 Digital sound design	3		必/R	
系必修 IF Core	A11204	廣播節目製作(一) Radio Program Production (I)	3		必/R	實 Practical
	A11839	數位編輯排版 Digital editing and typesetting	2		必/R	實 Practical
	A11841	電視節目製作 TV Program Production	3		必/R	實 Practical
	A11753	政治傳播 Political Communication		3	必/R	學 Academic
	A11752	傳播理論與量化研究 Communication Theories and Quantitative Research		3	必/R	學 Academic
	A11863	電視媒體實務 TV media practice		3	必/R	實 Practical
系選修 IF Elective	A11252	媒體批評與賞析 Media Criticism	3		選/E	學 B Academic B
	A11711	主播學 Introduction to Anchorology	3		選/E	實 A Practical A
	A11754	傳播美學 Introduction to Communication	3		選/E	學 B Academic B
	A11474	心理學 Psychology	3		選/E	學 Academic
	A11344	傳播科技與新媒體 Communication Technology and New Media	3		選/E	實 Practical
	A11551	暗房技術 Darkroom Technique	3		選/E	實 Practical
	A11843	跨文化傳播 Cross-cultural Communication	2		選/E	學 Academic
	A11858	媒體創新與創業 Innovation and Entrepreneurship	3		選/E	實 Practical
	A11473	社會學 Sociology	3		選/E	學 Academic
	A11848	微電影製作 Making Micro Film	3		選/E	實 Practical
	A11877	新聞分析 News analysis	3		選/E	學 AB Academic AB
本學年度必修學分數 Total Required credits for this year			29			

大三課程表(112) Junior Year (2023)

類別 Category	課程代碼 Code	課程名稱 Subject	上學期 Fall	下學期 Spring	必/選修 (R/E)	備註 Remark
系必修 IF Core	A11855	廣播媒體實務 Broadcasting Practice	3		必/R	實 Practical
	A11751	傳播理論與質化研究 Communication Theories and Qualitative Research	3		必/R	學 Academic
	A11506	畢業專題（一） Independent Study (I)		1	必/R	實 Practical
系選修 IF Elective	A11865	流行文化產業展演實務 Curatorial Practice for fashion & culture industry		3	選/E	實 A Practical A
	A11594	行銷原理與研究 Marketing Research	3		選/E	學 B Academic B
	A11592	廣告原理與應用 Principles and Application of Advertising	3		選/E	學 AB Academic AB
	A11593	公關企畫與實務 Public Relations Planning and Practice	3		選/E	學 B Academic B
	A11515	電視新聞製作 Television News Program Production	3		選/E	實 A Practical A
	A11357	健康傳播 Health Communication	3		選/E	學 Academic
	A11524	廣告與日本文化 Advertising and Japanese Culture	3		選/E	學 B Academic B
	A11716	創意媒體與企劃實務 Media Planning And Practice	3		選/E	實 Practical
	A11868	媒體影音與文化 Media and culture studies via movies and videos	3		選/E	學 Academic
	A11740	數位專案製作 Digital project	3		選/E	實 Practical
	A11353	國際關係論 International Relations	3		選/E	學 Academic
	A11832	2D影像效果及動畫 2D Visual Effects and Animation	3		選/E	實 A Practical A
	A11833	3D影像效果及動畫 3D Visual Effects and Animation	3		選/E	實 A Practical A
	A11826	視覺特效處理 Visual Effect process	3		選/E	實 A Practical A
	A11844	危機傳播 Crisis Communication	3		選/E	學 B Academic B
	A11849	策展設計 Display design	3		選/E	實 Practical
	A11575	商業攝影 Commercial Photography	3		選/E	實 B Practical B
	A11875	服務與知識實踐 Service and Knowledge for Practice	2		選/E	實 Practical
本學年度必修學分數 Total Required credits for this year			7			

大四課程表(113) Senior Year (2024)

類別 Category	課程代碼 Code	課程名稱 Subject	上學期 Fall	下學期 Spring	必/選修 (R/E)	備註 Remark
系必修 IF Core	A11517	畢業專題 (二) Independent Study (II)	1		必/R	實 Practical
	A11842	畢業專題 (三) Independent Study (III)		1	必/R	總結 Summarize
	A11712	英語能力 English Proficiency Enhancement	0		必/R	畢業門檻 Graduation threshold
	A11719	資訊能力 Computer Skill Certification	0		必/R	畢業門檻 Graduation threshold
系選修 IF Elective	A11845	媒體素養 Media Literacy	2		選/E	學 Academic
	A11527	攝影棚節目企劃與製作 TV Program at Studiotion	3		選/E	實 A Practical A
	A11443	導播學 Television Directing	3		選/E	實 A Practical A
	A11585	流行媒體文化研究 Popular Media Cultural Studies	3		選/E	學 B Academic B
	A11739	媒體消費文化 Culture of Media Consumption	3		選/E	學 B Academic B
	A11757	電視廣告製作 Television Commerical Production	3		選/E	實 Practical
	A11484	紀錄片製作 Documentary Production	3		選/E	實 A Practical A
	A11709	市場與民意調查 Marketing and Public Opinion Polling	3		選/E	學 B Academic B
	A11758	媒體網站製作 Website Production	3		選/E	實 Practical
	A11864	專業實習 Professional Practice	2		選/E	實習
	A11867	職能與倫理 Working capability and occupational ethics	2		選/E	學 Academic
	A11741	社群媒體製作 Social Media Production	2		選/E	實 Practical
本學年度必修學分數 Total Required credits for this year			2			