

大眾傳播學系 113 學年度入學新生課程規劃表

Curriculum for Freshmen Admitted in the 2024 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
AI 與程式語言 AI AND PROGRAMMING LANGUAGE	1/0	一 FIRST YEAR
探索永續 EXPLORING SUSTAINABILITY	1/0	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
人文領域 (至少 1 門) 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
	歷史與文化學門–P 群 HISTORY AND CULTURE FIELD–P GROUP	2 一～四 FIRST YEAR TO FOURTH
	哲學與宗教學門–V 群 PHILOSOPHY AND RELIGION FIELD – V GROUP	2 一～四 FIRST YEAR TO FOURTH
	藝術欣賞與創作學門–M 群 ART APPRECIATION AND CREATION FIELD–M GROUP	2 一～四 FIRST YEAR TO FOURTH
社會領域 (至少 1 門) SOCIAL	全球視野學門–T 群 GLOBAL VISION FIELD–T GROUP	2 一～四 FIRST YEAR TO

SCIENCES (AT LEAST ONE COURSE)	未來學學門–R 群 FUTURE STUDIES FIELD – R GROUP	2	一～四 FIRST YEAR TO FOURTH
	社會分析學門–W 群 SOCIAL ANALYSIS FIELD–W GROUP	2	一～四 FIRST YEAR TO FOURTH
	公民社會及參與學門–S 群 CIVIL SOCIETY AND PARTICIPATION FIELD–S	2	一～四 FIRST YEAR TO FOURTH
科學領域 (至少 1 門) 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
	全球科技革命學門–Z 群 GLOBAL TECHNOLOGICAL REVOLUTION FIELD – Z GROUP	2	一～四 FIRST YEAR TO FOURTH
	自然科學學門–U 群 NATURAL SCIENCES FIELD–U GROUP	2	一～四 FIRST YEAR TO FOURTH
每領域各選至少 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 ALL-OUT DEFENSE EDUCATION MILITARY TRAINING (I) – NATIONAL DEFENSE TECHNOLOGY		0	一 FIRST YEAR
體育 (需修畢 4 學期，不計入畢業學分) PHYSICAL EDUCATION (REQUIRED FOR 4 SEMESTERS, NOT COUNTED TOWARD GRADUATION CREDITS)		4	一～二 FIRST YEAR TO SECOND YEAR

系訂必修科目共計 41 學分

DEPARTMENT-REQUIRED COMPULSORY COURSES TOTALING 41 CREDITS

科目名稱 COURSE	學分數 CREDITS	開課年級 YEAR OFFERED
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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	
傳播英語 COMMUNICATION ENGLISH	2/2	三 THIRD YEAR
數據分析與應用 DATA ANALYSIS AND STORY TELLING	0/2	
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

DEPARTMENTAL PROFESSIONAL ELECTIVE COURSES

社會學與傳播 SOCIOLOGY & COMMUNICATION	2/0	一 FIRST YEAR
傳播心理學 COMMUNICATION PSYCHOLOGY	2/0	
溝通與傳播初探 INTRODUCTION TO HUMAN COMMUNICATION	2/0	
影像處理與合成 DIGITAL IMAGE PROCESSING AND SYNESIS	2/0	
公關策略規劃	2/0	

PR STRATEGY AND PLANNING		
海報與 LOGO 設計 POSTER AND LOGO DESIGN	2/0	
基礎攝影 BASIC PHOTOGRAPHY	0/2	
電影形式與風格 FILM FORM AND STYLE	0/2	
導演與表演實務 THE PRACTICE OF FILM DIRECTING AND PERFORMANCE	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 PRODUCTION OF BROADCASTING PROGRAMS	2/2	二 SECOND YEAR
廣播節目製作實務（一） COMMUNICATION THEORIES	1/1	
報導攝影 DOCUMENTARY PHOTOGRAPHY	2/0	
傳播作品精選 READINGS IN COMMUNICATION	2/0	
影視分鏡與剪輯 STORYBOARDING AND EDITING OF AUDIO VISUAL PROGRAM	2/0	
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	
社會創新與永續設計 SOCIAL INNOVATION AND SUSTAINABLE DESIGN	2/0	
創造力開發 PRACTICE OF CREATIVE THINKING	0/2	
廣告學 INTRODUCTION TO ADVERTISING	0/2	
專業攝影 ADVANCED PROFESSIONAL PHOTOGRAPHY	0/2	

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影視劇本編寫 SCRIPT WRITING FOR MOVIE AND TV	0/2	三 THIRD YEAR
文創專案設計與行銷 CREATIVE DESIGN AND COMMUNICATION	0/2	
數位傳播 DIGITAL COMMUNICATION	2/0	
報業實務 NEWSPAPER PRACTIUM	3/3	
廣播節目製作實務(二) BROADCASTING PRACTICUM (II)	2/2	
影視專案企劃 PRE-PRODUCTION OF AUDIO VISUAL PROJECT	2/2	
紀錄片獨立製作 INDEPENDENT DOCUMENTARY PRODUCTION	2/0	
電視新聞節目實務(一) TELEVISION PRACTICUM (I)	2/2	
廣告訊息設計 ADVERTISING CREATIVITY	2/0	
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	
文化創意與媒體產業 CULTURAL CREATIVITY AND THE MEDIA INDUSTRIES	2/0	
AI 視覺生成 GENERATIVE AI AND IMAGE DESIGN	2/0	
社群媒體實作 SOCIAL MEDIA PRACTICE	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	
流行文化 POPULAR CULTURE	0/2	
電視新聞節目實務(二) TELEVISION PRACTICUM (II)	2/2	四 FOURTH YEAR
廣播節目製作實務(三) BROADCASTING PRACTICUM (III)	1/1	
電影美學	2/0	

MOVIES AESTHETICS		
校外媒體實務 OFF-CAMPUS PRACTICUM IN MEDIA	2/0	
跨媒體展示專題 EXHIBITION OF CROSS-MEDIA PROJECT	0/2	
媒介批評 MEDIA CRITIQUE	0/2	
※通識核心課程注意事項： 三大領域共 11 學門，每領域各選至少 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		
※灰底選修科目列入「智慧人文實務創新學程」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 67＋選修學分 61） ・必修學分 67：校訂共同必修 26，系訂必修 41 ・選修學分 61：系開選修 27，自由選修 34 ・「系選修」超過 27 學分者，多餘學分列入「自由選修」		
※ MINIMUM GRADUATION CREDITS: 128 (REQUIRED CREDITS 67 + ELECTIVE CREDITS 61) ・REQUIRED CREDITS 67: 26 UNIVERSITY-REQUIRED GENERAL COMPULSORY, 41 DEPARTMENT-REQUIRED COMPULSORY ・ELECTIVE CREDITS 61: 27 DEPARTMENTAL ELECTIVES, 34 FREE ELECTIVES ・ANY DEPARTMENTAL ELECTIVE CREDITS BEYOND THE REQUIRED 27 WILL BE COUNTED TOWARD FREE ELECTIVES.		

學分比例：校必修 (26/128=20.3%) · 系必修 (41/128=32%)

系選修 (27/128=21.1%) · 自由選修 (34/128=27%)