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開課班級：碩應外一A

授課老師：陳錦慧

學分數：3

課程大綱：

本課程介紹不同大眾媒體情境的語言應用與溝通策略課題，所包含的次主題如：public media and power, TV broadcasting styles, print news writing, advertising and ideology, politicians' public speeches, visual communication and design thinking project, critical discourse analysis as a research method; marketization and university document designs

學生除了聆聽講課，需要少量閱讀指定文獻、參與課堂討論與案例練習、從生活中找尋大眾媒體的現象分享、與小組成員一起完成個別主題有關的應用性作業

(非學術essay撰寫)。本課程之修課學生無需語言學專業背景即可理解授課內容。本課程以英語為主要授課語言。 聯繫老師：kayko1022@gmail.com irenechen@mail.npust.edu.tw

outline:

This module introduces different approaches to language (visual, written and spoken modes) used in the media (news, advertising, broadcast talk, magazines, etc.) and relates the communication patterns to issues, such as politics, ageism, racism or sexism, power and ideology, etc. Students need to put theories into practice by searching real media language examples in life for sharing in class or completing media language communication assignments (not academic) with group members. This lecture-based course is mainly delivered in English

教學型態：

課堂教學+小組討論

成績考核方式：

平時成績:60
(出席與課堂討論或作業發表)
%
期中考:20%
期末考:20%
其它:%

本科目教學目標：

- 1.深化學生英語教學及翻譯等外語專業理論及研究能力。
- 2.提升學生農、工、商專業管理知能。
- 3.引領學生關心社會議題，並培養國際思維。

參考書目：

教師自編PPT上課內容 講義老師會協助列印發放



課程進度表：

| 週次 | 起訖月日 | 授課單元(內容) | 備註 |
|------|-------------|---|---|
| 第1週 | 9.12~9.19 | course orientation; | 8日正式上課。8~12日課程加退選，轉學(系)生、復學生及延修生選課，雙主修、輔系申請，12日申辦抵免學分截止日 |
| 第2週 | 9.19~9.26 | Introduction to media language and communication.; a focus on media users and media power; | |
| 第3週 | 9.26~10.03 | Introduction to media language and communication.; news writing, different wording, different attitudes | 28日(日)孔子誕辰紀念日/教師節(放假),29日(一)補假 |
| 第4週 | 10.03~10.10 | Looking for news articles for the same event and prepare your initial analysis to indicate the difference in writing styles | 29日成績優異提前畢業者提出申請截止日 |
| 第5週 | 10.10~10.17 | Language and Media: Introduction of key concepts; | 6日(一)中秋節(放假)，10日(五)國慶日(放假) |
| 第6週 | 10.17~10.24 | Media Rhetoric and Political Discourse; | 14日學生宿舍安全輔導暨複合式防災疏散演練。18日多益測驗 |
| 第7週 | 10.24~10.31 | Media Rhetoric and Political Discourse examples and interpretations) | 24日(五)補假，25日(六)光復暨古寧頭大捷日(放假)。 |
| 第8週 | 10.31~11.07 | ;TV news broadcasting and audience engagement (theories) | 30日校課程委員會 |
| 第9週 | 11.07~11.14 | Mid-term exam; : submit online and please read closely the instructions. Use the attached word file to include your analysis. The deadline is Wednesday 12:00 pm of week; 9.; | 3~9日期中考試 |
| 第10週 | 11.14~11.21 | TV news broadcasting and audience engagement (practice and design in class, preparing for presentation of your own news) | 13日教務會議,16日教師期中考績上網登錄截止日 |
| 第11週 | 11.21~11.28 | Goffman's footing : analysis of politicians public speech and the role positions; & TV broadcasting demonstration (電視播報演練在此周次) | |
| 第12週 | 11.28~12.05 | CDA (critical discourse analysis); : an introduction of the research approach | 24~28體育運動週。24日校園路跑。27日運動大會夜間開幕，28日運動大會活動，29日101週年校慶活動日，照常上班 |
| 第13週 | 12.05~12.12 | CDA (critical discourse analysis) and ideology in ads | |
| 第14週 | 12.12~12.19 | written advertising and intertextuality; | 12日申請停修課程截止日 |



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|------|-------------|---|----------------------|
| 第15週 | 12.19~12.26 | multimodal critical discourse analysis , visual grammar;; | |
| 第16週 | 12.26~1.02 | multimodal critical discourse analysis , visual grammar;; please tell me the reserach topic you are going to develop in your final presentation seeking advice from me in this week if you need assistance for the final presentation | 22日校務會議。25日行憲紀念日(放假) |
| 第17週 | 1.02~1.09 | report week: 1. please present orally your findings regarding a self-chosen topic based on your small-scaled survey or study (no limit to the amount or size of data or samples); the content should include a introduction, some review of relevant studies (at least two papers), what methods/appraoches you employed for the study, data collection process, description of your data, your main findings supported with your data (displayed if necessary), your conclusion along with some insights or implications (about twenty minutes per person). The presentation can be in English or in Chinese. Possible directions of topics must be relevavnt to the themes covered in this course (for details, check your handouts again); 2. if you fail to come up with a research topic for your small-scaled study, you can try to conduct a literature review of studies relevant to a wider topic and predict what can be possible research trends for that topic. Present as if you are buildling a research proposal for the chosen research title.; | 1日(四)開國紀念日(放假) |
| 第18週 | 1.09~1.16 | final essay week: convert your orally presented information into a well-written essay (intro, review of relevant studies, data/ research apporach, findings and conclusion), no limit to wordcount (but to make the study clearly and fully stated), Chinese or English up to you (submit the essay by the midnight of Tuesday, in the final week) | 5~11日期末考試，10~11日學生退宿 |