

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文創產業文字表達與分析一	Serial No. / ID	2677 / CCF1008
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	羅菲力	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)34 / J309 (四)6 / J309	Language	Chinese

Introduction
<p>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.</p>

Outline
<p>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:</p> <ol style="list-style-type: none"> 1. Television and radio 2. Publishing 3. Product design 4. Architectural design 5. Fashion design 6. Digital content

Prerequisite
basic English