# 朝陽科技大學 095學年度第1學期教學大綱
# Communication Theory and Practice 溝通理論與實務

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| 當期課號 | 3118 | Course Number | 3118 |
| 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(二進)三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<br>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 | 書名：人際溝通<br>原著：Daniel J. Canary/ Michael J. Cody/ Valerie L. Manusov<br>編譯者：楊威<br>五南圖書出版公司 | Teaching Materials | Interpersonal Communication<br>Written by:<br>Daniel J. Canary<br>Michael J. Cody<br>Valerie L. Manusov |
| 成績評量方式 | 期中考 50%<br>期末考 口頭&書面報告50% | Grading | Mid-term test： 50%<br>End-term exam： oral report & paper 50% |
| 教師網頁 | _ | | |
| 教學內容 | 第一章 導論：溝通本質<br>第二章 溝通中的自我<br>第三章 知覺<br>第四章 聆聽<br>第五章 語言訊息<br>第六章 非語言訊息<br>第七章 人際溝通：對話與衝突<br>第八章 人際關係<br>第九章 面談/面試<br>第十章 小團體法<br>第十一章 成員與領導者在團體中的溝通<br>第十二章 公開演說之準備(步驟1-6)<br>第十三章 公開演說之準備(步驟7-10)<br>第十四章 知識演講<br>第十五章 具說服力的演說 | Syllabus | CHPT1:Introduction of the communication<br>CHPT2:Personal character<br>CHPT3:Consciousness<br>CHPT4:Listening<br>CHPT5:Message of language<br>CHPT6:Non-language message<br>CHPT7:Interpersonal communication: Conversation &Conflict<br>CHPT8:Human relation<br>CHPT9:Interview<br>CHPT10:Small group<br>CHPT11:Communication between members and leader in group<br>CHPT12:How to prepare public speech I<br>CHPT13:How to prepare public speech II<br>CHPT14:Knowledge lecture<br>CHPT15:Persuative speaking |

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