

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創意語言導論	Serial No. / ID	2680 / CCF1010
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	程智惠	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(五)567 / J423	Language	Chinese

Introduction
<p>Creativities in language (English) is the focus of the course. TV advertising does more than simply sell. It can capture the essence of an era or a quirk of a culture that defines the times in an indelible way. It achieves this effect through humor, charm, shock or awe yet stays in our heads and our hearts long after the runs are done. The goal of the course is to give students a glimpse introduction of creativity, language, image, cultural understanding in the world of unlimited.</p>

Outline
<p>10 top TV commercials from the UK will be the core study of the course. Other TV commercials will also be included. 1. Compare the Meerkat 2. British Heart Foundation 3. Kerrygold Butter 4. John Lewis 5. Bird's Eye 6. Lindt 7. Andrex 8. Thinkbox 9. Carte Noir Coffee 10. Cathedral City</p>

Prerequisite
<p>Intermediate English listening, speaking, reading and writing skills are preferred.</p>