

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	溝通理論	Serial No. / ID	1667 / IRM3117
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)5 / B204 (四)34 / B204	Language	English

Introduction
<p>The Curriculum of HRPR is divided three stage: Basic, Advanced, and Practical. the advanced courses has two auxiliaries ,Communication and Relations management. This course is one of the communication courses.</p> <p>subject: How mass media produce persuasive effects?</p> <p>Goal:</p> <p>Discussing how organizations to use mass media to communicate with publics.</p> <p>Promoting the students ' professional knowledge of marketing PR.</p> <p>Training the students ' ability of application and practice.</p> <p>Helping student to establish enterprise ethic conscience.</p>

Outline
<ol style="list-style-type: none"> <li>1 Introduction: PR and mass media</li> <li>2 Communication model</li> <li>3 perception</li> <li>4 Coding</li> <li>5 Propaganda</li> <li>6 Cognition consistency</li> <li>7 Persuasion</li> <li>8 Group and communication</li> <li>9 Mass media and personal communication</li> <li>10 Agenda setting</li> <li>11 Knowledge Gap</li> <li>12 Communication effect</li> <li>13 The use of mass media</li> <li>14 conclusion: media and society</li> </ol>

Prerequisite
none