

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	溝通媒介	Serial No. / ID	1665 / IRM4113
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部4年2班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)78 / B307 (四)2 / B307	Language	Chinese

Introduction
This course discuss the communication effects of media forms, cultivate students ' ability and knowledge of using media. As one of the communication courses , this course promote student ' s communication ability to publics.

Outline
<ul style="list-style-type: none"> 1 media theory <ul style="list-style-type: none"> 1.1. Media form 1.2. Information quantity 1.3. Media inverse 1.4. media cognition 2. Forms of media <ul style="list-style-type: none"> 2.1. Oral words 2.2. Writing words 2.3. Print 2.4. Print words 2.5. Press 2.6. Advertisement 2.7. Radio 2.7. TV

Prerequisite
Communication or Mass communication