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世新大學一〇九學年度第一學期 課程大綱 Course Description First 2020									
科目名稱 Course Title	媒體管理提案 English for Communications Management Major			課程簡碼 Course No.	CMD-233-01-A1				
開課系級 Dept	傳管系二年級	學分數 Credit(s)	3	時數 Hour(s)	3				
選別 Required or Elective	7-選修	開課別 Duration	全年 第一學期						
授課教師 Instructor	蔡佩穎								
扣考規定 Attendance Policy	不執行扣考 Attendance not compulsory								
中文課程概要 Chinese Course Description	本課程在幫助學生學習媒體英文之領域如下：1.學習各種傳播媒體之專業英語。2.用英文瞭解傳播科技 新知及傳播理論。3.研讀有關傳播媒體實務之英文期刊文章。								
英文課程概要 English Course Description	The areas of this course to help students learn English in the media are as follows: 1.To learn various communications management professional english. 2.Able to learn communication technologies and theories in english. 3.Able to study communications management practical field journal articles in english.								
基本核心能力 / 系 核心能力 Core Competency	<table border="1"> <thead> <tr> <th>核心能力</th> <th>核心能力說明</th> </tr> </thead> <tbody> <tr> <td colspan="2">『註:該課程之核心能力以紅色表示.』</td> </tr> </tbody> </table>					核心能力	核心能力說明	『註:該課程之核心能力以紅色表示.』	
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教學目標 Course Objectives	<ol style="list-style-type: none"> 1. 理解與熟悉媒體英文詞彙。 2. 培養學生閱讀媒體英文的能力。 3. 學生收看與收聽生活中的媒體英文。 4. 促進學生運用媒體英文的能力。 								
授課方式 Approach to Instruction	lecture in-class discussion video learning								
成績評定 Grading	participation 40% mid term assignment 30% final assignment 30% 2019-nCoV affected overseas students Final assignment 100%								
參考書目 Textbooks and References	NIL								
週次 Week	進度內容 Syllabus								
1(9/13~9/19)	course intro								
2(9/20~9/26)	Reading & specific topic listening and speaking								
3(9/27~10/03)	Reading & specific topic listening and speaking								

4(10/04~10/10)	Reading & specific topic listening and speaking
5(10/11~10/17)	Reading & specific topic listening and speaking
6(10/18~10/24)	Reading & specific topic listening and speaking
7(10/25~10/31)	Reading & specific topic listening and speaking
8(11/01~11/07)	Reading & specific topic listening and speaking
9(11/08~11/14)	mid-term presentation
10(11/15~11/21)	Reading & specific topic listening and speaking
11(11/22~11/28)	Reading & specific topic listening and speaking
12(11/29~12/05)	Reading & specific topic listening and speaking
13(12/06~12/12)	Reading & specific topic listening and speaking
14(12/13~12/19)	Reading & specific topic listening and speaking
15(12/20~12/26)	Reading & specific topic listening and speaking
16(12/27~1/02)	oral presentation
17(1/03~1/09)	oral presentation
18(1/10~1/16)	oral presentation
19	nil
20	nil

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