朝陽科技大學 095學年度第1學期教學大綱
Broadcast Media English 傳播媒體英文

當期課號	2038	Course Number	2038
授課教師	尼克利	Instructor	PAZDERIC,NICKOLA LEE
中文課名	傳播媒體英文	Course Name	Broadcast Media English
開課單位	應用外語系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程訓練學生語言能力及理解力，進而使其了解全球英語媒體文化之教材。課程中將提供傳播如何影響文化及媒體文化之緣由和意義。此外，學生將習得比較全球英語媒體及台灣當地媒體差異性之能力。	Objectives	The course provides students linguistic and intellectual means to decipher and interpret the enormously influential English global media culture. Students will be exposed to culturally influential broadcasts, learn of their origins and meaning, and be asked to compare English media to local media.
教材	影片及劇本	Teaching Materials	Films and scripts
成績評量方式	每個重點段落過後，會有四個２０題的選擇題，你們的分數會由四個考試的成績加總之後並平均	Grading	Four, 20-question, multi-choice exams will be given at the end of every major section. These count for 100% of the grade. However, should a student wish to forego the final section's exam, they may present a paper summarizing their ideas about the American dream gleaned from this course and the relation of this dream to their own lives. Also, please note that the instructor prefers not to give make up exams. If you must be absent for an exam, please notify the instructor in advance. If this is not possible, an official notice of reason for absence is required to ensure successful completion of the course.
教師網頁	_		
教學內容	這門課程重點在於瞭解媒體對參與國際貿易和跨文化的工作的人們有多重要；沒有這種知識，人們的選擇就會被影響；另一方面，美國文化形式的衝擊，包括電影，全球人民的生活型態；他仍然對學生學習尖銳的破解文化形式很重要	Syllabus	The presumption of this course is that sophisticated understanding of the media is crucial for people engaged in international trade and other cross-cultural undertakings; for without such knowledge, people are subject to forces that guide their choices in ways that may be detrimental to their success. Moreover, in light of the impact of American cultural forms, including movies, on the lives of people across the globe, it remains essential that students learn to decipher cultural forms with acuity.

尊重智慧財產權，請勿非法影印。