

朝陽科技大學 099學年度第1學期教學大綱  
Appreciation and Application of Chinese 中文鑑賞與應用

當期課號	3541	Course Number	3541
授課教師	林金龍	Instructor	,
中文課名	中文鑑賞與應用	Course Name	Appreciation and Application of Chinese
開課單位	校訂必修(四進)	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	本課程旨在拓展學生對本國語文鑑賞與應用的深度和廣度，以增進讀寫表達等各項能力。教學上，包括文學領域的探索，兼具文字運用、語文說寫訓練及文化的體察。因此，課程進行除了文學鑑賞力的培養，並力圖與現實生活連結，探討文學與生活，文學與人生的各層面。藉以訓練學生獨立思考，學習解讀作品，培養邏輯思辨的能力，並啓迪時代思想。	Objectives	The purpose of the course is to broaden the scope and depth of students' appreciation for Chinese literature. In the mean time, it will enhance students' abilities in reading and writing. In classes, we will explore many domains of Chinese literature to study the use of words, expression, and culture. Therefore, students will not only improve their ability to appreciate literature but also enhance the ability in independent and logical thinking.
教材	1、坊間企劃書專書 2、廣告行銷案例 3、業界實例 4、腦力激盪	Teaching Materials	1.Between work place business planning book special book 2.Advertisement marketing case 3.Field example 4.The mental ability surges
成績評量方式	出席25% 口頭報告25% 企劃書撰寫50%	Grading	attendance 25% oral presentation 25% project writing 50%
教師網頁	<a href="mailto:klin@cyut.edu.tw">klin@cyut.edu.tw</a>		
教學內容	1、企劃的基礎知識 2、日常生活中如何培養企劃能力 3、創意是企劃的活水源頭 4、以人爲一切核心 5、企劃資訊的收集整理 6、如何製作具體力行的企劃案 7、提案技巧 8、企劃成功後的省思	Syllabus	1, layout's basis knowledge 2, daily life in how to cultivate layout ability 3, originality is layout's flowing water fountainhead 4, as artificial everything core 5, layout information's collection integration 6, how to fabricate concrete strength line layout case 7, proposal skill 8, layout successful posterior province thinks

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