

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	溝通理論	Serial No. / ID	1529 / IRM3117
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部4年1班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / B503	Language	Chinese

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"> 1 Introduction: PR and mass media 2 Communication model 3 perception 4 Coding 5 Propaganda 6 Cognition consistency 7 Persuasion 8 Group and communication 9 Mass media and personal communication 10 Agenda setting 11 Knowledge Gap 12 Communication effect 13 The use of mass media 14 conclusion: media and society

Prerequisite
none