

大眾傳播學系 114 學年度入學新生課程規劃表

Curriculum for Freshmen Admitted in the 2025 Academic Year, Department of Mass Communication

校訂共同必修課程 26 學分

UNIVERSITY-REQUIRED GENERAL COMPULSORY COURSES TOTALING 26 CREDITS

含基本知能課程 12 學分、通識核心課程 12 學分

INCLUDING 12 CREDITS OF FUNDAMENTAL SKILLS COURSES AND 12 CREDITS OF GENERAL EDUCATION CORE COURSES

科目名稱 COURSE	學分數 CREDITS	開課年級 YEAR OFFERED
英文(一)–Q 群 ENGLISH (I) (INCLUDING LISTENING)–Q GROUP	2/2	一 FIRST YEAR
中國語文能力表達 ABILITY OF EXPRESSING IN SPOKEN AND WRITTEN CHINESE	2/0	一 FIRST YEAR
學習與發展(大學學習)–N 群 LEARNING IN UNIVERSITY	1/0	一 FIRST YEAR
課外活動與團隊發展–K 群 EXTRACURRICULAR ACTIVITIES AND TEAM DEVELOPMENT – K GROUP	0/1	一 FIRST YEAR
英文(二)或其他外文(一)(二)–Q 群 ENGLISH (II) OR OTHER FOREIGN LANGUAGE (I)(II)–Q GROUP	2/2	二 SECOND YEAR
人工智慧導論 INTRODUCTION TO ARTIFICIAL INTELLIGENCE	1/0	一 FIRST YEAR
探索永續 EXPLORING SUSTAINABILITY	1/0	一 FIRST YEAR
人文領域 (至少 2 學分) HUMANITIES (AT LEAST ONE COURSE)	文學經典學門–L 群 LITERARY CLASSICS FIELD–L GROUP	2 一～四 FIRST YEAR TO FOURTH YEAR
	歷史與文化學門–P 群 HISTORY AND CULTURE FIELD–P GROUP	2 一～四 FIRST YEAR TO FOURTH YEAR
	哲學與宗教學門–V 群 PHILOSOPHY AND RELIGION FIELD – V GROUP	2 一～四 FIRST YEAR TO FOURTH YEAR
	藝術欣賞與創作學門–M 群 ART APPRECIATION AND CREATION FIELD – M	2 一～四 FIRST YEAR TO FOURTH

	GROUP		YEAR
社會領域 (至少 2 學分) SOCIAL SCIENCES (AT LEAST ONE COURSE)	全球視野學門–T 群 GLOBAL VISION FIELD–T GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
	未來學學門–R 群 FUTURE STUDIES FIELD–R GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
	社會分析學門–W 群 SOCIAL ANALYSIS FIELD–W GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
	公民社會及參與學門–S 群 CIVIL SOCIETY AND PARTICIPATION FIELD–S	2	一～四 FIRST YEAR TO FOURTH YEAR
科學領域 (至少 2 學分) SCIENCES (AT LEAST ONE COURSE)	資訊教育學門–O 群 INFORMATION EDUCATION FIELD – O GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
	全球科技革命學門–Z 群 GLOBAL TECHNOLOGICAL REVOLUTION FIELD – Z GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
	自然科學學門–U 群 NATURAL SCIENCES FIELD–U GROUP	2	一～四 FIRST YEAR TO FOURTH YEAR
每領域至少 2 學分，每學門至多修習 2 科 4 學分 AT LEAST 2 CREDITS MUST BE SELECTED FROM EACH FIELD, AND NO MORE THAN 2 COURSES (4 CREDITS) MAY BE TAKEN FROM EACH DISCIPLINE			
校園與社區服務學習 CAMPUS AND COMMUNITY SERVICE-LEARNING		1/1	一 FIRST YEAR
全民國防教育軍事訓練(一)–國防科技 (不計入畢業學分)		1/0	一 FIRST YEAR
體育(需修畢 4 學期，不計入畢業學分)		4	一～二 FIRST

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		YEAR TO SECOND YEAR
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系訂必修科目共計 37 學分

DEPARTMENT-REQUIRED

COMPULSORY COURSES

TOTALING 37 CREDITS

科目名稱 COURSE	學分數 CREDITS	開課年級 YEAR OFFERED
視覺傳播 VISUAL COMMUNICATION	2/0	一 FIRST YEAR
創意說故事 STORYTELLING AND CREATIVITY	0/2	
影音訊息產製 BASIC AUDIO-VIDEO PRODUCTION	0/3	
行銷傳播概論 INTRODUCTION TO MARKETING	0/2	
傳播理論 COMMUNICATION THEORIES	2/2	二 SECOND YEAR
資訊採編與文案設計 INFORMATION ANALYSING AND CASE DESIGN	2/2	
藝術概論 INTRODUCTION TO FINE ARTS	0/2	
數據分析與應用 DATA ANALYSIS AND STORY TELLING	2/0	三 THIRD YEAR
傳播法規與倫理 LAW AND ETHIC IN COMMUNICATION	0/2	
傳播專題講座 COLLOQUIUM FOR COMMUNICATION	2/0	四 FOURTH YEAR
畢業製作與展演 GRADUATE PROJECT-INDEPENDENT STUDY AND EXHIBITION	3/3	
當代傳播問題 CURRENT ISSUES IN COMMUNICATION	3/3	

系開專業選修科目

科目名稱 COURSE	學分數 CREDITS	開課年級 YEAR OFFERED
溝通與傳播初探 INTRODUCTION TO HUMAN	2/0	一 FIRST

COMMUNICATION		YEAR
社會學與傳播 SOCIOLOGY & COMMUNICATION	2/0	
影像處理與合成 DIGITAL IMAGE PROCESSING AND SYNESIS	2/0	
基礎攝影 BASIC PHOTOGRAPHY	0/2	
AI 時代的媒體 MEDIA IN THE AGE OF AI	0/2	
傳播心理學 COMMUNICATION PSYCHOLOGY	0/2	
電影形式與風格 FILM FORM AND STYLE	0/2	
創意互動設計 CREATIVE INTERACTION DESIGN	0/2	

系開專業選修科目

DEPARTMENTAL

PROFESSIONAL ELECTIVE

COURSES

科目名稱 COURSE	學分數 CREDITS	開課年級 YEAR OFFERED
廣播節目製作實務（一） COMMUNICATION THEORIES	1/1	
影視娛樂產業概論 INTRODUCTION TO FILM AND TV ENTERTAINMENT INDUSTRY	2/0	
戲劇概論 INTRODUCTION TO DRAMA	2/0	
專業攝影 ADVANCED PROFESSIONAL PHOTOGRAPHY	2/0	
影視分鏡與剪輯 STORYBOARDING AND EDITING OF AUDIO VISUAL PROGRAM	2/0	
社群溝通實務 PRACTICAL SOCIAL MEDIA COMMUNICATION	2/0	
公關策略規劃 PR STRATEGY AND PLANNING	2/0	
廣告訊息設計 ADVERTISING CREATIVITY	2/0	二 SECOND YEAR
文創專案設計與行銷 CREATIVE DESIGN AND COMMUNICATION	2/0	
傳播作品精選	0/2	

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READINGS IN COMMUNICATION			生活中的演算法 ALGORITHMS IN DAILY LIFE	0/2	
廣播節目製作 PRODUCTION OF BROADCASTING PROGRAMS	0/2		廣播節目製作實務(三) BROADCASTING PRACTICUM (III)	1/1	
影視劇本編寫 SCRIPT WRITING FOR MOVIE AND TV	0/2		電視新聞節目實務(二) BROADCASTING PRACTICUM (II)	2/2	
E 世代文案力 COPYWRITING SKILLS IN THE E-GENERATION	0/2		電影美學 MOVIES AESTHETICS	2/0	
導演與表演實務 THE PRACTICE OF FILM DIRECTING AND PERFORMANCE	0/2		品牌策略與行銷實務	2/0	
人工智慧素養與傳播 AI LITERACY AND COMMUNICATION	0/2		校外媒體實務 OFF-CAMPUS PRACTICUM IN MEDIA	2/0	
報業實務 NEWSPAPER PRACTIUM	3/3		媒介批評 MEDIA CRITIQUE	0/2	
廣播節目製作實務(二) BROADCASTING PRACTICUM (II)	2/2		跨媒體展示專題 EXHIBITION OF CROSS-MEDIA PROJECT	0/2	
電視新聞節目實務(一) TELEVISION PRACTICUM (I)	2/2		四 FOURTH YEAR ※通識核心課程注意事項： 三大領域共 11 學門，每領域至少修習 2 學分，每學門至多修習 2 科；自由選修 4 學分可任選學門，惟同一科目不得重複。 ※灰底科目為「智慧人文實務創新學分學程」課程。 ※ GENERAL EDUCATION CORE COURSES NOTES: A TOTAL OF 11 FIELDS ACROSS THREE MAJOR AREAS; AT LEAST 2 CREDITS MUST BE TAKEN FROM EACH AREA. A MAXIMUM OF TWO COURSES MAY BE TAKEN FROM EACH FIELD. THE 4 CREDITS OF FREE ELECTIVES MAY BE CHOSEN FROM ANY FIELD, BUT THE SAME COURSE MAY NOT BE REPEATED. ※ ELECTIVE COURSES SHADED IN GRAY ARE INCLUDED IN THE “SMART HUMANITIES AND PRACTICAL INNOVATION PROGRAM.” ※最低畢業學分 128 (必修學分 63+選修學分 65) • 必修學分 63：校訂共同必修 26，系訂必修 37 • 選修學分 65：系開選修 31，自由選修 34 • 「系選修」超過 31 學分者，學分列入「自由選修」 ※ MINIMUM GRADUATION CREDITS: 128 (REQUIRED CREDITS 63 + ELECTIVE CREDITS 65) -REQUIRED CREDITS 63: 26 UNIVERSITY-REQUIRED GENERAL COMPULSORY, 37 DEPARTMENT-REQUIRED COMPULSORY -ELECTIVE CREDITS 65: 31 DEPARTMENTAL ELECTIVES, 34 FREE ELECTIVES -ANY DEPARTMENTAL ELECTIVE CREDITS BEYOND THE REQUIRED 31 WILL BE COUNTED TOWARD FREE ELECTIVES.		
影視專案企劃 PRE-PRODUCTION OF AUDIO VISUAL PROJECT	2/0				
紀錄片獨立製作 INDEPENDENT DOCUMENTARY PRODUCTION	2/0				
社群趨勢洞察 SOCIAL MEDIA TRENDS INSIGHT	2/0				
AI 視覺生成 GENERATIVE AI AND IMAGE DESIGN	2/0	三 THIRD YEAR			
社會行銷與實作 SOCIAL MARKETING AND PRACTICE	2/0				
跨媒體行銷企劃 CROSS MEDIA MARKETING PLANNING	2/0				
流行文化 POPULAR CULTURE	0/2				
劇情片拍攝與製作 FEATURE FILM SHOOTING AND PRODUCTION	0/2				
文化品牌經營與全球行銷 THE CULTURE BRAND MANAGEMENT AND GLOBAL MARKETING	0/2				

學分比例：校必修 (26/128=20.3%) · 系必修 (37/128=28.9%)
系選修 (31/128=24.2%) · 自由選修 (34/128=27%)