

I-SHOU UNIVERSITY Department of Mass Communication 4-Year Curriculum for Students Admitted in Academic Year 2026

Category	Freshman Year		Sophomore Year	
GE core courses: required (16 credits)	A93A34 Academic English [2]1 st A93A28 Codes in Health and Medicine [2]1 st A93A35 Professional English [2] 2 nd A93A20 Programming [2]2 nd A93A29 Secret Codes in Intelligent Technologies [2]2 nd A93A21 Civic Literacy in the Era of Globalization [2]2 nd		A93A36 Chinese Literature - Speculative and Expression [2] 1 st A93A15 Physical Education (I) [1]1 st A93A16 Physical Education (II) [1]2 nd	
College-required courses (8 credits)	A81813 Color Design [3] 1 st A81E01 Introduction to Communication and design [2] 2 nd		A81814 Computer graphic design [3] 1 st	
Category	Freshman Year	Sophomore Year	Junior Year	Senior Year
Department-required courses (44 credits)	A11885 Public Relations Interview Writing [3] 1 st A11929 Intelligent Dynamic Video Creation [3] 1 st A11926 Photography Practicum [3] 1 st A11922 Media ecological experience [1] 1 st A11933 Innovative Video Editing and Applications [3] 2 nd A11886 Social Media Content Production [3] 2 nd A11750 Digital photography process [3] 2 nd	A11884 Digital sound design [3] 1 st A11887 Radio and Podcast Production [3] 1 st A11839 Digital editing and typesetting [2] 1 st A11841 TV Program Production [3] 1 st A11932 Digital Era and Political Communication [3] 2 nd A11752 Communication Theories and Quantitative Research [3] 2 nd	A11931 New Media Communication Theory and Research [3] 1 st A11892 Media Project Practice [3] 2 nd A11893 Capstone Project (I) [1] 2 nd	A11897 Capstone Project (II) [1] 1 st A11898 Capstone Project Showcase [1] 2 nd A11712 English Proficiency[0] 1 st A11B98 Interdisciplinary Competencies[0] 1 st
Departmental electives (≥28 credits)	A11927 Exploration of New Media Issues [3] 1 st A81724 Tech Arts Exploration [3] 1 st	A11843 Cross-cultural Communication [2] 1 st A11848 Making Micro Film [3] 1 st A11888 Consumer Psychology [3] 1 st A11891 Digital Era and Political Science [3] 1 st A11252 Media Criticism [3] 2 nd A11551 Darkroom Technique [3] 2 nd A11754 Introduction to Communication [3] 2 nd A11899 AI-Driven Narrative and Expression [3] 2nd A11890 Media Innovation and Entrepreneurship [3] 2 nd	A11593 Public Relations Planning and Practice [3] 1 st A11443 Television Directing [3] 1 st A11844 Crisis Communication [3] 1 st A11575 Commercial Photography [3] 1 st A11832 2D Visual Effects and Animation [3] 1 st A11895 Creative Media and Planning Practicum [2] 1 st A11849 Display design [3] 1 st A11524 Advertising and Japanese Culture [3] 2 nd A11896 TV media practice [3] 2 nd A11900 AI Performance and Curation [3] 2nd	A11928 Media Technology and Media Literacy [3] 1 st A11585 Popular Media Cultural Studies [3] 1 st A11484 Documentary Production [3] 1 st A11515 Television News Program Production [3] 1 st A11527 TV Program at Studio Notion [3] 2 nd A11883 Consumption Culture in New Media [3] 2 nd A11864 Professional Practice [2] 2 nd
GE liberal arts education	GE liberal arts education: elective, 10 credits from “Humanities and Arts”, “Nature and Technology” , “Social Science” , 2 credits from “College Humanistic Literacy Courses”.			
Cross-domain electives	Up to 20 credits earned from courses, whether required or elective, offered by other departments/programs at I-Shou University or its partner universities will be recognized by the Department as credits from electives.			

Credits required
for graduation
from the
Department

Note

128 Credits

Undergraduate students admitted to the University in or after Academic Year 2026 are required to fulfill all of the following requirements during the prescribed duration of study to be eligible for graduation:

- I. Earning the number of course credits required by their major department;
- II. Completing one required cornerstone course offered by another college and earning a passing score; the credits earned from this course may be counted toward the Liberal Arts Education category, up to a maximum of four credits;
- III. Fulfilling one of the University’s English proficiency requirements for graduation by submitting a valid test report recognized by the University;
- IV. Interdisciplinary Learning: Completing a minor or a secondary major recognized by the University, or completing an interdisciplinary credit program or micro-credit program offered by the University and obtaining a certificate of completion issued by the program; and