

傳播與科技學系 跨域模組課程 必修科目表 (B)

The Required Course List for the Students Study Cross-Disciplinary Modules at Department of Communication And Technology. (B)

類別 Category	科目名稱 Course name	學分 Credit	開課系所 Department	備註 Remark
本系跨域模組 (30 學分) 修畢於畢業證 書加註『跨域 專長：傳播科 技』 Cross- disciplinary modules at our department (30 credits)  It could be remarked as “Cross- Disciplinary Specialty: Communication and Technology” on the diploma after the module curriculum is completed.	傳播科技與社會 Communication Technology and Society	3	傳科系 DCT	必修 Required
	傳播過程與效果 Communication Process and Effect	3	傳科系 DCT	必修 Required
	媒體文化與社會 Media Culture and Society	3	傳科系 DCT	必修 Required
	人機互動概論 Human Computer Interaction	3	傳科系 DCT	必修 Required
	傳播研究方法 Introduction to Research Methods	3	傳科系 DCT	必修 Required
	媒體創作模組、策略 傳播模組、數位設計 模組，至少修完一模 組 9 學分。 綜合專業選修課程至 少 2 門(6 學分)。	15	傳科系 DCT	應自左列 3 個 傳科系專業模 組課程中至少 修完 1 個模組 (9 學分) Choose one of them to complete at least. 綜合專業選修課 程至少 2 門(6 學分)。
總學分 Total Credits		30		

傳科系跨域模組選修課程

專業模組 A 媒體創作 Media Production	專業模組 B 策略傳播 Strategic Communication	專業模組 C 數位設計 Multimedia Design	綜合專業選修課程
數位新聞 (3) Digital Journalism 劇情影像創作 Fiction Film Production 故事與敘事方法(3) Storytelling and Narrative 閱聽人與流行文化(3) Audiences and Popular Culture 全球流行文化(3) Global Popular Culture 虛擬影棚製作(3) Video Production of Virtual Studio	整合行銷傳播(3) Integrated Marketing Communication 媒體管理與創新(3) Media Management and Entrepreneurship 社會網絡分析(3) Social Network Analysis 說服傳播(3) Persuasive Communication 新科技與組織傳播(3) New Technology and Organizational Communication 公關策略與媒體企劃(3) Public Relations and Strategic Planning	動態影像設計(3) Motion graphics 3D 虛擬創作(3) 3D virtual creation 使用者經驗研究法(3) User Experience Research 媒體心理學(3) Media Psychology 新興傳播科技專題：社 交媒體與傳播(3) Special Topics in New Communication Technology : Social Media and Communication 傳播科技選擇與使用(3) Information and Communication Technology: Selection and Use	多元文化與傳播(3) Multi-cultures and Communication 視覺美學與分析(3) Visual Aesthetics and Analysis 廣播原理與製作(3) Audio Production and Application 社會運算(3) Social Computing 傳播環境與問題分析(3) Communicative Ecology Analysis 媒體素養企劃與實作(3) Media Literacy: Planning and Practice 文化行動與傳播(3) Cultural Activism 傳播科技專題(3) Issues in Communication Technology
須選擇一模組主修，選修課程至少 9 學分。 At least 9 credits for each module are required.			綜合專業課程至少 2 門， 合計 6 學分 At least 6 credits (2 courses) are required from supporting area.