

# 國際傳播英語碩士學位學程課程簡介

## 壹、教育目標

本學程提供學生豐富多樣的全英語授課課程，以及與國際接軌的教育環境。重點在於「跨文化情境下的傳播研究」(Communication Studies in Cross-Cultural Context)，針對當前國際傳播的內容及現象做研究並開授課程，以因應全球化的趨勢，培育未來的傳播領袖以及專業人才為目的。

希望最終能將本學程培養出的具跨文化素養的傳播領域專才推向國際舞台，加強整個學程與國際的連結，能在國際發聲，並更進一步為傳播教育建立新典範。

### 一、教育目標

本學程的定位乃亞太傳播研究，特別針對當前國際傳播的內容以及現象做研究並開授課程，課程的活動及實習跟社會有所連結，培養國際傳播理論與實務兼具人才。學生可以擁有充分的機會，透過遠距教學系統，與國外大學以及全球媒體企業進行互動。

學生來自世界各地，在多元文化環境下學習，國際與本地生都能有良好的互動與交流，在課堂討論時，能提供多元觀點與自身經驗分享，增加國際視野的深度與廣度。鼓勵學生探索國際趨勢的脈絡，增進與國際媒體組織之互動，以培養具跨文化素養及國際溝通能力的傳播領域專業人才，滿足在亞太地區的跨國傳媒人才需求為目標。

### 二、未來發展方向

強化國傳學程課程的定位是今後要思考的問題，期許能把相關課程組合成目的性更強的必修及選修課，課程的特點及穩定性將會有所加強。而師資來源除了運用本校傳播學院優良師資與器材設備為後盾--歷史悠久的傳播三系(新聞、廣電以及廣告)，與本校、國內外相關英語課程合作，並特別著重於建立穩定師資團隊，加強國際化、延攬國外頂尖相關師資與業界專業人才，課程架構與內容將能更進一步提升。

## 貳、課程地圖

必修課程	傳播理論 (3 學分)	
	研究方法 (3 學分)	
進階專業課程	全球傳播與國際關係模組	國際形象與國際溝通 (3 學分) 全球化與跨國主義 (3 學分) 國際組織 (3 學分)
	媒體與行銷模組	社群媒體與行銷 (3 學分) 國際媒體與行銷 (3 學分) 傳播統計分析 (3 學分) 消費行為 (3 學分)
	政治傳播模組	政治傳播專題 (3 學分) 國際新聞寫作實務 (3 學分) 英語廣播實務 (3 學分) 專業實習 (2 學分)
	新媒體研究模組	新媒體匯流 (3 學分) 科學與圖像傳播 (3 學分) 電子遊戲與社會 (3 學分)

## 參、畢業門檻檢定及修業規定

畢業學分	32 學分
必修科目	傳播理論 (3 學分)、研究方法 (3 學分); 共 6 學分
修課特殊規定	(一) 畢業學分: 32 學分 (含必修 6 學分)。 (二) 上課方式: 以英語授課, 並可透過遠距同步方式與他國大學進行

	<p>網路教學。本學程研究生得至外所修習中文課程，以6學分為上限。</p> <p>(三) 資格評鑑(碩士候選人資格之取得): 研究生在學滿一年且修畢「傳播理論」、「研究方法」者，可於每學期註冊時申請參加碩士資格論文大綱提案口試。通過者，即取得碩士候選人資格，可申請正式論文口試。</p> <p>(四) 畢業論文: 學生需以英文撰寫畢業論文，其格式並應符合一般學術規範。</p>
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## 肆、課程規劃

上學期			
科目代號	課程名稱	修別	學分
461002001	研究方法(碩一上學期)	必	3
461003001	傳播理論(碩一上學期)	必	3
461886001	國際新聞寫作實務	選	3
461887001	英語廣播實務	選	3
461888001	電子遊戲與社會	選	3
461918001	全球化與跨國主義	選	3
461941001	國際形象與國際溝通	選	3
下學期			

461891001	新媒體匯流	選	3
461903001	政治傳播專題	選	3
461910001	國際組織	選	3
461913001	國際媒體與行銷	選	3
461920001	傳播統計分析	選	3
461935001	消費行為	選	3
461942001	專業實習	選	2
新開課程	社群媒體與行銷	選	3
新開課程	科學與圖像傳播	選	3

註：實際上課時間以教務處公告為準

## 伍、課程總覽

461002001	研究方法	必修	上學期	3 學分	國傳碩一
課程目標	(一) 培養進行研究所需之基本能力，包含對研究議題的選擇、研究概念的定義與操作化、研究資料的分析與撰寫。(二) 培養對理論進行驗證或拓展的能力。(三) 培養對日常生活中所接觸之研究證據與資訊之評估能力				
上課內容	(一) 透過教科書與案例討論，理解不同研究方法的內涵與適用性。(二) 全班共同實際進行研究之設計與執行，並根據所蒐集之資料撰寫研究報告。				
預估每周課外學習時間 <u> 3 </u> 小時					

461003001	傳播理論	必修	上學期	3 學分	國傳碩一
課程目標	(一) 廣泛閱讀與討論新近發表的學術論文，提供學生當下、多元的傳播理論，厚植同學傳播專業的學養。(二) 啟發學生探索傳播議題，培育學生作研究，寫論文的基礎能力。				
上課內容	(一) 傳播效果相關理論 (媒介效果、新聞框架、娛樂效果、敘事說服、新媒介效果等)。(二) 數位傳播相關理論 (社群媒體、網絡化傳播、新媒介邏輯、數位落差、病毒擴散)				
預估每周課外學習時間 <u> 6-8 </u> 小時					

461886001	國際新聞寫作實務	選修	上學期	3 學分	國傳碩一、二
課程目標	帶領學生從認識外國媒體報導的基本架構、選擇報導國際讀者所關注的議題、當地事件，到搜尋、拓展可靠新聞報導來源，進一步以英文與跨國的公司、機構進行訪談，並撰寫專業的英語大眾新聞報導及廣播報導。				
上課內容	(一)概述大眾媒體經濟及外媒運作方式；(二)認識報導的類型：最新消息、專題報導、分析評論；(三)如何找到適合外媒報導的當地新聞；(四)新聞資料及消息來源；(五)訪談技巧；(六)廣播報導寫作。				
預估每周課外學習時間 <u>3-5</u> 小時					

461888001	電子遊戲與社會	選修	上學期	3 學分	國傳碩一、二
課程目標	(一)熟悉電子遊戲的研究脈絡、發展以及其對於個人及社會的影響。(二)從傳播、心理、媒體娛樂等層面深入探討其理論發展及文化形式，包含互動性、傳播科技、暴力、道德、及說服效果等。(三)檢視電子遊戲對於廣告、說服、社會議題及教育等正向應用。				
上課內容	<p>本堂課以 seminar 形式進行，每週針對該週主題，將會有 3-4 篇英文期刊文章需閱讀，並以小組方式進行課程討論帶領。此外，期末報告為針對電子遊戲的個人學術研究提案。</p> <p>課程內容以電子遊戲於傳播及媒體娛樂文獻中的定位討論起，再檢視過往對於其互動性、玩家心理動機及滿足、道德基礎、心理機制（角色認同、flow、臨場感）、虛擬實境、遊戲暴力、廣告應用、運動、醫療及社會議題說服等子題，進行深入探討。</p>				
預估每周課外學習時間 <u>6</u> 小時					

461891001	新媒體匯流	選修	下學期	3 學分	國傳碩一、二
課程目標	(一) 認識最新的媒體科技趨勢及可能影響傳播產業和組織的革新技術；(二) 認識新媒體匯流如何形成；(三) 學習如何以分析的角度進行新媒體匯流現象的研究。				
上課內容	藉由探討 SoLoMo 科技對快速變化的媒體界所帶來的影響，介紹一系列關於媒體匯流的重要爭議。學生將學習如何在個人、組織、企業層面用分析的角度去認識媒體匯流現象。接著進一步分析各種匯流的科技如何影響電子媒體、網路、行動裝置產業，以及因著新興傳播科技普及與使用而涉及的政治、經濟、社會、文化議題。				
預估每周課外學習時間 <u>  3  </u> 小時					

461903001	政治傳播專題	選修	下學期	3 學分	國傳碩一、二
課程目標	奠定學生有關政治傳播課程專業的基礎，由理論到操作到跨國研究。				
上課內容	電子媒體急速成長的年代，在選舉中、在選舉後，政治人物、政黨、與國家機器，如何透過傳播爭取人民的支持與認同，是本課程研修的內容。				
預估每周課外學習時間 <u>  4  </u> 小時					

461910001	國際組織	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程之設計目的在使國際傳播學程學生熟悉國際組織研究，希望學生們在修習本課程之後得以瞭解（一）從國際政治角度學習國際組織的基本理論與運作原則；（二）當前政府間國際安全與國際經濟組織的主要議題與發展趨勢；（三）臺灣的國際組織參與情形。				
上課內容	（一）國際組織理論：新自由主義視角、新現實主義視角；（二）全球性國際經濟與國際安全組織：UN, IMF, WTO, WB；（三）區域性（歐洲、亞洲）區域經濟與區域安全組織：NATO, OSCE, ARF, ASEAN, APEC, TPP, AIIB；（四）臺灣的國際組織參與：UN、WTO、WHO、APEC				
預估每周課外學習時間 <u>  3  </u> 小時					

461913001	國際媒體與行銷	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程主要討論個人、社區組織或企業團體如何使用媒體來企劃、募資、執行或發展社會公益方案。學生透過此課程將閱讀許多個案，進一步理解在跨文化的國際環境，企業組織、個人或非營利團體如何成功地執行這些方案。				
上課內容	本課程期初將介紹國際公關概念與非營利事業在全球化環境下的發展；除此之外，更進一步閱讀有關企業界執行公益行銷的個案，這些公益行銷包含健康傳播、綠色環保行銷與在地獨立廠商抗拒新自由主義思潮國際企業收編在地產業的行動主義。期中時期本課程經探索非營利組織如何成為全球化歷程中重要的行動者，利用媒體倡議改變既有現狀，進一步對公部門施壓。本課程最後部分將探索群眾募資個案，由學生檢視目前可見的成功或失敗的個案，並由學生自己嘗試草擬一方案，說服全班其募資的社會責任與使命。				
預估每周課外學習時間 <u>  3  </u> 小時					



461918001	全球化與跨國主義	選修	上學期	3 學分	國傳碩一、二
課程目標	認識各文化、各國家之間因著全球化與跨國主義所形成錯綜複雜的關係是如何形成並影響這個全球化社會。				
上課內容	著重探討全球化及跨國主義如何形成以及如何影響當前世界。先從「猶太人的離散」來討論媒體與全球化，進一步研究多元文化融合論。				
預估每周課外學習時間 <u> 3 </u> 小時					

461920001	傳播統計分析	選修	下學期	3 學分	國傳碩一、二
課程目標	<p>(一) 教授和傳播領域相關之基本統計觀念。</p> <p>(二) 培養進行量化研究之能力，包括資料之處理、分析與撰寫。</p>				
上課內容	<p>(一) 本課程的範圍，從最基本之次數分配至複迴歸分析。</p> <p>(二) 本課程將有 3-4 次作業。</p> <p>(三) 期末報告為次級資料分析，需繳交完整論文一篇。</p>				
預估每周課外學習時間 <u> 3 </u> 小時					

461935001	消費行為	選修	下學期	3 學分	國傳碩一、二
課程目標	藉課程講授與討論，使學生明瞭消費行為的各個面向與研究。並結合心理學、社會學、行銷學、與傳播學的理论，讓同學明瞭學理如何應用在市場區隔與行銷實務。				
上課內容	(一) 導論與縱觀；(二) 消費者知覺、學習；(三) 需求確認、資訊尋求；(四) 選項比較、執行決策；(五) 消費者動機、態度情感意圖；(六) 消費者人口統計、價值觀、生活型態；(七) 自我概念、人格與消費行為；(八) 文化環境與社會階層之影響；(九) 家庭與參考團體、口碑；(十) 商品的創新與傳佈；(十一) 如何和消費者溝通；(十二) 網路消費行為；(十三) 置入式行銷，消費者權益與消費糾紛。				
預估每周課外學習時間 <u>5</u> 小時					

461941001	國際形象與國際溝通	選修	上學期	3 學分	國傳碩一、二
課程目標	使學生熟國際形象的基礎理論，並透過案例研究的練習，嘗試應用理論與知識。				
上課內容	(一) 國際形象理論：一個建構論的取徑 (二) 國際形象與文化脈絡：東亞、中東、美國、西歐 (三) 案例研究				
預估每周課外學習時間 <u>3</u> 小時					

461942001	專業實習	選修	下學期	2 學分	國傳碩一、二
課程目標	讓本學程之學生有在課堂之外印證所學或實做學習的機會。				
上課內容	<p>(一) 實習的長度至少需為每天八小時，並持續一個月。</p> <p>(二) 實習期間不需於寒暑假。</p> <p>(三) 實習期滿需繳交 (1) 實習日誌；(2) 實習心得；(3) 300 字摘要；(4) 照片數張。摘要與照片為刊登在學程網站用。</p>				
預估每周課外學習時間 <u>40</u> 小時					

新開課程	科學與圖像傳播	選修	下學期	3 學分	國傳碩一、二
課程目標	<p>本課程探討知識性 (non-fiction) 內容的視覺表現概念，開課主要目標有二：</p> <p>(一) 重視圖像、影像的實驗精神；(二) 拓展對影像敘事的想像。</p>				
上課內容	<p>本課程涵蓋的媒介包括知識性圖畫書、到紀實影片、科學紀錄片，以及資訊動畫 (animated infographic)；分為三個主題進行：靜態圖像、影片，及動畫。在靜態圖像的部分，課程探討插圖與照片的不同特性、圖鑑的趣味等議題。在影片的部分，本課程認為欲達成有效的知識傳達，形式上的創新格外重要，因此特別強調實驗紀錄片的精神。最後，在動畫的部分，本課程將探討科學影片中動畫使用的演變歷史，以及現今資訊動畫的熱潮。</p>				
預估每周課外學習時間 <u>3</u> 小時					

## 陸、課程檢核及修業規劃表

國傳碩

姓名：\_\_\_\_\_

學號：\_\_\_\_\_

碩一上

課程名稱		上課時間	類別	學分數
傳播理論			必修	3
研究方法			必修	3
類別	必修課程	進階專業(選修)課程	系外選修課程	總計
畢業至少應修學分	6	20-26	0-6	32
至本學期累計修畢				

碩一下

課程名稱		上課時間	類別	學分數
類別	必修課程	進階專業(選修)課程	系外選修課程	總計
畢業至少應修學分	6	20-26	0-6	32
至本學期累計修畢				

碩二上

課程名稱			上課時間	類別	學分數
類別	必修課程	進階專業(選修)課程	系外選修課程	總計	
畢業至少應修學分	6	20-26	0-6	32	
至本學期累計修畢					
資格評鑑					
碩士論文					

碩二下

課程名稱			上課時間	類別	學分數
類別	必修課程	進階專業(選修)課程	系外選修課程	總計	
畢業至少應修學分	6	20-26	0-6	32	
至本學期累計修畢					
資格評鑑					
碩士論文					

# **International Master's Program in International Communication Studies Curriculum Introduction**

## **1. Overall Goal**

The curriculum of the International Master's Program in International Communication Studies features a variety of courses taught entirely in English within an international educational environment. The schedule of courses has been designed to focus on communication studies in a cross-cultural context in order to train students to become experts in the field and respond to the rapid changes wrought by globalization and internationalization. From a strong foundation of core curriculum courses, including Communication Theory and Research Methods, the program promotes both quality and content of current international communications studies.

The primary aim of the IMICS program is to cultivate students' cross-cultural literacy and expertise upon entering international academia or the global workforce. Over the course of the Master's program, the curriculum allows for students to strengthen cross-border connections, make a scholarly impact on a global level, and reinforce new models of international education.

### **1.1 Educational Aims: An International Focus**

Located in Taipei, IMICS is located at the heart of the Asia-Pacific. The course curriculum is designed to take advantage of National Chengchi University's strategic location and excellent resources, targeting international communications research within the context of East Asia. IMICS courses examine how the spread of globalization and internationalization influences the field of communication studies. In addition to its emphasis on academic research, the program also encourage students to participate in internships, conferences, grant programs, and other activities that integrate theory and practice. Students have ample opportunities to become engaged in the local community as well as the broader academic community.

IMICS brings together students from around the world to learn in a multicultural environment. In the classroom, local and international students develop excellent cooperation and communication



skills with their peers through in-depth discussion and teamwork. Students are constantly encouraged to share their own pluralistic views and experiences in order to increase the depth and breadth of the program’s international perspective.

### 1.2 Future Direction

In order to strengthen future opportunities for students, the IMICS program is constantly striving to improve the quality of its course curriculum and extracurricular offerings. Starting from a strong foundation of experts, professionals, and experienced faculty in the College of Communication, IMICS seeks to strengthen international recruitment efforts to invite more academics and industry professionals to join the team. IMICS also plans to add more courses to the schedule over the course of the next few academic years, in order to expand the program’s scope of International Communications studies.

## 2. Course Map

Required Courses	Communication Theories (3 credits)	
	Research Methods (3 credits)	
Advanced Professional Courses	Global Communication and International Relations	International Images and Global Communication (3 credits) Globalization and Transnationalism (3 credits) International Organization (3 credits)
	Media and Marketing	Social Media and Marketing (3 credits) International Media and Marketing (3 credits) Statistics in Communication (3 Credits) Consumer Behavior (3 credits)

	Political Communication	Political Communication (3 credits) News Reporting and Writing (3 credits) English Radio Basics (3 credits) Internship (2 credits)
	New Media Studies	Media Convergence (3 credits) Science and Visual Narrative Communication (3 credits) Digital Games and Society (3 credits)

### 3. Program Requirements and Regulations

Total Academic Credits	32 credits
Required Courses	Communication Theory (3 credits) + Research Methods (3 credits)
Program Regulations	<p>Credit Requirements:</p> <ul style="list-style-type: none"> <li>● In order to graduate, students must earn a total of 32 credits, including 6 credits from required courses.</li> <li>● Graduate students are allowed to earn a total of 9 credits from courses outside of the IMICS curriculum, and are limited to earning 6 credits from Chinese-taught courses.</li> </ul> <p>Instruction Method:</p> <ul style="list-style-type: none"> <li>● Courses are all taught in English.</li> <li>● Some courses may offer online instruction for long-distance learning.</li> </ul>

	<ul style="list-style-type: none"> <li>● Enrollment Qualifications for the Master’s Degree:</li> <li>● Students must be enrolled in the program for at least one year and successfully complete the two required courses: “Communication Theory” and “Research Methods.”</li> <li>● The maximum number of years allotted to complete the Master’s degree is 6 years, including 4 years in which students are registered, and allowing for no more than 2 years of suspended schooling.</li> </ul> <p>Thesis Requirements:</p> <ul style="list-style-type: none"> <li>● To be eligible to conduct the Master’s thesis proposal and final defense, students must be registered for the current academic term during which the proposal and defense will be held.</li> <li>● After successfully passing the thesis proposal, qualified candidates may then apply for the formal oral defense.</li> <li>● Students are required to write a thesis in English. The thesis format must comply with standard academic norms.</li> </ul>
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## 4. Course Schedule

Fall Semester			
Course Code	Course Title	Type	Credits
461002001	Research Methods (1st year)	Required	3
461003001	Communication Theory (1st year)	Required	3
461886001	News Reporting and Writing	Elective	3
461887001	English Radio Basics	Elective	3

461888001	Digital Games and Society	Elective	3
461918001	Globalization and Transnationalism	Elective	3
461941001	International Images and Global Communication	Elective	3
Spring Semester			
Course Code	Course Title	Type	Credits
461891001	Media Convergence	Elective	3
461903001	Political Communication	Elective	3
461910001	International Organization	Elective	3
461913001	International Media and Marketing	Elective	3
461920001	Statistics in Communication	Elective	3
461935001	Consumer Behavior	Elective	3
461942001	Internship	Elective	2
	Social Media and Marketing	Elective	3
	Science and Visual Narratives Communication	Elective	3

Note: Course schedule is subject to changes

## 5. Detailed Course Descriptions

461002001	Research Methods	Required	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>Many students complain that even after taking a research method class, they still do not have much idea about conducting their own research. This class, therefore, aims to provide people with both conceptual and practical skills needed for academic research. Specifically, class participants will be exposed to “theoretical” explanation of selected research approaches and published papers employing those methods introduced, followed by hands-on class projects. At the end of the semester, everyone in this class will possess the ability to write a research paper which meets professional standards of quality and style.</p>				
Course Description	<p>This class depends heavily on discussion, so students should be prepared to offer critical and constructive comments in class, either to the reading assignments or other participants’ work. Course assignments will focus on conceptualization and operationalization (10%), a class project (20%)—questionnaire design and experiment fieldwork, and survey literature presentation/ content analysis literature/ experimental literature presentation (10%). Finally, what students have learned from the previous assignments will culminate in a FULL research paper based on quantitative analysis of the data collected during the semester. Specifically, this will include outlining a problem, translating the problem into research questions and testable hypotheses, developing measures, and providing an analytic answer. Each participant is expected to present his or her research paper to the course, including a longer discussion of the methodological and statistical challenges you encountered in your study.</p>				
<p><u>  3  </u> hours of out-of-class student work expected per week</p>					

461003001	Communication Theories	Required	Fall Semester	3 credits	1st year, 2nd year
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Course Objectives	The objective of this course is to familiarize students with various perspectives on communication theory and to enhance students' ability to analyze communication phenomenon.
Course Description	Course materials cover a range of topics, including media effects, audience research, and new communication technologies.
<u>6-8</u> hours of out-of-class student work expected per week	

461888001	Digital Games and Society	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<ol style="list-style-type: none"> <li>1. Examine the structure and dynamics of the digital games industry and their market</li> <li>2. Review different theoretical approaches (games, play, and media theories) to digital games as cultural forms</li> <li>3. Examine the social and psychological impacts of digital game content critically, including violence, morality, and persuasion effects etc.</li> <li>4. Explore the emerging online gaming, identity and representation within games and game-playing communities</li> <li>5. Discuss the use of digital games for educational and persuasive purposes</li> </ol>				
Course Description	<p>You should be taking this course if you are interested in understanding the history and development of the digital game industry, playing games thoughtfully, or evaluating the social, cultural and educational impact of games. The seminar in Digital Games and Society will focus on the development of theories and research trends/topics in digital game literature. This course provides an overview of digital games from an interdisciplinary perspective, including as an economic powerhouse, a cultural artifact, an educational tool, and a persuasive tool. This course introduces you to the history of video games, a variety of game genres, and discusses the social, psychological, and economic impact of these genres. If you want a programming course or a game design course you should look elsewhere.</p>				

	This course will include readings, in-class discussion, group seminar leading, presentation and final research paper. You must be prepared to put in the time to play a variety of games and reflect on your play experiences and the impact of the games in discussion, written assignments, presentation, and final paper. Hopefully, the hard work of this class will also be hard fun!
<u>6</u> hours of out-of-class student work expected per week	

461891001	Media Convergence	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	<p>The media industries are transforming by the forces of emerging and convergent technologies. This course is essential for IMICS students to get familiar with emerging technologies and learn how to use the knowledge and training to conduct new media user research and address practical issues in media management or related aspects. Specifically,</p> <ul style="list-style-type: none"> <li>●students will become aware of latest media technological trends and get familiar with innovations that have potential impacts on media industries and organizations;</li> <li>●students will understand how new media and convergence are shaped by social, political/legal, economic/market and cultural driving forces;</li> <li>●students will learn how to apply analytical lenses to conduct research about convergent new media phenomenon.</li> </ul>				
Course Description	<p>This graduate seminar class will introduce students a range of fundamental issues about new media convergence by examining the impact of SoLoMo technologies on fast-changing media landscape. Students will learn how to use analytical lenses to understand fast-changing media convergence phenomenon at individual, organizational, and industry levels. Next, it will examine how various converging technologies affect traditional electronic mass media, Internet, and mobile industries. The political, economic, social, and cultural issues involved in the evolution, diffusion and usage of emerging communication technologies will be investigated.</p>				
<u>3</u> hours of out-of-class student work expected per week					

461903001	Political Communication	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	1) explore the roles of mass media in Postmodern Democracy, 2) analyze how political actors compete over the news media, 3) examine the influence of mass media upon the formation of public opinion, 4) comprehend the agenda-setting and image-setting functions of mass media in election campaigns, 5) understand the strategic uses of polling in election campaigns, 6) analyze the content of political ads in Taiwan's major political campaigns.				
Course Description	<ul style="list-style-type: none"> <li>• the roles of mass media in Postmodern Democracy</li> <li>• how political actors compete over the news media</li> <li>• the agenda-setting and image-setting functions of mass media in election campaigns</li> <li>• comprehend the agenda-setting and image-setting functions of mass media in election campaigns</li> <li>• the strategic uses of polling in election campaigns</li> <li>• case study of political ads in Taiwan's major political campaigns</li> </ul>				
<u>  4  </u> hours of out-of-class student work expected per week					

461910001	International Organization	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	This course is designated for IMICS students. At the end of semester, students are expected to understand 1) basics and principles of international organization studies from perspectives of world politics; 2) selective intergovernmental security and				



	economic organizations at the global and the regional levels; 3) Taiwan's participation in international organizations.
Course Description	The first part of the course will cover theoretical basics. Two perspectives of studying world politics: (neo) realism and (neo)liberalism will be introduced, followed by discussions on the roles of international organizations in world politics. Selective international economic and security organizations at both global and regional levels will be introduced. They include IMF, WTO, World Bank, United Nations, NATO, OSCE, ARF, ASEAN, APEC and the most recent initiatives. The final part of the class will discuss Taiwan's participation in global and regional intergovernmental organizations. In addition, students are expected to follow news regarding international organizations and their roles in current issues.
<u>3</u> hours of out-of-class student work expected per week	

461913001	International Media and Marketing	Elective	Spring Semester	2 credits	1st year, 2nd year
Course Objectives	This course examines various media theories and their application to social change strategies as practiced by groups around the world. It employs a global, cross-cultural perspective to look particularly at so-called alternative media, which are generally more accessible and multi-faceted than are mainstream, corporate- or government-controlled outlets.				
Course Description	<p>Media advocacy is the strategic use of mass communication channels for the purpose of influencing public policy. It is a means to an end – policy change – and not the goal in itself. Media advocacy targets the broad, social environment to promote systemic change, rather than focusing on individual, human behaviors that occur further downstream in the change process.</p> <p>Technological innovation, particularly the digitization of content, is forcing structural changes in mass media that encourage the rise of more specialized community, ethnic and online media outlets. At the same time, the theoretical space in which people debate and exchange ideas, termed the ‘public sphere’ by Jurgen Habermas, has become global, expanding to include many more voices (albeit</p>				

	<p>elites) in dialogues that transcend national boundaries. These changes open up new lines of thinking and new influence opportunities for activists.</p> <p>This term, we will study two specific global media events for examples of advocacy processes at work: the handover of Hong Kong from the United Kingdom to China in 1997 and the Egyptian Revolution in the spring of 2011. Course content will also cover some of the ethical dilemmas that arise when government agencies engage in issues advocacy and when commercial marketing and media techniques are applied to complex issues of social and public policy.</p>
<p><u>  3  </u> hours of out-of-class student work expected per week</p>	

461918001	Globalization and Transnationalism	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>The purpose of this class, in short, is to sensitize you to the intricate and intertwining relationships between the overall process of the on-going globalization and its manifestation in both the action and the imagination of people’s cross-border migration, and thus to help you with the relevant literature in which you may pinpoint your interest and develop it into your MA or Ph. D. thesis.</p>				
Course Description	<p>This seminar focuses on the role of globalization and, specifically, of transnationalism, defined as the variety of cultural inter-connections and trans-border movements and networks which have intensified under conditions of late capitalism, in the global society. We shall proceed from the discussion of media and urban globalization, through the topic of diaspora, to the final study of multiculturalism.</p>				
<p><u>  3  </u> hours of out-of-class student work expected per week</p>					

461920001	Statistics in Communication	Elective	Spring Semester	3 credits	1st year, 2nd year
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Course Objectives	The goal of this course is twofold—(1) to introduce basic statistical techniques and (2) to equip students with the ability to apply these techniques in various research settings, including survey, experiments, and content analysis. This class will also teach you how to perform real analysis using SPSS and how to make sense of outputs. Ultimately, it is hoped that by taking this class you will be able to develop a study from scratch and finish it as a full paper.
Course Description	Students are expected to actively discuss the course readings and methodological problems. Take-home assignments will be given for practice, and should be printed out and turned in to the instructor in the next class. Participants are required to select a weekly topic and find one study using that particular statistical approach. Please explain to the class how the statistical method is used in the paper. The presentation is scheduled at the end of the class for about 10 minutes. Students must propose a research idea and turn in segments of his or her paper at different points of time. Individual research projects will count for 25% of the final grade. Finally, what students have learned in the class will culminate a FULL research paper of his or her interest, which should be based on quantitative analysis. Specifically, this will include outlining a problem, translating the problem into research questions and testable hypotheses, developing measures, and providing an analytic answer. Students are encouraged to provide appendices or additional materials to justify analytic choices or show competing analytic approaches.
<u>  3  </u> hours of out-of-class student work expected per week	

461935001	Consumer Behavior	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	This course will lead the students into investigating the various aspects of consumer behavior through an interdisciplinary perspective. Related theories from economics, psychology, sociology, anthropology, and communication are used to scrutinize and discuss the processes of consumer behavior and orientations. Consumer behavior cases are discussed so as to illustrate the related theories. The course will be taught through lectures, in-class group discussions, case study, group projects of observational study and final paper presentations.				

Course Description	<p>Unit 1 Introduction: Examining consumer behavior from multiple perspectives.</p> <p>Unit 2 Consumer Decision Process and Search</p> <p>Unit 3 Evaluation and Purchase</p> <p>Unit 4 Post purchase behavior</p> <p>Unit 5 Consumer Perceptions</p> <p>Unit 6 Consumer Learning and formation of attitudes</p> <p>Unit 7 Consumer motivations and cognition</p> <p>Unit 8 Demographics, Psychographics, and Personality</p> <p>Unit 9 Consumer Culture</p> <p>Unit 10 Sub culture and Social classes,</p> <p>Unit 11 Group references and social network</p> <p>Unit 12 Consumer’s self-concept and lifestyle</p> <p>Unit 13 Symbolic consumption</p>
<p><u>5</u> hours of out-of-class student work expected per week</p>	

461941001	International Images and Global Communication	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>1. This course aims to examine how images are constructed, received, and utilized in a cross-border context. Upon completing the course, students will be familiar with theories of images, stereotypes, and constructed reality.</p> <p>2. They will also be trained to apply such theories to concrete cases in various scenarios, including businesses, social enterprises, and governments at all levels.</p>				
Course Description	<p>1. A constructivist approach to images</p> <p>2. Orientalism</p>				

	<p>3. Occidentalism</p> <p>4. Arab in the Western world</p> <p>5. Chinese-ness in global communication</p> <p>6. Inter-racial images construction: a gender perspective</p> <p>7. Branding cities, regions, and countries</p>
<p><u>3</u> hours of outside student work expected per week</p>	

461942001	Internship	Elective	Spring Semester	2 credits	1st year, 2nd year
Course Objectives	<p>The goal of the internship credit is to encourage IMICS students to gain experience in working environments so that they may have the chance to put the communications theories and principles learned in class into practice. The objective of the internship course is to guide students towards accomplishing their career goals after graduating from the program.</p>				
Course Description	<p>Every spring semester, IMICS offers an internship course with credits. The internship must be related to communications and you must acquire prior approval from Professor Tsung-Jen Shih before beginning the internship. Students can register for the internship course before or after completing the actual internship. If students register for the internship course but do not complete the internship within the spring semester, they will receive an "incomplete" mark on the transcript. Students must complete (1) a journal of your daily work recording the tasks and responsibilities, (2) a report about your achievement and the things you have learned, (3) internship photos, and (4) 300-word abstract. Each student's direct supervisor should offer an evaluation, including a score and a written description of your performance. The duration of the internship should be at least one month, full-time (i.e., 8 hours per day and 5 days a week).</p>				
<p><u>40</u> hours of out-of-class student work expected per week</p>					

	News Reporting and Writing	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<ol style="list-style-type: none"> <li>1. Understand basic print (Internet) and broadcast reports by foreign media</li> <li>2. Choose local stories of interest to international audiences (readers)</li> <li>3. Find and develop reliable sources for news stories</li> <li>4. Conduct an interview, in English, with multinational firms and agencies</li> <li>5. Write a professional mass-market news story in English</li> <li>6. Voice a spot news story in English for broadcast media</li> </ol>				
Course Description	<ol style="list-style-type: none"> <li>1. How foreign media gather and write news; overview of mass media economy</li> <li>2. Types of stories (spot, feature, analysis)</li> <li>3. Why some stories are right for foreign audiences</li> <li>4. Ways to find appropriate stories in Taiwan for foreign media</li> <li>5. Sources for phone and in-person interviews</li> <li>6. Written sources (press releases, official websites)</li> <li>7. Interview techniques</li> <li>8. Written communication with news sources</li> <li>9. Format of a spot news story (order of information)</li> <li>10. Writing style of a spot news story (word choices, sentence structures)</li> <li>11. Writing radio scripts (order of information, language)</li> <li>12. Pronunciation of radio scripts and use of radio equipment</li> <li>13. Discussion on the foreign media job market in Asia</li> </ol>				
<u>3-5</u> hours of out-of-class student work expected per week					

	Social Media and Marketing	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	This course aims to help students understand the strategic use of social media from both scholarly and professional perspectives. Students will read scholarly articles about important issues confronting the advertising and public relations industries, converging around digital and social communication. Through lecture, discussion, and case studies of successful social media marketing campaigns from the past, students will also come to understand how to use social media strategically to create value for a client or organization.				
Course Description	Social media play a key role in campaigns and the daily work of marketing, advertising and public relations professionals. This class will integrate the growing research in the area with the social media practices in these industries.				
<u>3</u> hours of out-of-class student work expected per week					

	Science and Visual Narrative Communication	Elective	Spring Semester	3 credits	1st year, 2nd year
Course Objectives	This course explores the concepts and techniques of visual communication in non-fiction works. Focusing on the experimental and avant-garde works, the course aims to expand our understanding and imagination of non-fiction narratives.				
Course Description	<p>There are three units of the course, and each one has a corresponding hands-on assignment.</p> <ol style="list-style-type: none"> <li>1. Structures and illustrations of illustrated non fiction books</li> <li>2. Science documentaries on TV</li> <li>3. Animated infographics and internet videos</li> </ol>				
<u>2-3</u> hours of out-of-class student work expected per week					

## 6. Course curriculum planning worksheet

IMICS

Name : \_\_\_\_\_

Student ID number : \_\_\_\_\_

Course Title		Course Time	Type	Credits
Communication Theory			Required	3
Research Methods			Required	3
Category	Required Credits	Elective Credits (offered by IMICS)	Elective Credits (offered by other departments)	Total
Credits Required for Graduation	6	20-26	0-6	32
Number of Credits Taken So Far				



