

# 102-2 大葉大學 完整版課綱

## 基本資訊

課程名稱	文創產業文字表達與分析一	科目序號 / 代號	2677 / CCF1008
開課系所	文創產業國際人才學士學位學	學制 / 班級	大學日間部1年1班
任課教師	穆菲力	專兼任別	專任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(三)34 / J309 (四)6 / J309	授課語言別	中文

## 課程簡介

### Course description:

The course English language expression and analysis for CCI is designed for students of English as a foreign language to learn English for Specific Purposes. The course adopts authentic readings and develops a variety of tasks which facilitate real communication opportunities in academic and professional environments. The course consists of 54 hours with focus on different creative industries. The course helps students acquire a better command of the language of the creative industry; become more independent in their learning, and gain confidence in expressing themselves in English.

## 課程大綱

### Course curriculum:

The course is designed for students who wish to acquire basic knowledge and expression in the related fields. Each unit consists of four elements of a language: reading, vocabulary, corpus and tasks. Topics to be introduced including:

1. Television and radio
2. Publishing
3. Product design
4. Architectural design
5. Fashion design
6. Digital content

## 基本能力或先修課程

基礎英語

## 課程與系所基本素養及核心能力之關連

-  基本能力
-  專業能力
-  實踐能力
-  整合能力素養
-  精進成長素養

教學計畫表

系所核心能力	權重(%) 【A】	檢核能力指標(績效指 標)	教學策略	評量方法及配分 權重	核心能力 學習成績 【B】	期末學習 成績 【C=B*A 】
基本能力	20%	1. Listening: To comprehend various contents and accents 2. Speaking: To achieve oral accuracy and fluency 3. Reading: To comprehend gist, details, implications in different contexts 4. Writing: To compose grammatically correct and comprehensible paragraphs 5. Translating: To develop knowledge and techniques of translation between Chinese and English	小組討論 影片欣賞 學生上台報告 訪談人物 專題演講	小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%	加總: 100	20
專業能力	20%	1. Literature: To appreciate and comprehend literary works of western masters 2. Linguistics: To acquire fundamental knowledge on structures and applications of English language 3. Translation and Interpretation: To translate and interpret properly between Chinese and English 4. English language teaching: To understand theories, approaches, issues in the topic area 5. Listening and Speaking: To organise thoughts and present	小組討論 影片欣賞 學生上台報告 訪談人物	小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%	加總: 100	20

實踐能力	20%	<p>1. Oral Presentation: to present ideas and thoughts in a well-structured form with modern technology</p> <p>2. Composition: to compose academic papers according to required formats</p> <p>3. Translation: to translate short stories, essays or newspapers</p> <p>4. Communication: to communicate efficiently</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	20
整合能力素養	10%	<p>1. Integration: To develop, organise and manage issues from different perspectives</p> <p>2. Co-ordination: To accept different opinions and foster teamwork spirit</p> <p>3. Leadership: To lead and provide guidance</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10
精進成長素養	10%	<p>1. Autonomy: To organise, plan and complete tasks independently</p> <p>2. Critical thinking: To form logical interpretation and criticism on different issues</p> <p>3. Self-esteem: To respect self and others</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10
人際關係素養	10%	<p>1. Professional ethics: To equip well-rounded professional concepts and attitudes</p> <p>2. Humanistic concerns: To cultivate compassion, sympathy and empathy for others</p> <p>3. Interpersonal relationship: To practice interpersonal communication efficiently</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10

國際視野素養	10%	1. World vision: To recognise the importance of self to the world 2. Global citizenship: To have compassion for the world 3. International awareness: To be aware of and respect different cultures	小組討論 影片欣賞 學生上台報告 訪談人物 專題演講	小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%	加總: 100	10
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### 成績稽核

期中考: 30%  
 期末考: 30%  
 口試: 10%  
 小考: 10%  
 作業: 10%  
 書面報告: 10%

### 教科書(尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教科書				

### 參考教材及專業期刊導讀(尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教材及專業期刊導讀				

### 上課進度

週次	教學內容	分配時數(%)				
		講授	示範	習作	實驗	其他
1		20	20	20	20	20
2		20	20	20	20	20
3		20	20	20	20	20
4		20	20	20	20	20
5		20	20	20	20	20
6		20	20	20	20	20
7		20	20	20	20	20
8		20	20	20	20	20
9		20	20	20	20	20
10		20	20	20	20	20
11		20	20	20	20	20

12	20	20	20	20	20
13	20	20	20	20	20
14	20	20	20	20	20
15	20	20	20	20	20
16	20	20	20	20	20
17	20	20	20	20	20
18	20	20	20	20	20

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