

## 98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	溝通媒介	Serial No. / ID	0886 / 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)12 / B204 (四)4 / B204	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	
1 media theory	
1.1. Media form	
1.2. Information quantity	
1.3. Media inverse	
1.4. media cognition	
2. Forms of media	
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	