

# 傳播與科技學系

## Department of Communication and Technology

105 學年度(Academic Year 2016)

科目名稱	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
		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(上) Media Internship(I)	1						1			
媒體實習(下) Media Internship(II)	0							0		
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	3		3							必修

Introduction to Hakka Society and Culture									required	客家社會與文化學程 Program of Hakka Society and Culture ※至少選修 15 學分 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	
客家語言與文化 Hakka Language and Culture	3				3				選修 elective	
客家文化與地方知識 Hakka Culture and Local Knowledge	3				3				選修 elective	
客家與社區研究 Hakka and Community Studies	3					3			選修 elective	
客家民族誌選讀 Selected Monographs in Hakka Studies	3					3			選修 elective	
宗教象徵與客家 Religion Symbols and Hakka	3					3			選修 elective	
客家、認同政治與社會運動 Hakka, Identity Politics, and Social Movements	3						3		選修 elective	
客家族群與台灣社會 Hakka and Taiwan Society	3						3		選修 elective	
客家與性別 Hakka and Gender	3						3		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	
客家敘事研究 Hakka and Narrative Research	3							3	選修 elective	
客家與策略傳播 Hakka and Strategic 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	
客家文化產業 Cultural Industry in Hakka	3							3	選修 elective	
族群傳播與客家 Hakka, Ethnicity and Race in Communication	3							3	選修 elective	
客家影像紀錄 Hakka Documentary Filmmaking	3						3		選修 elective	
客家文化產業與文化觀光 Hakka Cultural Industry and	3							3	選修 elective	

Tourism									
海外客家研究 Overseas Hakka Studies	3					3			選修 elective
專業選修學程 Professional Program	15	本系專業選修學程有二：「傳播科技學程」、「媒體文化學程」。 There are two professional programs of the department: Program of Communication Technology and Program of Media Culture. Students have to select one (15 credits, including the required courses) for graduation.							
<b>本系最低畢業學分 128 學分</b> <b>The minimum credits for graduation of the Department are 128.</b>									

## 105 學年度專業選修學程課程規畫表

<b>傳播科技學程</b> <b>Program of Communication Technology</b>			
課程名稱 Course Name	學分 Credit	選別 type	備註 Note
互動科學與設計思考 Interaction science and design thinking	3	選修 elective	左列課程 至少修五 門 Take four course at least.
媒體心理學 Media Psychology	3	選修 elective	
互動設計與資訊結構 Interaction Design & Information Architecture	3	選修 elective	
數位媒體創作 Digital Multimedia Production	3	選修 elective	
媒體管理與企業創新 Media Management and Entrepreneurship	3	選修 elective	
<b>3D 虛擬影棚實作 3D Virtual Studio Practice</b>	3	選修 elective	
媒體策略與企劃 Media Strategy and Planning	3	選修 elective	
新科技與組織傳播 New Technology & Organizational Communication	3	選修 elective	
科技說服與策略傳播 Persuasive Technology & Strategic Communication	3	選修 elective	
媒體經濟與產業創新 Media Economics and Industrial Innovation	3	選修 elective	
<b>傳播科技政策與日常生活 Communication Technology Policy in Everyday Life</b>	3	選修 elective	
<b>社會網絡分析 Social Network Analysis</b>	3	選修 elective	
<b>社交媒體與傳播 Social Media and Communication</b>	3	選修 elective	

<b>媒體文化學程</b> <b>Program of Media Culture</b>			
課程名稱 Course Name	學分 Credit	選別 type	備註 Note
閱聽人與流行文化 Audiences and Popular Culture	3	選修 elective	左列課程 至少修五 門 Take four course at least.
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 Multiculturalism and Communication	3	選修 elective	
<b>傳播環境分析 Analysis of Communication Environment</b>	3	選修 elective	
紀錄片製作 Documentary Filmmaking	3	選修 elective	
劇情片製作 Fiction Filmmaking	3	選修 elective	
數位媒體創作 Digital Multimedia Production	3	選修 elective	
<b>3D 虛擬影棚實作 3D Virtual Studio Practice</b>	3	選修 elective	
文化行動與傳播 Cultural Activism	3	選修 elective	

傳播科技政策與日常生活 Communication Technology Policy in Everyday Life	3	選修 elective	
社交媒體與傳播 Social Media and Communication	3	選修 elective	

## 傳播與科技學系輔系科目表

### Department of Communication and Technology Minor Program

105 學年度(Academic Year 2016)

課程名稱 Course Name	學分 Credit	選別 type	備註 Note
傳播科技史概論 Int. to Communication Technology History	3	必修 equired	
傳播過程與效果 Communication Process and Effect	3	必修 equired	
互動科學與設計思考 Interaction science and design thinking	3	必修 equired	
媒體心理學 Media Psychology	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
互動設計與資訊結構 Interaction Design and Information Architecture	3	選修 Elective	
數位媒體創作 Digital Multimedia Production	3	選修 Elective	
媒體管理與企業創新 Media Management and Entrepreneurship	3	選修 Elective	
3D 虛擬影棚實作 3D Virtual Studio Practice	3	選修 Elective	
媒體策略與企劃 Media Strategy and Planning	3	選修 Elective	
新科技與組織傳播 New Technology & Organizational Communication	3	選修 Elective	
科技說服與策略傳播 Persuasive Technology & Strategic Communication	3	選修 Elective	
媒體經濟與產業創新 Media Economics and Industrial Innovation	3	選修 Elective	
傳播科技政策與日常生活 Communication Technology Policy in Everyday Life	3	選修 Elective	
社會網絡分析 Social Network Analysis	3	選修 Elective	
社交媒體與傳播 Social Media and Communication	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 Multiculturalism & Communication	3	選修 Elective	
傳播環境分析 Analysis of Communication Environment	3	選修 Elective	
紀錄片製作 Documentary Filmmaking	3	選修 Elective	
劇情片製作 Fiction Filmmaking	3	選修 Elective	
文化行動與傳播 Cultural Activism	3	選修 Elective	

※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”.