傳播與科技學系
Department of Communication and Technology
107 學年度(Academic Year 2018)

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								
影像美學 Visual Aesthetics	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
傳播科技史概論 Introduction to Communication Technology History	3		3							
影視製作 Television Producing	3		3							
客家社會與文化導論 Introduction to Hakka Society and Culture	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						
媒體實習(上) Media Internship(I)	1				1					
整合數位媒體實作(上) Practice of On-line Journalism（I）	3					3				
媒體實習(下) Media Internship(II)	0					0				
整合數位媒體實作(下) Practice of On-line Journalism（II）	3						3			
畢業專題(上) Thesis(I)	2						2			

畢業專題(下) Thesis(II)	2							2		
學程 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.								至少選修 15 學分 15 credits at least are required
	15	客家社會與文化學程 Program of Hakka Society and Culture								至少選修 15 學分 15 credits at least are required
本系最低畢業學分 128 學分 The minimum credits for graduation of the Department are 128										

107 學年度專業選修學程課程規畫表

傳播科技學程 Program of Communication Technology			
課程名稱 Course Name	Credit	type	備註 Note
互動科學與設計思考 Interaction science and design thinking	3	選 elective	
媒體心理學 Media Psychology	3	選 elective	
互動設計與資訊結構 Interaction Design and Information Architecture	3	選 elective	
數位媒體創作 Digital Multimedia Production	3	選 elective	
媒體管理與企業創新 Media Management and Entrepreneurship	3	選 elective	
3D 虛擬影棚製作 Production of 3D Virtual Studio	3	選 elective	
媒體策略與企劃 Media Strategy and Planning	3	選 elective	左列課程至少修五門 Take four courses at least.
新科技與組織傳播 New Technology and Organizational Communication	3	選 elective	
科技說服與策略傳播 Persuasive Technology and Strategic Communication	3	選 elective	
媒體經濟與產業創新 Media Economics and Industrial Innovation	3	選 elective	
傳播科技政策與日常生活 Communication Technology Policy in Everyday Life	3	選 elective	
社會網絡分析 Social Network Analysis	3	選 elective	
社交媒體與傳播 Social Media and Communication	3	選 elective	
傳播科技專題 Issues in Communication Technology	3	選 elective	

107 學年度專業選修學程課程規畫表

媒體文化學程 Program of Media Culture			
課程名稱 Course Name	Credit	type	備註 Note
閱聽人與流行文化 Audiences and Popular Culture	3	選 elective	
網路社群與文化 Cyber Community and Culture	3	選 elective	
媒體全球化 Media and globalization	3	選 elective	左列課程至少修五門 Take four courses at least.
視覺文化與批判 Visual Culture and Criticism	3	選 elective	
多元文化與傳播 Multiculturalism and Communication	3	選 elective	
傳播環境分析 Analysis of Communication Environment	3	選 elective	
紀錄片製作 Documentary Filmmaking	3	選 elective	

劇情片製作 Fiction Filmmaking	3	選 elective	
數位媒體創作 Digital Multimedia Production	3	選 elective	
3D 虛擬影棚製作 Production of 3D Virtual Studio	3	選 elective	
文化行動與傳播 Cultural Activism	3	選 elective	
傳播科技政策與日常生活 Communication Technology Policy in Everyday Life	3	選 elective	
社交媒體與傳播 Social Media and Communication	3	選 elective	
媒體文化專題 Issues in Media Culture	3	選 elective	

107 學年度客家社會與文化學程課程規畫表

客家社會與文化學程 Program of Hakka Society and Culture			
課程名稱 Course Name	Credit	type	備註 Note
初級客語（一）Basic Hakka Language（I）	3	選 elective	
初級客語（二）Basic Hakka Language（II）	3	選 elective	
中級客語（一）Intermediate Hakka Language（I）	3	選 elective	
中級客語（二）Intermediate Hakka Language（II）	3	選 elective	
客家語言與文化 Hakka Language and Culture	3	選 elective	
進階客語與教學 Advanced Hakka Language and Teaching	3	選 elective	
客家文化與地方知識 Hakka Culture and Local Knowledge	3	選 elective	
宗教與客家社會 Religion and Hakka Society	3	選 elective	
客家文學 Hakka Literature	3	選 elective	左列課程至少修五門 Take four courses at least.
客家社區與社會企業 Hakka local community and social enterprise	3	選 elective	
全球客家研究 Global Hakka Studies	3	選 elective	
客家、認同政治與社會運動 Hakka, Identity Politics, and Social Movements	3	選 elective	
客家與策略傳播 Hakka and Strategic Communication	3	選 elective	
客家深度報導 In-depth Reporting on Hakka	3	選 elective	
客家與傳播科技 Hakka and Communication Technology	3	選 elective	
客家文化產業 Cultural Industry in Hakka	3	選 elective	
族群傳播與客家 Hakka, Ethnicity and Race in Communication	3	選 elective	
客家影像紀錄 Hakka Documentary Filmmaking	3	選 elective	

傳播與科技學系輔系科目表
Department of Communication and Technology Minor Program
107 學年度(Academic Year 2018)

科目名稱 Course Name	Credit	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
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	共 12 學分 Four courses (12 credits) from the Elective courses are required
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 虛擬影棚製作 Production of 3D Virtual Studio	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 and Organizational 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	
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	
傳播科技專題 Issues in Communication Technology	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 and 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	
媒體文化專題 Issues in Media Culture	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".