

傳播與科技學系 Department of Communication and Technology

103 學年度(Academic Year 2014)

科目名稱 Course Name	學分 Credit	第一學年 Grade 1		第二學年 Grade 2		第三學年 Grade 3		第四學年 Grade 4		備註 Note
		上	下	上	下	上	下	上	下	
		1st	2nd	1st	2nd	1st	2nd	1st	2nd	
傳播基礎寫作 Basic Writing for Communication	3	3								
傳播科技工作坊 Communication Technology Workshop	3	3								
傳播科技史概論 Introduction to Communication Technology History	3	3								
服務學習(一)(二) Student Service Education(I)(II)	1	1								服務學習(二)可選 0-2 學 分課程 Student Service Education (II) 0-2 credits are both acceptable
影像美學 Visual Aesthetics	3		3							
影視製作 Television Producing	3		3							
傳播過程與效果 Communication Process and Effect	3			3						
傳播研究方法 Introduction to Research Methods	3			3						
人機互動概論 Human-computer Interaction	3				3					
媒體文化與社會 Media Culture and Society	3				3					
整合數位媒體實作(上) Practice of On-line Journalism (I)	3					3				

整合數位媒體實作(下) Practice of On-line Journalism (II)	3						3				
媒體實習 Media Internship	1						1				
畢業專題(上) Thesis(I)	2							2			
畢業專題(下) Thesis(II)	2								2		
客家社會與文化導論 Introduction to Hakka Society and Culture	3		3							必修 Required	客家社會與文化 學程 Program of Hakka Culture and Society ※至少選修 15 學 分 15 credits at least are required
初級客語 (一)(二) Basic Hakka Language (I) (II)	6	3	3							選修 Elective	
中級客語 (一)(二) Intermediate Hakka Language (I)(II)	4			2	2					選修 Elective	
戲劇與客家 Drama and Hakka	3				3					選修 Elective	
客家文學 Hakka Literature	3					3				選修 Elective	
宗教象徵與客家 Religion Symbols and Hakka	3					3				選修 Elective	
客家與性別 Hakka and Gender	3					3				選修 Elective	
客家、認同政治與社會運動 Hakka, Identity, and Social Movements	3						3			選修 Elective	
客家與社區研究 Hakka and Community Studies	3						3			選修 Elective	
社區歷史與地方寫作：客家專 題 Local History and Historical Article Writing: Special Topic on Hakka	3						3			選修 Elective	
客家敘事研究 Hakka and Narratology	3							3		選修 Elective	
客家與閩南建築 Hakka and Holo Architecture	3							3		選修 Elective	
客家文化產業與文化觀光 Hakka Culture Economy and	3								3	選修 Elective	

Tourism												
客家文化與地方知識 Hakka Culture and Local Knowledge	3								3	選修 Elective		
客家語言與文化 Hakka Language and Culture	3				3					選修 Elective		
客家族群影像研究	3							3		選修 Elective		
口述歷史與傳記寫作：客家專題 Oral history and biography Writing: Special Topic on Hakka	3								3	選修 Elective		
客家文化產業 Cultural Industry in Hakka Taiwan	3							3		選修 Elective		
客家與說服傳播 Hakka and Persuasive Communication	3						3			選修 Elective		
客家深度報導 In-depth reporting on Hakka	3								3	選修 Elective		
客家與傳播科技 Hakka and Communication Technology	3					3				選修 Elective		
互動科學與設計思考 Interaction science and design thinking	3					3				選修 Elective	傳播科技學程 Communication Technology Program ※與媒體文化學程二選一，至少選修 12 學分。 There are two professional programs of the department: Communication Technology Program, and Media Culture Program.	
媒體心理學 Media Psychology	3								3	選修 Elective		
互動設計與資訊結構 Interaction design and information architecture	3							3		選修 Elective		
電子遊戲與社會 Digital Games and Society	3					3				選修 Elective		
數位媒體創作 Multimedia Production	3					3				選修 Elective		
數位典藏理論與實務 Introduction to Theory and Practice of Digital Archive	3								3	選修 Elective		

											Students have to select one (12 credits, including the required courses) for graduation.
3D 虛擬創意與製作 Creative Production of 3D Virtual Studio	3					3				選修 Elective	
數位經濟與策略行銷 Digital economy and strategic marketing	3						3			選修 Elective	
新科技與組織傳播 New Technology and Organization Communication	3							3		選修 Elective	
整合行銷傳播 Integrated Marketing Communication	3					3				選修 Elective	
科技說服與策略傳播 Persuasive Technology and Strategic Communication	3						3			選修 Elective	
媒體經濟與產業創新 Media Economics and Industrial Innovation	3					3				選修 Elective	
閱聽人與流行文化 Audiences and Popular Culture	3				3					選修 Elective	
網路社群與文化 Cyber Community and Culture	3				3					選修 Elective	媒體文化學程 Media Culture Program
媒體全球化 Media and globalization	3					3				選修 Elective	
視覺文化與批判 Visual Culture and Criticism	3						3			選修 Elective	※與傳播科技學程二選一，至少選修 12 學分。
多元文化與傳播 Multi-cultures and Communication	3					3				選修 Elective	There are two professional programs of the department:
傳播政治經濟學 Political Economy of Communication	3							3		選修 Elective	Communication Technology Program, and
紀錄片製作 Documentary Film Production	3						3			選修 Elective	

											Media Culture Program. Students have to select one (12 credits, including the required courses) for graduation.
劇情片製作 Feature film production	3								3	選修 Elective	
數位媒體創作 Multimedia Production	3					3				選修 Elective	
3D 虛擬創意與製作 Creative Production of 3D Virtual Studio	3						3			選修 Elective	
媒體與公民社會 Media and citizen society									3	選修 Elective	
媒體文化專題 Media Culture Project	3							3		選修 Elective	
本系最低畢業學分為 128 學分 The minimum credits for graduation of the Department are 128											

傳播與科技學系輔系科目表

Department of Communication and Technology

Minor Program

103 學年度(Academic Year 2014)

科目名稱 Course Name	學分數 Credit	選別 Type	備註 Note
傳播科技史概論 Introduction to Communication Technology History	3	必修 Required	
傳播過程與效果 Communication Process and Effect	3	必修 Required	
媒體文化與社會 Media Culture and Society	3	必修 Required	
互動科學與設計思考 Interaction science and design thinking	3	選修 Elective	選修課程需選 4 門 共 12 學分 Four courses (12 credits) from the Elective courses are required.
媒體心理學 Media Psychology	3	選修 Elective	
互動設計與資訊結構 Interaction design and information architecture	3	選修 Elective	
電子遊戲與社會 Digital Games and Society	3	選修 Elective	
數位媒體創作 Multimedia Production	3	選修 Elective	
數位典藏理論與實務 Introduction to Theory and Practice of Digital Archive	3	選修 Elective	
3D 虛擬創意與製作 Creative Production of 3D Virtual Studio	3	選修 Elective	
數位經濟與策略行銷 Digital economy and strategic marketing	3	選修 Elective	
新科技與組織傳播 New Technology and	3	選修 Elective	

Organization Communication			
整合行銷傳播 Integrated Marketing Communication	3	選修 Elective	
科技說服與策略傳播 Persuasive Technology and Strategic Communication	3	選修 Elective	
媒體經濟與產業創新 Media Economics and Industrial Innovation	3	選修 Elective	
閱聽人與流行文化 Audiences and Popular Culture	3	選修 Elective	
網路社群與文化 Cyber Community and Culture	3	選修 Elective	
媒體全球化 Media and globalization	3	選修 Elective	
視覺文化與批判 Visual Culture and Criticism	3	選修 Elective	
多元文化與傳播 Multi-cultures and Communication	3	選修 Elective	
傳播政治經濟學 Political Economy of Communication	3	選修 Elective	
紀錄片製作 Documentary Film Production	3	選修 Elective	
劇情片製作 Feature film production	3	選修 Elective	
媒體與公民社會 Media and citizen society	3	選修 Elective	

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申請資格 Requirement:

必須先修過「傳播科技史概論」，成績合格通過。

Before applying the minor Program, you must pass the course of
“Introduction to Communication Technology History” .