

課程說明 Course Descriptions

2015 傳播主修相關課程說明 Course Descriptions

(COM100) 傳播實務導覽 (3/0)

這是一門協助同學深入了解傳播界各行各業工作的導讀課程，除邀請不同領域的實務工作者來校，分享工作經驗、性質，並告訴同學如何在學校預備自己的實力。課程中也會提醒同學及早認識自己，進而選擇一個最能適才適性的發展方向。

(COM100) Introduction to Mass Communication (3/0)

This course will help students realize the practice of media in depth. The practitioners from various media will share their working experiences and direct students to prepare their professional abilities while in school. The aim is to help students understand themselves and to be able to choose an appropriate career in the future.

(COM122) 攝影學 (3/0)

本課程目的是建立學生的攝影常識，熟悉攝影基本動作，建立視覺觀察方法來融會貫通攝影技巧，並講解攝影藝術的演變，此外還會透過欣賞名家的攝影作品，讓學生了解攝影者拍攝的心境與傳達的意念。

(COM122) Photography (3/0)

Students would acquire how to catch the common sense of photography immediately when they are taking pictures, and get familiar with the skills and basic movements about shooting. They'll also learn how to take a good view with the correct method. And the teacher would lead them to read the artist's psychology and many photographic masterpieces.

(COM 104) 新聞學 (0/3)

使學生瞭解新聞的定義、新聞的產製過程、不同的新聞理念、政經勢力如何影響新聞呈現，並探討新聞自由、客觀性、可信度等原則與實際運用上產生的問題，及如何避免違反道德原則的方法，使學生養成獨立判斷新聞的能力。

(COM104) Journalism (0/3)

In order to make students know how to gather and report news critically and independently, the teacher will clarify what is news, the process of producing, how the practitioner's viewpoints are different, how the political and economic power impact news producing. The class will also discuss the principle of freedom, objectivity, credibility, the conflict in the practicum and the better way to avoid the wrongdoing when reporting the news.

(COM221) 影像設計與動畫 (3/0)

這門課在幫助學生對影像處理有基本的認識和操作，以及運用軟體去設計有創意及有內含的作品，幫助學生將來可以與其它軟體作進一步整合，且應用在平面廣告設計、網頁、視訊等相關領域上。期許學生擁有基本影像合成及創意設計能力，課程內容包含軟體基本應用技巧、色彩學應用、創意設計能力、和影像表達力。

(COM221) Graph Design & Animation (3/0)

The course equips students with basic knowledge and operation about image processing. Students can apply the graph design software to design creative contents and integrate further with other software to do advertisement, website, webcam and other areas. The course contents include basic software skills, chromatics, creative designing, and image expression.

(COM230) 基礎採訪寫作 (3/0)

本課程著重於採訪的理論知識與寫作訓練，並強調紮實的練習，課程內容主要以新聞稿寫作及特寫寫作為主。

(COM230) News Writing (3/0)

It will focus on the principles of newsgathering and train students to have the ability of news writing and feature-writing.

(COM240/242) 影片製作(I) (II) (3/3)

本課程介紹電子攝影機的操作技巧及特性，及影片剪接的基本原理，預備同學們將來能夠朝廣告界、製作公司、電視、電影後製 (Post Production)等工作發展。課程將透過實地操作及作業的練習，使學生能充分掌握用「鏡頭」說故事或表達意念，並符合未來專業需求的標準。

(COM240/242) Video Production (I) (II) (3/3)

This course equips students with basic theory and operation of filming and editing for advertisement, film production, TV, and movie post production careers. This course requires practical operations and filming assignment to help students develop the ability of story telling in scenery to match the professional requirement in the future.

(COM232) 編輯學 (0/3)

本課程介紹新聞室的編輯流程、編輯選擇新聞的要素、刪改稿件、標題製作的重點、鑑賞版面、處理圖片照片等，並且透過每堂課程的練習使學生具備新聞編輯的專業能力。

(COM232) News Editing (0/3)

This course introduces the news editing process in newsroom, the factors of selecting news, editing news, making headline, page design, and editing the pictures. Through the practical learning, students are expected to have professional editing skills.

(COM224) 電腦排版與設計 (0/3)

這門課在幫助學生提升基本編輯美學，電腦排版及繪圖相關軟體的操作和應用，進而瞭解相關印刷出版品實務的運用。藉由專案的實際製作，學生能實際參與及了解印刷排版及平面設計的製作，以期達到日後學生在「書院報導」編輯採訪實務上的運用。

(COM224) Digital Editing & Design (0/3)

This course enhances students' basic knowledge and operation of aesthetics, digital page editing, graph design, and publishing knowledge. Through the project in the class, students will equip their knowledge of printing and designing for the magazine publication in junior.

(COM244) 廣播電視新聞製作 (0/3)

訓練學生瞭解廣電新聞寫作的特色；包括新聞語言與通俗語言、標題與導言等，特別重視寫作練習。同時，也將安排學生進入攝影棚練習新聞主播播報。另外也將帶領學生製作電視新聞的拍攝與剪接。

(COM244) Broadcasting News Production (0/3)

This course will enable students in understanding the characters in news writing including the sense on news, the organization on content, decisions on headlines, and the diversity on lead. In addition to the theory explanation, the teacher will emphasize the practice on writing. It will arrange students to practice news anchoring in studio, and lead students to produce and edit the TV news.

(COM250/252) 廣告發行實務 (一/二) (0.5/0.5)

本課程為指導學生學習實習報的發行及廣告等行政事務，在此課中，學生將面臨廣告業務的壓力及行銷發行的挑戰等，對於同學實際瞭解傳播機構的財務運作有極大的幫助。

(COM250/252) Advertising & Publishing Practicum (I/II) (1/1)

The students will learn and execute the publishing and advertising of internship newspapers. In this class, students will face the advertising pressure and the challenge of publishing which help students to learn more reality of media fiancé.

(COM 302) 傳播理論 (3/0)

使學生縱覽當代大眾傳播研究理論的重要成果。以傳播研究史為經，研究主題為緯，有系統地討論守門人、閱聽人、媒介效果、民意研究、傳播媒介與國家發展等內容。

(COM 302) Communication Theory (0/3)

This course introduces the important mass communication researches and theories. It will systematically discuss subjects such as media effects, message contents, audience survey and new development in this field.

(COM340) 劇本寫作 (3/0)

以國內外戲劇節目為例，探討各類型的寫作方式，透過實際撰寫劇本，學生能夠學習如何發展劇情、角色、場景等基礎的劇本寫作能力。

(COM340) Script Writing (3/0)

The course takes examples from feature films in Taiwan and other countries to explore different style of programs and their writing skills. Through writing a script, students will learn the basic script writing skills such as how to develop the story, role characters, and scenes.

(COM358) 公關概論與企畫 (3/0)

深入淺出探討企業組織與整個社會之間的互動關係。公關是大眾傳播媒體訊息的整合中心亦是組織與媒體之間的橋樑。課程內容包括公關歷史發展、公關與組織關係、公關理論、公關與媒體關係、公關與道德及公關實例討論。

(COM358) Public Relations & Planning (3/0)

The aim of the course is to study the latest and most challenging problems of public relations, which need to be proven from theory and supervise the students to imitate the project using case studies. The interaction between enterprise and the society will be explored. The historical development of PR, PR

theories, and the relation between PR and organizations and media, PR and ethics, and case studies will be discussed.

(COM330/COM332) 進階新聞編採(一/二) (3/3)

本課程將指導學生編輯實習報紙的採訪寫作及編輯工作，藉此實習刊物，達到整合相關課程，並加深專業能力之目的。學生們需要至校外採訪新聞，並且自行拍照、編輯、與設計版面。經過此訓練，學生可以更加了解一份平面出版品的工作與流程。

(COM330/COM332) Advanced News Writing & Editing (I,II) (3/3)

This course requires students to publish a magazine by themselves, including news reporting, editing, and graphic design. Students should report the news from outside of school. They also need to take photos, and edit and design the pages by themselves. Through this practical work, students are able to have better knowledge about the printed publication.

(COM400) 傳播研究方法 (0/3)

課程目標在使同學了解如何從事研究主題的設計、訓練思考批評方式，且應用於日常生活。授課內容前半部以量化研究方法為主，包括研究基本要素介紹、實驗法、調查法、問卷設計、內容分析、測驗編製，後半部以質化研究方法為主，計有深度訪問、參與觀察、焦點團體及研究實例簡介。

(COM400) Communication Research Method (0/3)

The aim is to make students know how to design a research and think critically, and to apply to their common lives. The first part will focus on quantitative methods, including elements of research, research methods of experiment, survey, questionnaire designing, content analysis, testing, etc. The second part will focus on qualitative methods such as deep interviewing, participating-observation, case study, etc. All methods will be shown with some research examples.

(Com401) 宗教與傳播 (0/3)

本課程主要教授宗教傳播的歷史緣由、宗教與媒體的關係、對媒體發展的影響，宗教的傳播方式及與媒體的互動，由於目前公關也經常使用設定議題與媒體包裝來傳遞宗教訊息與活動，因此本課程也會探討宗教團體運用公關媒體的發展與現況。

(Com401) Religion and Communication (3/0)

The course will focus in the origin of religious history in communication, the connection between religion and media, the influence to media development and the method of evangelization and the interactive with media. This course will discuss the operation and the development of contemporary PR.

(COM402) 傳播法律與倫理 (3/0)

播法規是專業媒體人應具備的知識，如何避免觸犯法律，傷害他人權益，及如何保護自己的著作權利，都是傳播學子畢業前應瞭解的課題。課程主旨在介紹傳播相關的法律規定，如隱私權、著作權、誹謗等，使同學認識相關法律，避免觸法，課程中將介紹傳播相關法律，如隱私權、著作權、毀謗等。

(COM402) Communication Law & Ethics (0/3)

Communication law and ethics are the basic knowledge for a media professional. It is an important

equipment for a senior to learn to avoid violating the law and hurting others' rights, as well as protect their own copyright. In order to help students to be professionals with legal knowledge and mind how to respect others, the course will introduce relevant law of journalism and mass communication, such as regulations on the right for privacy, copyright, slander.... etc.

(COM494) 專業實習(0/1)

每年暑假的校外實習可提供學生實務經驗與處理事務的能力，校外實習這個學分包括了三項成績，大一要參加一次大傳相關營會，大二擔任義工，大三實習(至少一個月)，三項成績合起來，為一個學分。

(COM494) Internship (0/1)

Students are required to take extra-mutual training during every summer vacation. All trainings only one credit must contain three items including one of mass communication workshop in the freshman year, another for any kind of volunteer service in the sophomore year, and the other for media practice at least one month during the junior year

(COM440) 影視節目企劃與製作 (3/0)

本課程旨在介紹影視製作流程中，各部門工作人員的職責，其中包括製作人、製作經理、製作助理、導演、副導、攝影指導、藝術指導等。另外透過介紹製作流程的三階段：前期製作 (Pre Production)，拍攝 (Production)，後期製作 (Post Production)，讓學生學習工作人員彼此的互動和合作。

(COM440) TV Program & Production (3/0)

This course will introducing the responsibilities of each position in the process of production video, including the producer, the production manager, the production assistant, the director, the assistant director, the director of photography, and the production manager, etc. The students will be able to learn the relations of each role as well as to work as a team through the three-stages: pre-production, production and postproduction.

(COM490)(COM492) 畢業製作(一)(二) (2/2)

主要目的為透過團體合作，展現畢業班同學四年學習的成果，內容則由該班同學與任課老師討論決定，過程中包括展覽主體、廣告、宣傳、企劃、美工、場地等全由同學自行完成，老師負責指導，同學們除了可學習專業表現之外，更能磨鍊人際協調與溝通的能力。

(COM490)(COM492) Graduate Production (I,II) (2/2)

This course is to demonstrate what students have acquired over 4 years. Students and the instructor decide the subject matter of the exhibition. Students should arrange the advertising and publicity, manage the activity, including use of arts and crafts, the instructor act as a supervisor for this project.

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Selective Courses:

(COM126)錄音工程(0/3)...

本課程教導基礎的聲學與電學理論，及如何架構及使用錄音設備。學生將學到如何使用相關器材以便製作錄音室錄音、現場收音、演講的聲音加強、樂團及交響樂的錄音。學生們將能夠熟練的使用相關器材，並且製作若干專案及一項主要的學期專案。

(COM126) Audio-Visual Engineering (0/3)

This course teaches the basic theory of sound and electricity, and the set-up and use of audio engineering equipment, such as soldering irons, cable clippers, sound analyzers, multimeters, A/D and D/A devices, compressors, expanders, gates, limiters, sound effects processors, mixers, power amplifiers, direct input devices, snakes, microphone and speaker stands, loudspeakers, monitors, studio monitors, balanced and unbalanced devices, and multi-pattern (e.g. cardioid, supercardioid, hypercardioid, omni, and figure-eight) dynamic, condenser, and ribbon microphones. The student will learn how to use these devices for studio recording, live recording, and sound reinforcement for speeches, bands, and orchestras. The student will become proficient in the use of these devices and will do several lab projects and one major term project.

(COM 110) 廣播節目企劃與製作 (一) (3/0)

廣播節目製作課程在訓練學生聲音的表現與表達，廣播原理、廣播業發展史、廣播節目的企劃製作基要原則，音效和配樂(音樂欣賞)的運用，並讓學生實際操練製播廣播節目，再予以講評。

(COM 110) Radio Broadcasting Program Production I (3/0)

Students will learn how to perform their voices and express different voice emotion. It also introduces the basic broadcast electronics, history of broadcast development, principles of radio program production, sound and music characters. Students also have an opportunity to produce a small radio program to be evaluated.

(COM 112, 114) 表演學 I, II (3/3)

「表演學」提供學生於攝影機前表演的理論基礎。本課程將包含一連串的基礎訓練，讓他們熟悉鏡頭前的表演。另外還將重點放在演員的想像力與動作，角色的發展，獨白，鏡頭語言，喜劇的演出以及如何與導演溝通。它的最終目的在於幫助學生藉由成熟與令人滿意的表演，創作出一個優秀且專業的影像作品。

(COM 112) Drama (3/0)

This course provides students with the practical knowledge when performing in front of the camera. It includes plenty of new exercises for honing on-camera skills. It focuses on imagination and movement, fresh material on character development, monologues, visual focus, playing comedy, and working with directors. The ultimate goal is to help students to produce a quality and professional video (film) drama project by utilizing mature and satisfactory acting ability.

(COM200)當代傳播問題研究 (3/0)...

大傳媒介在目前社會已是一股不容忽視的力量，可是人們大多只能接收訊息而無法分辨評估。本課程即針對當前台灣大傳生態環境，提出相關問題，幫助學生探討分析及批判當前媒體之功能與角色。本課程著重討論，學生必須願意積極參與課堂上所安排之各項學習活動，並能主動表達自己之想法。

(COM200) Problems of Contemporary Mass Communication (3/0)

Mass media is an important force in the society; however most people can only receive the message rather than judge it. The purpose of this course is to propose questions of contemporary media environment in Taiwan for students to study, analyze and criticize contemporary media roles. This course emphasizes on discussion, therefore, students are required to actively involve in all activities and express their own opinions in the class.

(COM442) 影片製作專題 I/ 影片製作專題 II (3/3)

本課程主要目的是帶領學生實際製作影片，透過影片製作專案，讓同學更能實際了解影視實務，並從中獲得寶貴的經驗，與之前所學的理论，能夠對照與整合。

(COM444) Special Topics in Video Production I/ Special Topics in Video Production II (3/3)

This course aims at leading students to involve in a real film project. Through the film production project, students will learn more about the filmmaking practice and learn experience from it. It is expected that students will integrate the practical experience and theory.

(COM361) 新聞英語(3/0)...

本課程主要目的在於體察英文傳播媒體表達或評論新聞事件的特質。內容包括：新聞英文寫作方式、西方人與中國人新聞觀點有何異同、閱讀或翻譯時如何取捨。

(COM361) English Newspaper Reading (3/0)

English newspapers are a good teaching material for the students. So the course will help the students to read and learn the skill of writing, the difference of viewpoint between the Western and Chinese, and how to choose the key issue while reading or translating the English news.

(COM363) 電影英語(0/3)...

電影工業在大眾傳播的專業領域是十分重要的項目，倘若要掌握第一手的國際資訊，就必須了解電影欣賞、製作、行銷、發行等的國際語言，了解電影事物的相關英文字詞，是最基本的入門條件，因此本課程將帶領同學認識電影專業的英文字彙、及英文探討相關的電影製作等的文章、並介紹同學如何查詢電影相關資訊的英文網站，並且能夠看懂並從中獲得最新的資訊。

(COM361) Movie English (0/3)

Movie industry is one of the most important areas in Mass Communication professional. To understand the movie appreciation, production, casting, box office, and distribution in English is the fundamental ability to catch the first-hand information in world movie industry. Therefore, this course will introduce the English terms in movie industry field, and read the articles about movie production. It also teaches students to assess the relative information about movies in English websites, and obtain the latest news from them.