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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。

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.

教學型態：

課堂教學+小組討論

成績考核方式：

平時成績:40
(出席與課堂討論)%
期中考:30%
期末考:30%
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 請學生於上課前於moodle下載列印



課程進度表：

週次	起訖月日	授課單元(內容)	備註
第1週	9.14~9.21	課程簡介 an assigned reading;;;Media Audiences: Couch Potatoes or Armchair Intellectuals? By McCullagh (for wk2)	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	9.21~9.28	本周上課兩次 (9/26 補第三週彈性放假) lecture and discussion on media audience and media power (the assigned reading can help understand)	
第3週	9.28~10.05	中秋節放假	28日(日)孔子誕辰紀念日/教師節(放假),29日(一)補假
第4週	10.05~10.12	國慶日放假	29日成績優異提前畢業者提出申請截止日
第5週	10.12~10.19	key concepts in media communication;	6日(一)中秋節(放假)，10日(五)國慶日(放假)
第6週	10.19~10.26	rhetoric strategies in public 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	10.26~11.02	rhetoric strategies in public political discourse	24日(五)補假，25日(六)光復暨古寧頭大捷日(放假)。
第8週	11.02~11.09	TV news broadcasting and audience engagement extra lesson: how to make an effective poster for a conference presentation	30日校課程委員會
第9週	11.09~11.16	mid-term exam: public political texts and the rhetorical strategies (two sets of assignments to be completed. please refer to the instructions)	3~9日期中考試
第10週	11.16~11.23	TV news broadcasting and audience engagement (project preparation) Mediated participation,Goffman's speaker roles and politicians' public speech styles	13日教務會議,16日教師期中成績上網登錄截止日
第11週	11.23~11.30	;運動會週;	
第12週	11.30~12.07	TV broadcasting presentation Mediated participation,Goffman's speaker roles and politicians' public speech styles	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	12.07~12.14	Mediated participation,Goffman's speaker roles and politicians' public speech styles written advertising and intertextuality;	
第14週	12.14~12.21	discussing examples for intertextuality based on fairy tales; critical discourse analysis and interpreting ideology in ads	12日申請停修課程截止日



第15週	12.21~12.28	;how to do multimodal critical discourse analysis : visual communication and the grammar;	
第16週	12.28~1.04	元旦	22日校務會議。25日行憲紀念日(放假)
第17週	1.04~1.11	presentation topic 1:TV broadcasting shows presentaiton topic 2: individual presentation on ideological interpretation based on advertising data;	1日(四)開國紀念日(放假)
第18週	1.11~1.18	final exam: multimodal critical discourse analysis of media texts with pictures and words (submitted online)	5~11日期末考試，10~11日學生退宿