

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	台灣流行文化之全球趨勢J1	Serial No. / ID	2126 / CDC7057
Dept.	共同教學中心	School System / Class	大學日間部6年2班
Lecturer	胡文綺	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	NO
Time / Place	(三)56 / H607	Language	Chinese

Introduction
<p>A country ' s “ Soft Power ” means its attraction and influence to others, including culture, ideology, values, and public opinion...etc. Taiwan ' s modern popular culture has inclusive and innovative features, which sets the trend to the public and c r e a t e s a buzz internationally. The contemporary Taiwanese culture not only inherited from the Chinese tradition but also accepted the influence of Western culture. After self- questioning and reflection, Taiwanese people develop innovative localization values.</p> <p>The course aims to introduce the development of contemporary Taiwanese popular culture under the trend of globalization. This development is a process of social-cultural reflection, which includes Taiwan daily lifestyles, career, politics, media, and technology..etc. The coruse will take Taiwan ' s localizaiton and soft power as the basis to analyze and critique related issues under the influence of globalization. Finally, students should be able to acquire the knowledge of Taiwanese value r o o t s, to look forwards to sustainable local culture development, be familiarized with the challenges of future changes in the trend of globalization, and to communicate interculturallly. Students will complete a group final report before the end of the semester, and share the results by establishing social networking pages or web sites to reinforce Taiwan ' s Soft Power to the world. (Please see appendix for further details.)</p>

Outline
<ol style="list-style-type: none"> 1. Develop in-depth meaning and interpretation of contemporary Taiwanese culture 2. Cultivate students ' self-learning about the global advantage of Taiwanese culture. 3. Conduct a global mindset and action of contemporary Taiwanese culture.

Prerequisite
無