朝陽科技大學 095學年度第2學期教學大綱
English for Media 媒體英文

當期課號	1936	Course Number	1936
授課教師	施玉勉	Instructor	Shih,Yu mien
中文課名	媒體英文	Course Name	English for Media
開課單位	傳播藝術系(四日)四B	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	教學目標： 1. 使學生熟知平面媒體、電子媒體與影視拍攝技術之英文專有名詞(技能) 2. 使學生了解在全球化趨勢下之傳播人員應具備之英文基本能力 (知識) 3. 使學生透過英文 (報紙與雜誌)之豐富內容，吸收訊息，增廣見聞 (其他) 4. 能具備國際化傳播人才之專業素養 (態度)	Objectives	1. Understand English terms in print, electronic media, and film and video (skills) 2. Develop English skills within the context of globalization and the trend of English-speaking in media (knowledge) 3. Absorb more content from English newspapers and magazines and expand knowledge (other) 4. Develop professional communication skills on par with international standards (development).
教材	1. 從電影探討英文 2. 新聞英文開門	Teaching Materials	1. Exploring English Through Movies(by Massdud Moslehpour and Louise Joanne Hadley) 2. Journalistic English (Crane bookstore)
成績評量方式	1.出席, 上課表現, 作業 小考: 40% 2. 期中考: 20% 3. 期末考: 40%	Grading	1. attendance, in-class performance, homework and tests: 40% 2. midterm exam: 20% 3. final exam: 40%
教師網頁			
教學內容	1-4 周: 介紹媒體英文的定義, 內容,電影專業用語. 5-8周: 新聞英語的術語和用法. 9 周: 期中考 10-12周: 報紙廣告的認識及書寫 13-16周: 放映電影, 討論電影內容 17-18周: 複習, 考試	Syllabus	1st-4th week: introducing what is Media English and terms used in movies 5th -8th week: introducing the terms used in journalism and how to read English newspaper 10th-12th week: introducing the advertisements of newspaper and how to write them 13th-16th week: playing a movie and discussing the content of the movie. 17th-18th week: review and test

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