

Chang Jung Christian University Department of Mass Communication Curriculum List

(Curriculum Guides,2021 Academic Year)

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obligatory / elective course	No.	course name(ch)	course name	grade	semester	credit	hours/week		Remark
							instruction	parctice	
common course-obligatory	PE00217	體育 I	Physical Education I	1	1	0	2	0	
	PE00218	體育 II	Physical Education II	1	2	0	2	0	
	PE00219	體育 III	Physical Education III	2	1	0	2	0	
	PE00220	體育 IV	Physical Education IV	2	2	0	2	0	
language course-obligatory	GE00561	國文	Chinese	1	2	2	2	0	
	LE00297	英文 I	Freshman English I	1	1	2	2	0	
	LE00298	英文 II	Freshman English II	1	2	2	2	0	
	LE00299	外語初級 I	Foreign Language (basic)I	2	1	2	2	0	
general course-obligatory	LE00300	外語初級 II	Foreign Language (basic)II	2	2	2	2	0	
	GE00206	音樂欣賞	Music Appreciation	1	2	2	2	0	
	GE00562	長榮精神	University and Holistic Pastoral Education	1	1	2	2	0	
	GE00567	通識課程		0	1	8	2	0	
dep. course-obligatory	GE00656	體驗學習	Experience Learning	1	1	1	1	2	
	MC00060	社會學	Sociology	1	1	3	3	0	
	MC00246	新聞學	Journalism	1	1	3	3	0	
	MC00298	廣播電視原理	Introduction to Television & Radio	1	1	3	3	0	
	MC00215	傳播心理學	Psychology of Communication	1	2	2	2	0	
	MC00465	傳播敘事	Communication Narrative	1	2	3	3	0	
	MC00208	視覺傳播	Visual Communications	1	2	3	3	0	
	MC00468	傳播理論	Communication Theory	2	1	3	3	0	
	MC00016	公共關係學	Public Relations	2	1	3	3	0	
	MC00194	媒體採訪與寫作	Media Reporting & Writing	2	1	3	3	0	
	MC00293	廣告學	Advertising	2	2	3	3	0	
	MC00466	傳播研究方法	Media and Communication Research Methodology	2	2	3	3	0	
	MC00216	傳播政策與法規	Communication Policy & Law	3	1	2	2	0	
	MC00419	文化與傳播	Culture and Cummunication	3	1	3	3	0	
	MC00325	行銷管理	Marketing Management	3	1	3	3	0	
	MC00232	新聞英文	Journalistic English	3	2	3	3	0	
MC00558	畢業專題製作 I	Independent Study I	3	2	1	1	0		
MC00412	應用倫理	Applied Ethics	4	1	2	2	0		
MC00559	畢業專題製作 II	Independent Study II	4	1	1	1	0		
MC00489	大數據與傳播	Big Data and Communication	4	2	2	2	0		

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dep. course-obligatory	MC00394	傳播製作與展演	Production and Display of Students' Projects	4	2	1	1	0	
dep. course-elective	MC00560	專題自主學習		0	1	1	1	0	
	ZD00000	人文社會微學分	Humanities and Social Science Micro-Course	0	1	1	1	0	
	ZD00001	跨領域微學分 I	Interdisciplinary Microcredit Course I	0	1	1	1	0	
	ZD00002	跨領域微學分 II	Interdisciplinary Microcredit Course II	0	1	1	1	0	
	ZD00003	跨領域微學分 III	Interdisciplinary Microcredit Course III	0	1	1	1	0	
	MC00524	基礎攝影	Introduction to Photography	1	1	2	2	0	
	MC00248	新聞攝影	News Camerawork	1	1	2	2	0	
	MC00525	人物形象塑造	Image Building for Characters	1	1	2	2	0	
	MC00035	台灣通史	The History of Taiwan	1	1	2	2	0	
	MC00274	電影導論	Introduction to film studies	1	1	3	3	0	
	MC00313	藝術概論	Concept of Arts	1	1	2	2	0	
	MC00040	民俗學	Folklore	1	1	2	2	0	
	MC00464	計算機概論	Introduction to Computer	1	1	2	2	0	
	MC00482	傳播基礎技能	Basic Communication Skills	1	1	1	1	0	
	MC00557	媒體素養	Media Literacy	1	2	2	2	0	
	MC00526	人際傳播	Interpersonal Communication	1	2	2	2	0	
	MC00187	媒介經濟學	Media Economics	1	2	2	2	0	
	MC00500	初階動態攝影	Cinematography	1	2	2	2	0	
	MC00011	大眾傳播與社會	Mass Communication and Society	1	2	2	2	0	
	MC00527	數位影像概論	Digital Image Concept	1	2	2	2	0	
	MC00058	法學緒論	Introduction to Law	1	2	2	2	0	
	MC00528	政治學	Politics	1	2	2	2	0	
	MC00435	文學傳播	Introduction to Literature	1	2	2	2	0	
	MC00243	新聞傳播史	The History of Journalism	2	1	2	2	0	
	MC00529	電子攝影實務	Videography	2	1	2	2	0	
	MC00530	流行文化概論	Popular Culture Intrdoaction	2	1	2	2	0	
	MC00093	消費者行為	Consumer Behavior	2	1	2	2	0	
	MC00531	表演藝術	Performing Arts	2	1	2	2	0	
	MC00532	影片製作企劃	Film Production	2	1	2	2	0	
	MC00533	影像語言	Motion Picture Language	2	1	2	2	0	
	MC00414	應用美學	Applied Aesthetics	2	1	2	2	0	
	MC00534	電腦繪圖	Computer Graphic	2	1	2	2	0	

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dep. course-elective	MC00535	數位剪輯與影像處理	Digital Editing and Image Processing	2	1	2	2	0	
	MC00470	廣播節目製作	Radio Program Production	2	1	3	3	0	
	MC00518	資料視覺化	Information Visualization	2	2	2	2	0	
	MC00536	導播與攝影棚實務	Program Director and Studio Practice	2	2	2	2	0	
	MC00537	校內媒體實習 I	Internship of Campus Media I	2	2	1	0	2	
	MC00538	公關個案研究	Case Studies of Pubilc Relations	2	2	2	2	0	
	MC00539	劇情短片製作	Narrative Documentary Production	2	2	2	2	0	
	MC00540	燈光學	Lighting	2	2	2	2	0	
	MC00281	劇本寫作	Screenwriting	2	2	3	3	0	
	MC00457	聽覺傳播	Audio Communication	2	2	3	3	0	
	MC00202	媒體聚合	Media Convergence	2	2	3	3	0	
	MC00406	視訊剪輯	Video Editing	2	2	2	2	0	
	MC00479	網路公關	Interner Public Relations	2	2	2	2	0	
	MC00480	數位音像製作	Digital Audiovisual Production	2	2	3	3	0	
	MC00511	電影表演	Acting for Film/Television	2	2	3	3	0	
	MC00463	網路傳播概論	Introduction to internet communication	2	2	2	2	0	
	MC00517	基礎程式設計	Basic Computer Programming	2	2	2	2	0	
	MC00541	品牌管理	Beand Management	2	2	2	2	0	
	MC00497	校內媒體實習 II	Internship of Campus Media II	3	1	2	0	4	
	MC00068	政治傳播	Political Communication	3	1	2	2	0	
	MC00521	傳播統計學	Communication Statistics	3	1	2	2	0	
	MC00472	廣告文案與修辭	Rhetorical style copywriting for Advertising	3	1	2	2	0	
	MC00542	組織傳播	Organizational Communication	3	1	2	2	0	
	MC00543	世界電影史	A History of World Cinema	3	1	2	2	0	
	MC00544	進階動態攝影	Advanced Cinematography	3	1	2	2	0	
	MC00545	導演學	Directing for Film/Television	3	1	2	2	0	
	MC00546	動畫影片製作	Animation and Filmmaking	3	1	2	2	0	
	MC00458	電台管理實務	Broadcasting station Management Practice	3	1	3	3	0	
	MC00353	性別傳播	Gender and Sexuality in communication	3	1	3	3	0	
	MC00041	民意測驗	Public Opinion and Survey	3	1	3	3	0	
	MC00359	衝突管理與溝通研究	Conflict Management and Communicaiton	3	1	3	3	0	
	MC00446	平面設計	Graphic Design	3	1	3	3	0	
	MC00275	網頁設計	Home Page Design	3	1	3	3	0	

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dep. course-elective	MC00547	廣告設計	Advertising Design	3	1	2	2	0	
	MC00519	資料庫系統與應用	Database System and Application	3	1	2	2	0	
	MC00520	資料新聞學	Data Journalism	3	1	2	2	0	
common course-elective	PE00343	體育V	Physical Education V	3	1	1	2	0	
dep. course-elective	MC00574	網紅經濟與實務	Internet celebrity economy and practice	3	1	3	3	0	
	MC00575	網路行銷規劃與研究	Internet marketing strategy and research	3	1	3	3	0	
	MC00548	廣電與人文專題	Study of Film Genre	3	2	2	2	0	
	MC00549	數位媒體編排	Digital Media Edit	3	2	2	2	0	
	MC00522	融媒體新聞	Media-Convergent News	3	2	2	2	0	
	MC00550	行銷企劃	Marketing Planning	3	2	2	2	0	
	MC00255	跨文化傳播	Intercultural Communication	3	2	3	3	0	
	MC00551	紀錄片製作	Documentary Production	3	2	2	2	0	
	MC00552	進階編劇	Advanced Screenwriting	3	2	2	2	0	
	MC00508	廣告片製作	TV Commercial	3	2	2	2	0	
	MC00473	數位新聞實務	Digital journalism practices	3	2	3	3	0	
	MC00122	深度新聞報導	In-Depth News Reporting	3	2	3	3	0	
	MC00438	商業攝影	Commercial Photography	3	2	3	3	0	
	MC00010	口語傳播與演說	Speech Communication	3	2	3	3	0	
	MC00211	進階研究方法	Advanced Research Methods	3	2	3	3	0	
	MC00417	媒介人類學	Media anthropology	3	2	3	3	0	
	MC00443	公關危機專題	Public relations & crisis management	3	2	3	3	0	
	MC00456	會展概論	Introduction to the MICE Industry	3	2	3	3	0	
	MC00475	品牌行銷	Branding	3	2	3	3	0	
	MC00277	說服與語言符號	Cogency and Language Symbol	3	2	3	3	0	
	MC00267	電視節目製作	TV Program Production	3	2	3	3	0	
	MC00499	影視專題製作	Media Production	3	2	2	2	0	
	MC00512	網路直播	Live Streaming	3	2	3	3	0	
common course-elective	PE00344	體育VI	Physical Education VI	3	2	1	2	0	
dep. course-elective	MC00563	數位傳播製作	Digital Communication and Production	3	2	3	3	0	
	MC00564	數位傳播創作	Digital communication creation	3	2	1	1	0	

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dep. course-elective	MC00578	數據分析與市場研究	Data Analysis in Market Research	3	2	3	3	0	
	MC00571	社群媒體運作與管理	Social Media Operation and Management	3	2	3	3	0	
	MC00523	新聞傳播應用專題	Seminar in Application of Journalistic Communication	4	1	2	2	0	
	MC00553	校外媒體實習	Intership	4	1	2	0	4	
	MC00554	整合行銷傳播	Integrated Marketing Communications	4	1	2	2	0	
	MC00555	AFP多機位製作	Electronic Field Production	4	1	2	2	0	
	MC00344	國際關係	International Relations	4	1	3	3	0	
	MC00186	媒介批判理論	Media Critical Theory	4	1	3	3	0	
	MC00268	電視廣告製作	Commercial Film Production	4	1	3	3	0	
	MC00476	影音新聞製作	Audiovisual news production	4	1	2	2	0	
	MC00410	傳播與教育	Communication and Educatuon	4	1	3	3	0	
	MC00420	文化產業專題	Case Study of the Cultural Industry	4	1	3	3	0	
	MC00460	展覽行銷	Exhibition Marketing	4	1	3	3	0	
	MC00477	廣告策略與企劃	Advertising strategy and planning	4	1	3	3	0	
	MC00444	媒體企劃	Media Planning	4	1	3	3	0	
	MC00440	媒介經營與管理	Media Management	4	1	3	3	0	
	MC00354	當代傳播問題研究	Seminar on Contemporary Issues of Mass Communication	4	1	3	3	0	
	MC00516	數位媒體創意	Digital Media and Creative	4	1	2	2	0	
	MC00561	傳播實務製作	Communication practice production	4	1	3	3	0	
	MC00416	公眾溝通	Public Communication	4	2	3	3	0	
	MC00349	新聞英文名著選讀	Selected Readings in English Journalism	4	2	3	3	0	
	MC00307	衛星與有線電視	Introduction to Satellite and Cabl Television	4	2	3	3	0	
	MC00399	閱聽人研究	Audience Research	4	2	3	3	0	
	MC00562	國際傳播	International Communication	4	2	1	1	0	
	MC00280	領導與管理	Leadership and Managemnet	4	2	3	3	0	
	MC00418	媒介人力資源管理	Media Human Resource Management	4	2	3	3	0	
	MC00454	會展規劃與實作	Convention and Exhibition Planning	4	2	3	3	0	
	MC00462	電子商務	Electronic Commerce	4	2	3	3	0	
	MC00478	網路行銷	Internet maketing	4	2	3	3	0	
	MC00495	傳播與溝通專題	Project based mass media and communications	4	2	3	3	0	
	MC00556	電影美學	Film Esthetics	4	2	2	2	0	

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obligatory 73 elective course 55 credit sum 128 The maximum elective credits from other departments that can be counted is 15									