朝陽科技大學 093學年度第1學期教學大綱
Communication Theory and Practice 溝通理論與實務

當期課號	3158	Course Number	3158
授課教師	林木春	Instructor	LIN,MU CHUN
中文課名	溝通理論與實務	Course Name	Communication Theory and Practice
開課單位	企業管理系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	人生無時無地不溝通,但達成溝通目的贏家仍屬極少數。有效的溝通包含語言及非語言之要素,特別是所我們所面對的溝通對象~「人」有著許多不確定的變數。如何打動對方,敞開其心扉,達成共識,實爲一門藝術。本課程將透過溝通理論的探討、與講師二十年實務經驗的交互驗證,配合演練與研討、小組報告,讓同學以輕鬆幽默的方式,來體驗這一門社會科學,並掌握到運用到工作與生活中的關鍵要領。	Objectives	Communication Theory and Practice Communication in human life has become so important and promising, however, how to effectively communicate either by oral or writing is not an inherent talent, which believably can be trained step by step. People even think that an attractive communication just kind of art. It can't be copied or formulated because man is always changeable. In this course, instructor will follow the textbook as well as give practical case study by two-way interesting method. How to let the students open their minds with happiness and feel humorous in the class is primary task for a qualified teacher. Besides, students will fully use this skill learnt from class into his future work.
教材	人際溝通 Essentials of Human Communication 原著：Joseph A. DeVito 編譯者：洪英正 錢玉芬 學富文化事業有限公司	Teaching Materials	
成績評量方式	期中考 50% 期末考 口頭&書面報告50%	Grading	Mid-term test： 50% End-term exam： oral report & paper 50%
教師網頁	_		
教學內容	第一章 導論：溝通本質 第二章 溝通中的自我 第三章 知覺 第四章 聆聽 第五章 語言訊息 第六章 非語言訊息 第七章 人際溝通：對話與衝突 第八章 人際關係 第九章 面談/面試 第十章 小團體法第 十一章 成員與領導者在團體中的溝通第 十二章 公開演說之準備(步驟1-6) 第十三章 公開演說之準備(步驟7-10) 第十四章 知識演講第 十五章 具說服力的演說	Syllabus	CHPT1:Introduction of the communication CHPT2:Personal character CHPT3:Consciousness CHPT4:Listening CHPT5:Message of language CHPT6:Non-language message CHPT7:Interpersonal communication: Conversation &Conflict CHPT8:Human relation CHPT9:Interview CHPT10:Small group CHPT11:Communication between members and leader in group CHPT12:How to prepare public speech I CHPT13:How to prepare public speech II CHPT14:Knowledge lecture CHPT15:Persuative speaking

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