



政大

NATIONAL CHENGCHI UNIVERSITY

110學年度

傳播學院

國際傳播英語碩士學位學程

課程手冊

College of Communication

International Master's Program in

International Communication Studies

Curriculum Guide 2021

# 傳播學院院系簡介

## 壹、傳播學院

國立政治大學傳播學院(以下簡稱本院)成立於1989年,設有大學部(大一大二不分系、新聞學系、廣告學系、廣播電視學系)、研究部(傳播碩士學位學程、博士班)、國際傳播英語碩士學位學程、數位內容碩士學位學程,以及碩士在職專班。

本院師資陣容堅強,現有專任教師46位,多畢業於歐美各著名大學。並配合本校「延攬傑出研究人才」、科技部「補助延攬客座科技人才」、教育部補助「中國大陸整合計畫延聘中國研究大師」等各項政策及經費補助,積極邀約國際知名學者來院擔任客座。

教師研究傑出,自科技部設有傑出研究獎以來,共頒6屆傳播學門傑出研究獎,6位得主均為本院教師。本院共出版3份專業學術期刊,其中《新聞學研究》為TSSCI期刊,榮獲科技部「學術研究優良期刊」,並獲2016年國家圖書館「最具影響力人社期刊獎」傳播類第一名殊榮。

本院為國內歷史最悠久之新聞傳播教育學府,也是遠東地區最知名的傳播教育重鎮。創先實施學程制,課程紮實創新。設置資訊與媒體整合實驗中心,下設政大之聲實習廣播電台、影音實驗室、劇場、研究導向實驗室、新聞實驗室、數位平台(含:基礎數位實驗室、網路媒體及寫作實驗室、數位圖像與出版實驗室)等教學實驗單位,統籌規畫管理各項設備資源,並配合本院教學需求,開設教學工作坊。整合實驗中心實施學生助理制,結合實驗課程,強調「從做中學」,貫徹「理論與實務並重」。

本院設有傳播研究暨發展中心,統籌研究相關事宜,以及本院交換學生事務。

本院與(新加坡)南洋理工大學傳播與信息學院、(泰國)朱拉隆功大學傳播藝術學院、(泰國)朱拉隆功大學藝術學院、(日本)東京大學情報學環、(韓國)東國大學影像與文化研究院、(韓國)全南大學社會科學院、(香港)浸會大學傳理學院、(香港)中文大學新聞與傳播學院、(香港)城市大學人文社會科學院媒體與傳播系、(中國)中國人民大學新聞學院、(中國)中國傳媒大學廣告學院、(中國)復旦大學新聞學院、(中國)中山大學傳播與設計學院、(中國)清華大學新聞與傳播學院、(中國)暨南大學新聞與傳播學院、(中國)武漢大學新聞與傳播學院、(中國)廈門大學新聞傳播學院、(中國)南京大學新聞傳播學院、(中國)浙江大學傳媒與國際文化學院、(中國)交通大學媒體與設計學院、(中國)北京大學新聞與傳播學院等,均有學術合作關係。

## 貳、大一大二不分系

本院為因應媒介匯流,鼓勵學生多元學習,增加競爭力,學士班自2014年實施大一大二不分系招生,希望在大學前兩年,培養學生具備全能傳播人之技能,包括平面媒體、影音

媒體、數位媒體、網路媒體等多元平台之基本製作原理，並熟悉相關理論，為後兩年的專業訓練奠立基礎。學生於大二第二學期依個人學習興趣，申請進入新聞學系、廣告學系、廣播電視學系主導之各主修學程或實驗學程。學生畢業前須修畢校、院共同必修課程，主修學程，以及自由選修課程，最低畢業學分為 128 學分。

## 參、新聞學系

國立政治大學新聞學系（以下簡稱新聞系）於 1935 年創系，是國內最早成立的新聞傳播科系，也是臺灣新聞傳播教育的領導品牌，無論知識傳播、教學和研究創新，均聞名國內外。

配合本院大一大二不分系招生制度，學士班學生申請進入「新聞與資訊」或「媒體與文化」主修學程者，即分流至新聞系。

新聞系課程涵蓋影音、平面媒體和新傳播科技，亦包括社會科學、人文藝術等領域知識，致力培養學生創造力、資訊處理能力和新聞資訊專業，期望學生畢業後有多種技能，能解決問題、研究創新，具高度競爭力。

## 肆、廣告學系

本院從 1970 年代起即著手申請籌設廣告學系（以下簡稱廣告系），以培養廣告、公共關係之學術與實務人才，經多年的努力，配合傳播教育的發展，於 1986 年 8 月奉准籌設，次年 8 月正式招生。

為培育優秀廣告人才，廣告系秉持「知識」為廣告人致勝關鍵的信念。我們相信，在紮實的行銷、廣告、公關、創意與設計等專業訓練背後，更需要良好的博雅教育為基礎。創系將近 30 年來，不斷強化師資，修訂課程，增加設備，尤其教學與研究並重、學術與實務合一的發展方針，已為廣告、公共關係教育奠定深厚基礎。

為了因應急劇演進的媒體科技和溝通環境，廣告系配合傳播學院大一二不分系之結構，開設「策略與創意溝通」和「傳播設計」兩個主修學程。分流進入廣告系任一主修學程的學生，須修完該主修學程 2 門必修課，並且在廣告系開設的課程中任選 6 門選修課，方可取得廣告系學位。

## 伍、廣播電視學系

有鑑於傳播科技的發展，以及影視專業人才的需求，本校在 1988 年正式成立全國大專院校第一個廣播電視學系（以下簡稱廣電系）。

因應傳播匯流趨勢，並配合本院實施「大一大二不分系」招生政策，新生入學時不選擇學系，於二年級下學期依據學生志願，申請分流至各系開設之主修學程，三年級起進行專業學習。廣電系主修學程有二：「媒體企劃與創新」與「影音創意與製作」。

近年來，因國際間互動互賴加強、社會急遽變遷、傳播科技快速發展、產業整併與跨業整合頻仍，復以教育資源減少、競爭擴大之現實問題日益嚴重，廣電系教育理念強調「科際整合與科技匯流」，以培育具整合知能、兼具本土文化與國際觀之影音傳播人才。在課程、教學、實作、實習、服務上，均配合本院整合與共享之哲學與政策，依據既定的目標，不斷進行修正、創新與改進，期能透過產業與環境的變遷與互動，更有效率的運用資源，使影音傳播教育在教學、研究與服務之基本領域更為精進，所培育之人才更能為社會奉獻所學與所能，成為傳播事業的專業公民。

## 陸、傳播碩士學位學程

本院碩士班教育目標旨在於擴充創新知識版圖，培養未來傳播領域專業人才。因應傳播教育面臨科際整合，自 2014 年起，原「新聞學系碩士班」、「廣告學系碩士班」及「廣播電視學系碩士班」整併為「傳播學院傳播碩士學位學程」，課程規劃以整合全院資源，並考量傳播產業之需求，賦予學生更完善的學習環境與機會，結合本院各領域專長師資，開設「傳播與文化」、「新聞與資訊傳播」、「想像、敘事與互動」、「電訊傳播政策與管理」、「整合傳播」、「兩岸傳播」、「科學與風險傳播」等七大專業主修領域。另為體現自主學習的本質，學生與學業導師諮商並經院核可後，可自行組合專業主修課程（自主學程）。

## 柒、傳播學院博士班

本院首創全國傳播類所之博士班，培育臺灣傳播教育的優良師資，課程兼重傳播學門各次領域之研究內涵，延伸碩士班的課程設計構思，並強調學術創新與發展願景能力。

傳播學院博士班前身為新聞系博士班，成立於 1983 年，為本院最高學制，亦為本院唯一博士班。為因應高等人力供需失調以及媒介匯流與國際化等趨勢，並為使全院教研資源為博士班所用，增強學生競爭力，自 2013 年 8 月起，將新聞系博士班調整至院，成為傳播學院博士班。除了擴大博士班教研腹地，使其更能符應數位化、媒體匯流、全球化對傳播學門知識領域與知識體系挑戰外，更期望博士班能帶動「擴散」效應，在傳播教育與學術研究外，亦能於產業、政府機構乃至於第三部門貢獻專業觀點及研發能力。

本院博士班旨在培養一群以傳播學術工作為終身志業的專家學者，一方面在傳承和拓展知識文明和價值，另一方面則透過社會實踐，成為社會的中堅知識份子。

## 捌、國際傳播英語碩士學位學程

國際傳播英語碩士學位學程（International Masters Program in International Communication Studies，簡稱 IMICS）是本校五個國際碩士學位學程之一，自 2006 年正式招生。IMICS 以全英語授課的特色，是臺灣傳播領域研究所課程的先驅。

IMICS 課程重點為國際傳播相關研究，同時側重區域（亞太、兩岸）傳播研究、跨文化

情境下的傳播想像等領域。尤其為因應全球化、國際化之趨勢，除了 IMICS 本身提供多元豐富的選修課程，鼓勵學生針對國際傳播之內容、現象進行探討外，學生亦可透過本校其它學院英語授課國際學位學程課程，進行更專精的研究。

為培養更多國際傳播、國際溝通及跨國傳媒相關人才，IMICS 每年招生名額包含半數國際學生，學生來自世界各國。一方面鼓勵本地和國際學生相互交流學習，在課堂中落實跨國、跨文化的傳播互動與交流，一方面也鼓勵學生結合不同學術背景，參與國際傳播研究，並爭取更多國際學術交流的機會。

為了讓學生深刻體驗國際文化交流，IMICS 十分鼓勵本地學生在求學間赴他國進行交換，歷年來不少學生成功申請至歐洲、亞洲等地區進行交換學習。求學間進行實習也是 IMICS 鼓勵學生增加實務經驗的方式，截至目前為止，IMICS 培養的學生曾在許多國際機構實習，除了增加學生的專業訓練的深度，也能協助他們找尋日後就業的資訊與管道。再者，IMICS 每學期積極邀約至少一名國際知名學者或業界專業人才擔任客座教授，讓學生享受優良的教學品質。未來預計將會有更多優秀的老師加入 IMICS 的師資陣容，提供學生更多元的課程。

## **International Master's Program in International Communication Studies**

The International Masters Program in International Communication Studies, also referred to as IMICS, is one of five International Master's programs offered by National Chengchi University. IMICS was formally established in 2006. Featuring a curriculum taught entirely in English, IMICS is a pioneer in the field of Communication Studies in Taiwan.

The IMICS program focuses on international, cross-cultural communication studies in response to the rapid pace of globalization, placing additional emphasis on the Asia-Pacific region. Through the university's three well-established communication departments (Journalism, Radio and Television, and Advertising), students are encouraged to explore the full context of international trends through advanced academic research. In addition to delving into the diverse curriculum offered by IMICS, Master's students are encouraged to explore elective courses from other departments and will also be presented with opportunities to interact with other renowned international universities and global media corporations.

Aiming to cultivate future leaders and professionals in the field of communications and international media, IMICS is highly selective in its admissions process. Each academic year, IMICS accepts a balanced number of qualified local and international students to join the upcoming class, in order to encourage a cross-cultural interchange of ideas in the classroom. Therefore, the diverse group of Master's students in IMICS benefits from peers by combining their different academic backgrounds, collaborating on academic research projects, and pursuing various opportunities for international academic exchange.

The Communications Department also encourages students to study abroad and attend

international conferences during the course of their graduate studies. Many students have participated in academic exchange programs to Europe, Asia, and elsewhere. These study abroad experiences allow students to not only conduct meaningful research but also to put international communications theory into practice. Participating in internships in Taiwan and abroad is another excellent way for IMICS students to gain professional training and explore future career options. For those students who do not venture abroad during the course of their studies, each semester IMICS invites globally renowned scholars and professionals in the communications field to join the program as a visiting professor or guest speaker.

The International Masters Program in International Communication Studies program is constantly actively seeking new opportunities for improvement and expansion, in order to maintain its high quality of instruction. The Department of Communications looks forward to welcoming further excellent professors to join the faculty, as well as offering even more diverse, exciting courses in the future.

## 玖、數位內容碩士學位學程

國立政治大學數位內容碩士學位學程（以下簡稱數位碩）是國內第一個融合傳播學院與理學院（資訊科學系）的碩士學程。數位碩自 2008 年 6 月開始籌備，2009 年秋正式成立。旨在提供數位內容的專業學習管道，以建立學生在人文內涵、資訊設計及科技實作的跨領域融合能力，並培育數位內容之創造、設計、企劃及系統研發之專業領導人才。培養學生具人文社會與世界觀的敘事能力、資訊科技能力、數位內容應用能力，亦即「數位內容的創新力與整合執行力」。

數位碩以數位內容的國際前瞻研究與產業發展的趨勢，結合本校深厚的學術根基，發展四個特色研究主題群：數位敘事、數位文創、使用者經驗設計、智慧環境。

學生招生來源分為創意傳播組以及資訊技術組。師資來源除數位碩主聘教師，本院以及理學院（資訊科學系）亦支援教師。課程設計兼顧學術理論、實務導向、產品設計、製作與系統整合，涵蓋學術範疇有科技、內容、設計。學生的論文指導採跨領域雙指導教授，各研究主題群均由兩領域（傳播、資訊科學）教師組成。

碩位碩畢業學生可投入與數位敘事創作、創新科技研發等面向相關之數位與內容產業。

# 國際傳播英語碩士學位學程

## 課程簡介

### 壹、學程目標

本學程提供學生豐富多樣的全英語授課課程，以及與國際接軌的教育環境。奠基傳播學院的堅強師資，本學程著重「跨文化情境下的傳播研究」，針對當前國際傳播的現象及議題做研究並開授課程，以培育具國際視野的傳播領域專業人才為目標。希望最終能將本學程培養出具跨文化素養的傳播領域專才推向國際舞台，加強本學程與國際的連結，並更進一步為傳播教育建立新典範。

#### 一、教育目標

本學程的定位乃亞太傳播研究，特別針對當前國際傳播的內容以及現象做研究並開授課程，學生可透過課程活動及實習機會與社會連結、培養理論與實務能力，透過遠距教學系統、跨國跨校國際課程等機會，與國際高校師生以及全球媒體企業進行互動。

學生來自世界各地，在多元文化環境下學習，國際與本地生都能有良好的互動與交流，在課堂討論時，能提供多元觀點與自身經驗分享，增加國際視野的深度與廣度。鼓勵學生探索國際趨勢的脈絡，增進與國際媒體組織之互動，以培養具跨文化素養及國際溝通能力的傳播領域專業人才，滿足在亞太地區的跨國傳媒人才需求為目標。

#### 二、未來發展方向

本學程著重與借鏡亞太區域各國學術與社會經驗，透過連結國際頂尖高校共同開設國際課程、開辦雙聯學位學程等契機，建立並深化教研交流的區域連結與國際合作，提升本學程的國際能見度與競爭力。除了以本校傳播學院優良師資與器材設備為後盾，更透過與國際頂尖高校師資、業界專業人才協同教學的機會，提升本學程的課程架構與內容，將台灣的傳播文化與國際連結，培育國際化人才。

## 貳、課程地圖

### 國際傳播英語碩士學位學程

必修課	傳播理論 (3 學分)	
	研究方法 (3 學分)	
進階專業課程	傳播專題	國際新聞寫作實務 (3 學分) 政治傳播專題 (3 學分) 科學與圖像傳播 (3 學分) 風險傳播 (3 學分) 深度新聞訪談 (3 學分) 數位媒體專題 (3 學分) 記錄片理論與實務 (3 學分) 專業實習 (2 學分)
	媒體研究	數位媒體與娛樂法 (3 學分) 國際媒體與行銷 (3 學分) 整合行銷傳播 (3 學分) 非主流群體與媒體再現 (3 學分) 廣告效果研究 (3 學分) 社群媒體與行銷 (3 學分) 新媒體匯流 (3 學分)
	跨文化傳播與國際關係	全球化及跨國主義 (3 學分) 台灣流行文化 (3 學分) 全球酷文化 (3 學分) 國際組織 (3 學分)

+

資格評鑑

+

畢業論文

=

畢業



## 參、畢業門檻檢定及修業規定

### 一、專業必修科目

畢業學分	32 學分
必修科目	傳播理論 (3 學分)、研究方法 (3 學分); 共 6 學分
修課特殊規定	<p>(一) 畢業學分：三十二學分 (含必修六學分)。</p> <p>(二) 上課方式：以英語授課。本學程研究生得至外所修課，以 12 學分為上限。中文課程以 6 學分為上限，經指導教授或導師認定者可提高至 9 學分。</p> <p>(三) 資格評鑑 (碩士候選人資格之取得): 研究生在學滿一年且修畢「傳播理論」、「研究方法」者，可於學期註冊時申請碩士資格考核。本學程碩士資格考核項目計有 5 項：論文發表、實務競賽、創作作品發表、畢業論文計畫口試、畢業作品計畫書口試。</p> <p>(四) 畢業論文：學生必須完成英文學位論文，不計學分，形式包括：論文、創作、展演。</p>

## 肆、課程規劃

### 【上學期】

科目代號	課程名稱	修別	學分
461002001	研究方法（碩一上學期）	必	3
461003001	傳播理論（碩一上學期）	必	3
461886001	國際新聞寫作實務	選	3
461918001	全球化及跨國主義	選	3
461876001	數位媒體與娛樂法	選	3
461913001	國際媒體與行銷	選	3
461890001	科學與圖像傳播	選	3
461869001	風險傳播	選	3
461866001	整合行銷傳播	選	3
461868001	記錄片理論與實務	選	3

### 【下學期】

科目代號	課程名稱	修別	學分
461885001	社群媒體與行銷	選	3
461885001	數位媒體專題	選	3
461903001	政治傳播專題	選	3
461910001	國際組織	選	3
461880001	廣告效果研究	選	3
461891001	新媒體匯流	選	3
461882001	台灣流行文化	選	3
461877001	非主流群體與媒體再現	選	3
461870001	深度新聞訪談	選	3

461867001	全球酷文化	選	3
461942001	專業實習	選	2

註：實際上課時間以教務處公告為準

## 伍、課程總覽

461002001	研究方法	必修	上學期	3 學分	國傳碩一、二
課程目標	<p>(一) 培養進行研究所需之基本能力，包含對研究議題的選擇、研究概念的定義與操作化、研究資料的分析與撰寫。</p> <p>(二) 培養對理論進行驗證或拓展的能力。</p> <p>(三) 培養對日常生活中所接觸之研究證據與資訊之評估能力</p>				
課程大綱	<p>(一) 透過教科書與案例討論，理解不同研究方法的內涵與適用性。</p> <p>(二) 全班共同實際進行研究之設計與執行，並根據所蒐集之資料撰寫研究報告。</p>				
預估每周課外學習時間 <u>5</u> 小時					

461003001	傳播理論	必修	上學期	3 學分	國傳碩一、二
課程目標	<p>(一) 廣泛閱讀與討論新近發表的學術論文，提供學生當下、多元的傳播理論，厚植同學傳播專業的學養。</p> <p>(二) 啟發學生探索傳播議題，培育學生作研究，寫論文的基礎能力。</p>				
課程大綱	<p>(一) 傳播效果相關理論(媒介效果、新聞框架、娛樂效果、敘事說服、新媒介效果等)。</p> <p>(二) 數位傳播相關理論(社群媒體、網絡化傳播、新媒介邏輯、數位落差、病毒擴散)</p>				
預估每周課外學習時間 <u>6-8</u> 小時					

461886001	國際新聞寫作實務	選修	上學期	3 學分	國傳碩一、二
課程目標	帶領學生從認識外國媒體報導的基本架構、選擇報導國際讀者所關注的議題、當地事件，到搜尋、拓展可靠新聞報導來源，進一步以英文與跨國的公司、機構進行訪談，並撰寫專業的英語大眾新聞報導及廣播報導。				
課程大綱	<p>(一) 概述大眾媒體經濟及外媒運作方式</p> <p>(二) 認識報導的類型：最新消息、專題報導、分析評論</p> <p>(三) 如何找到適合外媒報導的當地新聞</p> <p>(四) 新聞資料及消息來源</p> <p>(五) 訪談技巧</p> <p>(六) 廣播報導寫作</p>				
預估每周課外學習時間 <u>6</u> 小時					

461918001	全球化與跨國主義	選修	上學期	3 學分	國傳碩一、二
課程目標	認識各文化、各國家之間因著全球化與跨國主義所形成錯綜複雜的關係是如何形成並影響這個全球化社會。				
課程大綱	著重探討全球化及跨國主義如何形成以及如何影響當前世界。先從“猶太人的離散”來討論媒體與全球化，進一步研究多元文化融合論。				
預估每周課外學習時間 <u>5</u> 小時					

461876001	數位媒體與娛樂法	選修	上學期	3 學分	國傳碩一、二
課程目標	通過主題閱讀、專題研究和與專業講者的深入互動，學生可以期望培養並擁有以下能力：				

	<ol style="list-style-type: none"> <li>1. 了解新媒體和融合的形成方式社會，政治/法律，經濟/市場和文化驅動力；</li> <li>2. 了解最新的媒體技術趨勢並獲得熟悉對媒體行業有潛在影響的創新和組織；</li> <li>3. 面臨不同的挑戰和法律困難溝通面臨數字時代，並試圖提出有效的政策。</li> </ol>
課程大綱	<p>本課程專為訓練學生了解科技快速進步對傳播產業所帶來的變化與影響，以及政府為因應此一改變所面臨的挑戰。教師將介紹數位時代傳播產業的法律問題，特別是一般大眾主要的資訊接收來源，如娛樂電影、電視、娛樂媒體和音樂產業，更將針對大眾傳播工作的人應該具備的知識產權法、媒體法和行政法知識進行專題討論，帶領學生關注並比較新科技帶來的影響。</p>
<p>預估每周課外學習時間 <u>5</u> 小時</p>	

461913001	國際媒體與行銷	選修	上學期	3 學分	國傳碩一、二
課程目標	<p>該課程將培養學生在全球商業環境中解決問題的能力。為了實現這個目標，課程將以講座和案例討論的形式進行。講座將介紹全球戰略思維中的關鍵概念，而案例討論則提高學生分析和解決問題的能力。該課程亦能培養學生跨職能和跨學科的觀點。</p>				
課程大綱	<ol style="list-style-type: none"> <li>(一) 在全球商業環境中解決問題的技能</li> <li>(二) 經由講座介紹全球戰略思維中的關鍵概念</li> <li>(三) 案例討論提高學生分析和解決問題的能力。</li> <li>(四) 培養跨職能和跨學科的觀點。</li> </ol>				
<p>預估每周課外學習時間 <u>6</u> 小時</p>					

461890001	科學與圖像傳播	選修	上學期	3 學分	國傳碩一、二
課程目標	<ol style="list-style-type: none"> <li>1. 明瞭視覺工具在西方科學革命中扮演重要角色。</li> <li>2. 了解把事實說清楚本身就是講故事，但此故事非彼故事。</li> <li>3. 明白視覺互動性跟敘事一樣是促進讀者參與的方法。</li> </ol>				
課程大綱	<p>這門課是關於視覺運用與科學傳播，這個領域可以談的事情非常多，為了在廣大可能性中聚焦，本課程將限制期末專案的範圍為科學圖畫書——可以是傳統的紙本，也可以是複合媒材或電子形式的作品。</p> <p>配合科學圖畫書期末專案的需要，本學期分為三個單元。第一單元探討視覺化如何促成了近代科學的躍進；第二單元探討如何將觀念和知識說得清楚、有力；第三單元探討如何利用視覺與身體的互動性來促進讀者參與。</p>				
預估每周課外學習時間 <u>5</u> 小時					

461869001	風險傳播	選修	上學期	3 學分	國傳碩一、二
課程目標	<ol style="list-style-type: none"> <li>1. 本課程適合對風險問題感興趣但缺乏專業知識的本科系研究生以及大三、大四生。</li> <li>2. 本課程也適合關注風險問題且有興趣探討風險傳播的非本科系學生。</li> <li>3. 本課程旨在幫助學生理解、關注、善用和反思傳播（包括大眾媒體）在全球風險問題和爭議中的角色，重新思考風險、社會和大眾之間的關係。</li> <li>4. 通過跨國和跨文化的比較，擴展學生對於風險管理和風險傳播的研究方向。</li> </ol>				
課程大綱	<p>本課程旨在解決與現代社會密切相關的全球風險問題。希望從跨學科的角度幫助學生理解、關注、善用和反思傳播（包括大眾媒體）在全全球風險問題和爭端中的作用。本課程涵蓋的風險案例包括氣候變化、能源和環境污染、傳染病和疫苗以及各種食品安全和食品危機問題。</p>				
預估每周課外學習時間 <u>5</u> 小時					

461866001	整合行銷傳播	選修	上學期	3 學分	國傳碩一、二
課程目標	<ul style="list-style-type: none"> <li>- 介紹整合行銷傳播概念</li> <li>- 學生將了解整合行銷傳播在公司內的角色</li> <li>- 學生將學到的行銷理論應於用個案練習</li> <li>- 學生將了解全球外部力量如何影響組織以及整合行銷傳播</li> </ul>				
課程大綱	<p>本課程將介紹整合行銷傳播的理論。學生將通過質化和量化工具來分析並提出具體方案，展現批判性的思維。本課程還將讓學生有機會把學習到的行銷理論、概念和知識應用到實務中。</p>				
<p>預估每周課外學習時間 <u>5</u> 小時</p>					

461868001	紀錄片理論與實務	選修	上學期	3 學分	國傳碩一、二
課程目標	<ul style="list-style-type: none"> <li>- 描述知名作品的歷史以及紀錄片中的真實、準確和公平性。</li> <li>- 參與紀錄片的資訊收集和來源評估。</li> <li>- 定義紀錄片的類型，識別其主要成份和理論。</li> <li>- 分析紀錄片在言論自由的作用。</li> <li>- 以特定的紀錄片風格製作作品，有效地講述故事。</li> </ul>				
課程大綱	<p>這門課將歷史、理論與實作相結合。學生們觀看經典和當代紀錄片，研究它們的動作、風格和技巧，然後在自己的紀錄片短片裡仿效。本課程還將研討電影製作倫理、真實與公平性，並討論當今媒體環境中非虛構電影製作的型式。學生將以分組方式在學期末製作一部短片。</p>				
<p>預估每周課外學習時間 <u>5</u> 小時</p>					



461885001	社群媒體與行銷	選修	下學期	3 學分	國傳碩一、二
課程目標	幫助學生從學術和專業角度理解社交媒體的使用策略，了解如何策略性地使用社交媒體為客戶或組織創造價值。				
課程大綱	社交媒體在營銷，廣告和公共關係專業人士的活動和日常工作中發揮著關鍵作用。本課程將把該領域裡蓬勃發展的研究與產業中社交媒體實作相結合。				
預估每周課外學習時間 <u> 5 </u> 小時					

461880001	數位媒體專題	選修	下學期	3 學分	國傳碩一、二
課程目標	研究國際上傳統媒體如何轉變為新媒體，討論傳播在科技、商業模式及相關政策上的轉變。學生需熟悉數位時代中的平台、內容、分佈與使用行為。				
課程大綱	該課內容將涵蓋近期的數位科技發展，如 5G、物聯網、人工智能等。亦將探討了解全球化品牌的商業模式，包括紐約時報(新聞)，迪士尼(娛樂)，Spotify (音樂)，Netflix (生產) 等，並探討其管制的機制。				
預估每周課外學習時間 <u> 5 </u> 小時					

461903001	政治傳播專題	選修	下學期	3 學分	國傳碩一、二
課程目標	奠定學生有關政治傳播課程專業的基礎，由理論到操作到跨國研究。				
課程大綱	電子媒體急速成長的年代，在選舉中、在選舉後，政治人物、政黨、與國家機器，如何透過傳播爭取人民的支持與認同，是本課程研修的內容。				
預估每周課外學習時間 <u> 6 </u> 小時					

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461910001	國際組織	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程之設計目的在使國際傳播學程學生熟悉國際組織研究，希望學生們在修習本課程之後得以瞭解 1)從國際政治角度學習國際組織的基本理論與運作原則；2) 當前政府間國際安全與國際經濟組織的主要議題與發展趨勢；3) 台灣的國際組織參與情形。				
課程大綱	<p>(一) 國際組織理論：新自由主義視角、新現實主義視角</p> <p>(二) 全球性國際經濟與國際安全組織：UN, IMF, WTO, WB</p> <p>(三) 區域性（歐洲、亞洲）區域經濟與區域安全組織：NATO, OSCE, ARF, ASEAN, APEC, TPP, AIIB</p> <p>(四) 台灣的國際組織參與：UN、WTO、WHO、APEC</p>				
預估每周課外學習時間 <u>  5  </u> 小時					

461880001	廣告效果研究	選修	下學期	3 學分	國傳碩一、二
課程目標	提供有關廣告決策中的應用理論，並熟悉廣告研究中最受重視文獻以及最新文獻、建立該領域的理論和研究的批判性觀點。				
課程大綱	使學生熟悉理論的基本概念，並介紹可用於廣告研究的各種理論。挑戰如何把來自不同領域的理論概念與廣告的運作方式連接。				
預估每周課外學習時間 <u>  5  </u> 小時					

461891001	新媒體匯流	選修	下學期	3 學分	國傳碩一、二
課程目標	學生將學習如何剖析新媒體在個人、組織和產業層面的匯流現象。本課程將研究人工智能與社交機器人等新興技術如何影響媒體、互聯網和流動通訊業。學生將在學期末完成一篇有關新媒體匯流的研究報告。				
課程大綱	本課程將研究 SoLoMo 技術如何影響快速變化的新媒體，並介紹有關新媒體匯流的基本問題。探討新媒體轉型以及新興通信技術傳播在社會政治、經濟與文化的相關問題。				
預估每周課外學習時間 <u>5</u> 小時					

461882001	台灣流行文化	選修	下學期	3 學分	國傳碩一、二
課程目標	<p>(一) 從文化研究、社會學和民族主義研究的角度理解流行文化的關鍵理論和概念</p> <p>(二) 將相關理論和概念應用於您自己的研究興趣</p> <p>(三) 批判性地評估台灣流行文化的前沿問題，趨勢和研究</p>				
課程大綱	<p>(一) 旨在研究台灣的流行文化在全球、國家和地方背景下的想像、表演和實踐</p> <p>(二) 涵蓋流行文化的不同方面，包括脫口秀、流行音樂、電影、表演藝術、節日、大型活動和展覽製作</p> <p>(三) 綜合理論方法和實證研究，並以參與式觀察的形式包括一些額外的校外學習活動</p>				
預估每周課外學習時間 <u>5</u> 小時					

461880001	非主流群體與媒體再現	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程將探討弱勢族群在媒體上所遇到問題，包括種族和性別歧視等等，來提升學生的媒體素養。藉由個案的比較與分析，有助學生重新思考媒體的呈				

	現，並分辨數位世界與真實世界的潛在差異。學生將提昇媒體素養與批思考的能力，以更敏銳與具同理心的角度面對弱勢族群的議題。透過主流到非主流角色的互換，學生將能分辨弱勢族群被塑造的刻板印象、如何避免或打破刻板印象、提高觀察的敏銳度和同理心，以及減少潛在認知失調。
課程大綱	介紹世界上各弱勢族群在媒體上所呈現的形象。課堂上將比較弱勢族群在媒體中的形象與他們對自己的論述。透過課堂討論和專題研究，提昇學生的媒體素養，並且讓學生能應對社會與自身的敏感問題。
預估每周課外學習時間 <u>5</u> 小時	

461870001	深度新聞訪談	選修	下學期	3 學分	國傳碩一、二
課程目標	<ol style="list-style-type: none"> <li>1. 了解採訪如何為新聞報導創造價值</li> <li>2. 學會判別消息來源並連繫他們接受採訪</li> <li>3. 區分新聞來源類型並選擇適合每種類型的採訪問題</li> <li>4. 了解採訪的風險和價值</li> </ol>				
課程大綱	學生將學習如何尋找消息來源，如何連繫受訪者及如何採訪，訪問的對象來自不同層面，從大型團體到企業的執行長都有可能。本課程是為 2021 年的國際新聞媒體環境而設計。				
預估每周課外學習時間 <u>5</u> 小時					

461867001	全球酷文化	選修	下學期	3 學分	國傳碩一、二
課程目標	<ol style="list-style-type: none"> <li>1. 描述酷文化的概念，歷史和起源。</li> <li>2. 評估酷文化如何從它根源擴張成全球性現象。</li> <li>3. 探索企業、政府和企業家對酷文化的使用，因為酷已轉變為行銷和公共關係的工具。</li> <li>4. 認識地下文化和流行文化的趨勢。</li> <li>5. 參與信息收集和記錄，向觀眾展示各種文化和環境中存在的酷。</li> </ol>				
課程大綱	<p>這門課主要為觀賞電影，也會涉及音樂、文學、藝術、建築、設計、時尚和食物。從美國爵士樂和好萊塢的黑色電影開始，本課程將擴展到歐洲和亞洲（日本漫畫，K-Pop 和台灣小吃）。</p>				
<p>預估每周課外學習時間 <u>5</u> 小時</p>					

461942001	專業實習	選修	下學期	2 學分	國傳碩一、二
課程目標	<p>讓本學程之學生有在課堂之外印證所學或實做學習的機會。</p>				
課程大綱	<p>(一) 實習的長度至少需為每天八小時，並持續一個月。</p> <p>(二) 實習期間不需於寒暑假。</p> <p>(三) 實習期滿需繳交 (1) 實習日誌；(2) 實習心得；(3) 300 字摘要；</p> <p>(4) 照片數張。摘要與照片為刊登在學程網站用。</p>				
<p>預估每周課外學習時間 <u>8</u> 小時</p>					

## 陸、課程檢核及修業規劃表：

國傳碩

姓名：\_\_\_\_\_

學號：\_\_\_\_\_

課程名稱	上課時間	類別	學分數
傳播理論	五 34C	必修課	3
研究方法	四 D56	必修課	3
		選修課	
		選修課	
		選修課	
		選修課	
		選修課	
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		學程外 選修課	
		學程外 選修課	
		學程外 選修課	
至本學期累 計修畢		尚未修畢學分	
畢業至少應 修學分	32	必修 6 選修 26	

## 柒、師資介紹:

教師姓名	任教科目	畢業學校與科系	最新著作
王淑美	傳播理論	英國蘭卡斯特大學 社會學博士	<p>Sumei Wang*, 2018.08, Playful photography: Travel selfies with smartphones and social media, 15th EASA Biennial Conference, Stockholm University.(*為通訊作者)</p> <p>王淑美*, 2018.07, 網路速度與新聞—轉變中的記者時間實踐及價值反思, 中華傳播學刊, Vol.33, pp.65-98.(TSSCI)(*為通訊作者), 418419</p> <p>Sumei Wang*, 2018.03, Domesticating the foreign: Remaking Coffee in Taiwan, Journal of International Economic Studies, Vol.32, pp.89 - 102.(National Diet Library, Japan)(*為通訊作者), 418364</p> <p>王淑美*, 2018.03, 網路速度與新聞文化—時間、實踐與價值, 文化研究學會年會, 文化研究學會.(*為通訊作者)</p> <p>Sumei Wang*, 2018.02, Radio and Urban Rhythms in 1930s Colonial Taiwan, Historical Journal of Film, Radio, and Television, Vol.38, No.1, pp.147-162.(AHCI)(*為通訊作者), 418401</p> <p>王淑美*, 2017.01, 從傳播的偏向到 S T S : 再探 Harold Adam Innis 傳播理論中的關鍵元素, 傳播研究與實踐, Vol.7, No.1, pp.289-301.(TSSCI)(*為通訊作者), 412503</p> <p>Sumei Wang*, 2016.10, The Connected</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Flaneurs: Exploring Smartphone Mediated Urban Experiences and the Co-Construction of City Image, MediAsia 2016 The Asian Conference on Media, Communication &amp; Film, The International Academic Forum (IAFOR).(*為通訊作者)</p> <p>Sumei Wang*, 2016.08, Green practices are gendered: Exploring gender inequality caused by sustainable consumption policies in Taiwan, Energy Research &amp; Social Science, Vol.18, pp.88-95.(SSCI, SCOPUS)(*為通訊作者), 409888</p> <p>Sumei Wang*, 2016.07, Mass Media and the Modern Girl in 1930s Colonial Taiwan, Asian Studies Conference Japan 2016, Institute of Asian Cultural Studies.(*為通訊作者)</p> <p>王淑美*, 2016.04, 媒體科技與現代性 - 回溯            二零年代臺灣的廣播經驗與都會生活, 新聞學研究, No.127, pp.1-37.(TSSCI)(*為通訊作者), 409269</p>
林芝璇	社群媒體與行銷  廣告效果研究	美國德州大學 奧斯汀分校 廣告學博士	<p>Yan Shan;Kuan-Ju Chen*;Jhih-Syuan Lin, 2020, When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motive, International Journal of Advertising, Vol.39, No.5, pp.590-610.(SSCI)(*為通訊作者), 425206</p> <p>Jia-Dai Lu*;Jhih-Syuan Lin, 2020.05, Decoding the popularity of Instagram Stories: Examining the antecedents and consequences of engagement with Instagram Stories, International</p>



教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Communication Association, International Communication Association.(*為通訊作者)</p> <p>Jhieh-Syuan Lin*;Itai Himelboim, 2019, Political brand communities as social network clusters: winning and trailing candidates in the GOP 2016 primary elections, Journal of Political Marketing, Vol.18, No.1-2, pp.119-147.(SCOPUS)(*為通訊作者), 415714</p> <p>Jhieh-Syuan Lin*, 2019.10, Revisiting the effect of exposure to heterogeneous perspectives on political participation: The moderating role of approval for algorithmic curation, 2019 TIGCR International Conference, TIGCR.(*為通訊作者)</p> <p>Hsuan-Ting Chen*;Jhieh-Syuan Lin, 2019.10, How does political discussion on Social media (de)mobilize political participation? The role of cross-cutting and like-minded discussion, political ambivalence and issue importance, 2019 TIGCR International Conference, TIGCR.(*為通訊作者)</p> <p>Kuan-Ju Chen*;Jhieh-Syuan Lin;Yan Shan, 2019.05, Influencer Marketing in China: Examining the Psychological Mechanism of Processing Branded Content in Social Media, European Marketing Academy Annual Conference, European Marketing Academy.(*為通訊作者)</p> <p>黃毓超*;林芝璇, 2019.01, 公領域的私語化：臺灣社群媒體新聞專頁分析，香港中文大學第十二屆傳播學訪問學者計劃之社交媒體與公私界限工作坊，香港中文大學.(*為通訊作者)</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Joe Phua;Jhieh-Syuan Lin*;Dong Jae Lim, 2018, Understanding consumer engagement with celebrity-endorsed e-cigarette advertising on Instagram, Computers in Human Behavior, Vol.84, pp.93-102.(SSCI)(*為通訊作者), 418343</p> <p>Jhieh-Syuan Lin;Kuan-Ju Chen;Yongjun Sung*, 2018, Understanding the nature, uses and gratifications of social television: Implications for developing viewer engagement and network loyalty, Journal of Broadcasting &amp; Electronic Media, Vol.62, No.1, pp.1-20.(SSCI)(*為通訊作者), 415715</p> <p>Jhieh-Syuan Lin*;Kuan-Ju Chen, 2018.07, Examining the antecedent and consequences of consumer engagement with visual branded content on Pinterest, 2018 Global Marketing Conference, GMC.(*為通訊作者)</p> <p>Kuan-Ju Chen*;Jhieh-Syuan Lin;Yan Shan, 2018.04, Influencer marketing in China: examining the effects of parasocial identification, engagement, and inferences of manipulative intent on self-esteem., 2018 International Conference on Research in Advertising (ICORIA) Conference, European Advertising Academy.(*為通訊作者)</p> <p>Taemin Kim*;Jhieh-Syuan Lin;Hyejin Kim, 2018.03, The effects of cause proximity and message strategy on attitude toward cause-related advertising: The mediating role of advertising believability, Proceedings of the 2018 American Academy of Advertising Conference, American Academy of Advertising,</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>pp.40.(*為通訊作者)</p> <p>Yan Shan*;Kuan-Ju Chen;Jhieh-Syuan Lin, 2018.03, When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motives, Proceedings of the 2018 American Academy of Advertising Conference, American Academy of Advertising, pp.133-145.(*為通訊作者)</p> <p>Jhieh-Syuan Lin*;Yen-I Lee;Yan Jin;Bob Gilbreath, 2017, Personality traits, motivations, and emotional consequences of social media usage, Cyberpsychology, Behavior, and Social Networking, Vol.20, No.10, pp.615-623.(SSCI)(*為通訊作者), 415712</p> <p>Yan Jin*;Jhieh-Syuan Lin;Bob Gilbreath;Yen-I Lee, 2017, Motivations, consumption emotions, and temporal orientations in social media use: A strategic approach to engaging stakeholders across platforms, International Journal of Strategic Communication, Vol.11, pp.115-132.(*為通訊作者), 415716</p> <p>Jhieh-Syuan Lin*;Itai Himelboim, 2017, Understanding Political Brand Communities from a Social Network Perspective: A study of the GOP 2017 Primary Elections., Association for Education in Journalism and Mass Communication, Association for Education in Journalism and Mass Communication.(*為通訊作者)</p> <p>Dong Jae Lim*;Jhieh-Syuan Lin, 2017, The role of matching mindset and social distance in anti-texting while driving advertising., American</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Academy of Advertising Global Conference, American Academy of Advertising.(*為通訊作者)</p> <p>Jhieh-Syuan Lin*;Jooyoung Kim;Juan Meng;Hanyoung Kim, 2017, Consumer responses toward cosmeceutical advertising: Roles of regulatory fit and implications for skin cancer prevention., 2017 Proceedings, American Academy of Advertising, pp.46.(*為通訊作者)</p> <p>Dong Jae Lim*;Jhieh-Syuan Lin;Un Chae Chung, 2017, The role of matching construal level and social distance in young drivers' changes of attitude and behavior toward texting while driving., 2017 Proceedings, American Academy of Advertising, pp.71.(*為通訊作者)</p> <p>Jhieh-Syuan Lin*;Kuan-Ju Chen, 2017, Understanding the effect of social television on TV branding: A uses and gratifications perspective., Chinese Communication Society, Chinese Communication Society.(*為通訊作者)</p> <p>Jhieh-Syuan Lin;Yongjun Sung*;Kuan-Ju Chen, 2016, Social television: Examining the antecedents and consequences of connected TV viewing, Computers in Human Behavior, Vol.58, pp.171-178.(SSCI)(*為通訊作者), 415717</p>
林翠絹	新媒體匯流	美國夏威夷大學 Manoa 分校 傳播資訊科技博 士	Kwanda, F.;Lin, T. T. C.(林翠絹), 2020.05, Fake news practices in Indonesian newsrooms during and after the Palu earthquake: A Hierarchy-of-Influences approach, Information,

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Communication and society,(SSCI)(本論著未刊登但已被接受), 426702</p> <p>Lin, T. T. C. (林翠絹);Bautista, J.R.*;Core, R., 2020.04, Seniors and mobiles: A qualitative inquiry of mHealth adoption among Singapore seniors, Informatics for Health &amp; Social Care,(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 426701</p> <p>Bautista, J.R.*;Lin, T. T. C. (林翠絹);Theng, Y. L., 2020.01, The influence of organizational issues on nurse administrators' support of smartphones for work purposes in the Philippines: A focus group study., JMIR Nursing, Vol.3, No.1, pp.00.(*為通訊作者), 426180</p> <p>Liew, K. K.*;Lin, T. T. C. (林翠絹);Theng, T. L., 2019.12, Skeuomorphic domestic Television' s analogue divide: Television and social stratification in Singapore, Television and New Media,(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 420146</p> <p>Lin, T. T. C. (林翠絹)*;Chiang, Y., 2019.10, Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty, Telematics and Informatics, Vol.43, pp.1-12.(SSCI)(*為通訊作者), 422491</p> <p>Lin, T. T. C. (林翠絹)*, 2019.09, Motivation and trust: How dual screening influences offline civic engagement among Taiwanese Internet users, International Journal of Communication,</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>pp.4663-4681.(SSCI)(*為通訊作者), 422887</p> <p>Lin, T. T. C. (林翠絹)*, 2019.08, Communicating haze crisis online: Comparing traditional news reports and new media voices in Singapore, Environmental Communication, Vol.13, pp.864-878.(SSCI)(*為通訊作者), 418925</p> <p>Lin, T. T. C. (林翠絹)*, 2019.02, Multiscreen social TV system: A mixed method understanding of user attitude and adoption intention, International Journal of Human-Computer Interaction, Vol.35, No.2, pp.99-108.(SSCI)(*為通訊作者), 417758</p> <p>Lin, T. T. C. (林翠絹)*;Kononova, A.;Chiang, Y., 2019.01, Screen addiction and media multitasking among American and Taiwanese users, Journal of Computer Information Systems., pp.00.(SSCI)(*為通訊作者), 421220</p> <p>Li, L*;Lin, T. T. C. (林翠絹), 2019.01, Smartphones at work: A qualitative exploration of psychological antecedents and impacts of work-related smartphone dependency, International Journal of Qualitative Methods, Vol.18, pp.1-12.(SSCI)(*為通訊作者), 421731</p> <p>Trisha T. C. Lin (林翠絹)*, 2019.01, Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire, International Journal of Human-Computer Interaction, Vol.35, No.18, pp.1672-1680.(SSCI)(*為通訊作者), 421319</p> <p>Bautista, J.R.*;Rosenthal, S. B.;Lin, T. T. C. (林</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>翠絹);Theng, Y. L., 2018.12, Predictors and outcomes of nurses use of smartpho nes for work purposes, Computers in Human Behavior, Vol.84, pp.360-374.(SSCI)(*為通訊作者), 418393</p> <p>Li, L.*;Lin, T. T. C. (林翠絹), 2018.10, Examining how dependence on smartphones at work relates to Chinese employees’ workplace social capital, job performance, and smartphone addiction., Information Development, Vol.34, No.5, pp.289-503.(SSCI)(*為通訊作者), 415261</p> <p>Lin, T. T. C. (林翠絹);Bautista, J. R. R*, 2018.03, How do content -related factors influence perceived value of location-based mobile advertising?, Journal of Computer Information Systems, pp.00.(SSCI)(*為通訊作者), 418249</p> <p>Lin, T. T. C. (林翠絹)*, 2018.01, Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times’ online news practices (數位優先新聞室：海峽時報網路新聞匯流與轉型分析), 傳播與社會學刊 (Communication &amp; Society), Vol.43, pp.73-102.(TSSCI)(*為通訊作者), 415260</p>
李瓊莉	國際組織	美國馬利蘭大學政治學博士	<p>李瓊莉(Chyungly Lee)*, 2019.07, Defense Diplomacy in Shaping Regional Security Order, IDSS-ISA / KAIS Joint Conference, ISA-IDSS and KAIS.(*為通訊作者)</p> <p>李瓊莉*, 2019.06, 美國與東協不對稱戰略夥伴關係之研究, 台灣東南亞研究學會年會, 淡江大學東協研究中心.(*為通訊作者)</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>李瓊莉*;張穎瀚, 2018.05, 越南與菲律賓對中國南海軍事化行動的回應, 戰略安全研析, No.150 期, pp.79-89.(*為通訊作者)</p> <p>李瓊莉*, 2018.04, Comparing China's Approaches to BRICS and ASEAN, 2018 ISA Annual Convention, International Studies Association.(*為通訊作者)</p> <p>李瓊莉*, 2017.12, 從 2017 年東協系列峰會成果展望亞太多邊秩序之發展, 亞太經濟合作評論, Vol.第 24 期, pp.10-17.(*為通訊作者)</p> <p>李瓊莉*, 2017.11, ASEANs Relevancy to Asias Regional Architecture, 2017 年 APEC 學術討論會, APEC 研究中心.(*為通訊作者)</p> <p>李瓊莉*, 2017.06, 中國大陸在東協地區的「高鐵外交」, 東協瞭望, Vol.第 015 期, pp.5-10.(*為通訊作者)</p> <p>李瓊莉*, 2017.02, Reshaping a US-Led Political Economic Order in the Asia-Pacific?, ISA's 58th Annual Conference, International Studies Association.(*為通訊作者)</p> <p>李瓊莉 (2016)。〈萬隆會議的國際政經合作意涵〉, 中共研究,49 (7), 145-150。</p> <p>李瓊莉*;張穎瀚, 2016.12, 國際油價崩跌對沙烏地阿拉伯政治經濟衝擊, 台灣與中東產油國的經濟能源與技術合作學術研討會, 政大中東與伊斯蘭研究中心.(*為通訊作者)</p> <p>李瓊莉*, 2016.12, 東協在歐巴馬政府亞太政策中的戰略地位, 『歐巴馬第二任美中台關</p>



教師姓名	任教科目	畢業學校與科系	最新著作
			<p>係與未來每任新政府之展望』學術研討會，中央研究院歐美研究所&gt;(*為通訊作者)</p> <p>李瓊莉*, 2016.10, The Relevancy of Non-TPP ASEAN Members to the “New” Asia-Pacific Political-Economic Order, The Conference on TPP, RCEP, AIIB: Shaping a New Political-Economic Order in the Asia-Pacific, UC Berkeley Center for Southeast Asia Studies.(*為通訊作者)</p> <p>李瓊莉 (2015)。〈亞太區域經濟構築中的「東協中心性」〉，遠景基金會季刊,16, 4, 113 (TSSCI)</p> <p>李瓊莉 (2015)，〈美、「中」、日戰略競逐對我方參與東協網絡之啟示〉，中共研究, 49 (10), 101-105。</p>
詹寧思	<p>國際新聞寫作實務</p> <p>深度新聞訪談</p>	<p>國立政治大學 國際傳播碩士學 程</p>	<p>FREELANCE NEWS CORRESPONDENT Nov. 2010-present Correspondent based in Taiwan regularly covering political, economic and financial news in Asia for: Associated Press, Christian Science Monitor, Voice of America, South China Morning Post, Forbes Media, Institutional Investor magazine group, Los Angeles Times and TheStreet</p> <p>THOMSON REUTERS (international news wire) July 2006-Nov. 2010 Foreign correspondent covering Taiwan politics, relations with China and the economy</p> <p>KYODO NEWS (Japanese international wire</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>service) Sept. 2003-May 2006 Foreign correspondent covering China</p> <p>SOUTH CHINA MORNING POST (Hong Kong daily) Nov. 2000-Aug. 2003 Foreign correspondent covering business, IT, education, entertainment, Beijing city news and general assignment in the Beijing bureau (under the bylines Michael Jen-Siu and Staff Reporter); Trained local reporters to gather news for SCMP.com</p>
劉義鈞	政治傳播專題	美國芝加哥大學政治學博士	<p>劉義鈞、賴銘鴻 (2012)。〈雪山隧道通車後宜蘭縣外來竊盜犯罪模式與防治之研究〉。</p> <p>劉義鈞、賴銘鴻(2012)。〈北宜高通車對宜蘭縣產業變遷之評析〉，宜蘭研究論文集，365-388。</p> <p>劉義鈞 台灣原住民政治參與—以宜蘭縣泰雅族為例 宜蘭學，(宜蘭產業發展與社會變遷之評析，413-431。</p>
方孝謙	全球化與跨國主義	美國芝加哥大學社會學博士	<p>方孝謙*, 2019.07, 台北再生計畫中的政治論述：初階的葛蘭西霸權，新聞學研究, No.140, pp.81-125.(TSSCI)(*為通訊作者), 424865</p> <p>方孝謙*, 2017.06, Overcoming Internal Disparities: Imagining Taipei in Contemporary Novels, The Asian Conference on Cultural Studies 2017 Official Conference Proceedings, The International Academic Forum.(*為通訊作者)</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>方孝謙*, 2016.05, 媒體與意識形態, 新聞傳播, 揚智, pp.205-242.(*為通訊作者), 410389, 2016/05</p> <p>方孝謙*, 2014.12, 從大溪繞境到跨國婚姻--台灣社群的互信與合作探微, 巨流.(*為通訊作者), 406179, 2014/12</p> <p>方孝謙*, 2013.03, 敘事身分與互信機制的分析: 研究台籍與馬華女性的離散家族, 文化越界, Vol.1, No.9, pp.1-42.(THCI)(*為通訊作者), 399149</p> <p>方孝謙, 2008.01, 殖民地台灣的認同摸索: 從善書到小說的敘事分析, 1895-1945, 增訂版, 巨流圖書公司., 143950, 2008/01</p>
韓義興	研究方法	美國弗州州立大學 傳播學院博士	<p>韓義興*;HSU, S., 2019.08, Just a bystander? The effects of internet use, bystander experiences, and moral disengagement on online privacy violation among children and adolescents, 2019 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者)</p> <p>韓義興*;Hsu, S, 2018.06, Perceived bias in immigration news coverage and active control of detectable prejudice, 2018 Annual IAMCR Conference, International Association for Media and Communication Research.(*為通訊作者)</p> <p>韓義興*, 2017.12, The Effects of News Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences, Advances in Journalism and Communication, Vol.5, No.4, pp.256-277.(*為通訊作者), 425615</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Hsu, S*;韓義興;Johnson, T, 2017.08, Revisiting the privacy paradox: Exploring the mediating effect of privacy management and self-disclosure on social capital, 2017 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者)</p> <p>韓義興*, 2017.05, The higher EQ, the better news selection? Exploring the moderating effect of anger-expression on news selection, 2017 ICA Annual Conference, International Communication Association.(*為通訊作者)</p> <p>韓義興*;Arpan, L., 2016.06, The effects of news bias-induced anger, anxiety, and issue novelty on subsequent news preferences, 2016 ICA Annual Conference, International Communication Association.(*為通訊作者)</p> <p>翁秀琪*;戚栩僊;韓義興;劉致廷, 2016.06, 情緒和社交網聯經驗對知識建構的影響: 以健康體適能知識建構為例, 2016 中華傳播學會年會學術研討會, 中華傳播學會.(*為通訊作者)</p>
盧建誌	數位媒體與娛樂法	美國加州柏克萊大學 法學博士	<p>Chien-Chih Lu*, 2019.12, New Copyright Governance on Subscription Video-On-Demand (SVOD), Subscription Video-on-Demand in East Asia: Its Impact on Regional Production and Distribution of Media Contents, Department of Society, Culture and Media, International Christian University.(*為通訊作者)</p> <p>Chien-Chih Lu*, 2019.03, Economic Freedom</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>and Copyright Incentives: Innovative Technology and Licensing Reforms in the Mandarin Music Market, Penn Symposium on Contemporary China, Center for the Study of Contemporary China.(*為通訊作者)</p> <p>Chien-Chih Lu*, 2018.08, Evolution in Copyright and Licensing Models: Snapshot from the U.S. and Mandarin Music Markets, University of Maryland Francis King Carey School of Law, Maryland Series in Contemporary Asian Studies, Vol.Number 3, No.2017(230), pp.1-52.(*為通訊作者), 425377</p> <p>Chien-Chih Lu*, 2018.06, Remix Culture and Music Art: New Copyright Reforms in Taiwan, PG Research Training Seminar , 2018 Taiwan Studies Summer School, SOAS Centre of Taiwan Studies.(*為通訊作者)</p> <p>Chien-Chih Lu*, 2017.02, The Constitutional Crisis between Freedom of Expression and Music Licensing, 7th Asian Constitutional Law Forum, Association for Asian Constitutional Studies, Asian Constitutional Law Society.(*為通訊作者)</p>
黃俊銘	台灣流行文化	英國愛丁堡大學政治社會學院社會博士	<p>黃俊銘*, 2019.07, 音樂如何社會?從阿多諾(Adorno)到德諾拉(DeNora): 閱讀《音樂社會學導論》、《日常生活中的音樂》, 中華傳播學刊, pp.275-288.(TSSCI)(*為通訊作者), 422802</p> <p>黃俊銘*, 2018.09, 中國人怎麼感受台灣流行音樂? 一個關係性(relational)的台灣-中國研</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>究, 當代中國研究通訊, No.29, pp.2-8.(*為通訊作者), 420528</p> <p>黃俊銘*, 2018.07, 中國人怎麼感受台灣流行音樂? 一種「共同文化是否可能」的提議、重構與異議, 中華傳播學會年會, 中華傳播學會.(*為通訊作者)</p> <p>黃俊銘*, 2016, Mediated Politics, Nations and Cultural Consumption, East Asian Popular Culture Conference, White Rose East Asia Centre (WREAC), University of York.(*為通訊作者)</p> <p>黃俊銘*, 2015, 音樂的文化、政治與表演 (二版), 華滋文化.(*為通訊作者), 420539, 2015/01</p> <p>黃俊銘*, 2010, 音樂的文化、政治與表演, 華滋文化.(*為通訊作者), 420530, 2010/01</p>
葉嘉炘	非主流群體與媒體再現	美國密西根州立大學 語言學博士	<p>葉嘉, Lin, Yen-Hwei, 2018.01. Tonal Confusion Between High-Falling Tone and Low-Falling Tone in Hai-lu Hakka</p> <p>葉嘉, Lin, Yen-Hwei, 2016.12. Underapplication and Variations in Hai-lu Hakka Tone Sandhi</p> <p>葉嘉, Lin, Yen-Hwei, 2015.02. Tonal Change Induced by Language Attrition and Phonetic Similarity in Hai-lu Hakka</p>
彭芸	數位媒體專題	美國南伊利諾大學 新聞學博士	彭芸, 2016. 創新、創意、創世紀論文集. ISBN: 9789866893797

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>彭芸, 2015. 「後」電視時代：串流、競合、政策. ISBN: 9789866893711</p> <p>彭芸, 2015. 「大數據、新媒體、使用者」論文集. ISBN: 9789866893728</p>
蕭宏祺	國際媒體與行銷	美國天普大學 大眾媒體與傳播 博士	<p>H. (2020). Performing Chineseness, translated histories: Taiwanese cartoonist Chen Uens ink - brush comic aesthetics and digital pedagogy. <i>Critical Arts South-North Cultural and Media Studies</i> (SSCI/AHCI indexed), 34:3, accepted for publication on special issue on digital pedagogy. DOI: <a href="https://doi.org/10.1080/02560046.2020.1830142">https://doi.org/10.1080/02560046.2020.1830142</a></p> <p>H. (2020). “Little New Meat” and “Korean Warm Men”: Performing Regional Heterosexual Masculinities among Taiwanese Millennials. <i>Asian Pacific Journal of Popular Culture</i>, 5(1) (ESCI, Scopus indexed). MOST 107-2401-H-128-020.</p> <p>H. (2020). Coming Out, Going Home: Spatial Mobility among the Gay College Students With Their Supportive Parents in Taiwan. <i>International Journal of Bias, Identity and Diversities in Education</i> 5(1): 1-17 DOI: 10.4018/IJBIDE.2020010101</p> <p>H. (2020) Networked Collective Symbolic Capital Revisited: Selfies Sharing and Identity Negotiation Among Taiwanese Gay Men, <i>International Journal of Semiotics and Visual Rhetoric</i>, 4:1, 19-33</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>H. &amp; Hsiao, H.-W. (2018). Creating a new persona for an old brand: Case study of the Uni-President instant noodle. <i>Journal of Cultural Marketing Strategy</i>.</p> <p>H. &amp; Hsiao, H.-W. (2017). In Search of the Missing Puzzle Pieces: A Study of Jimmy Liaos Public Installation Arts in Taiwan. <i>International Journal of Comic Art</i>, 19(1): p.413-427. (MLA indexed). MOST 105-2410-H-128-020-MY2.</p> <p>H. (2017). Photograph sharing on social media and intercultural friendships in the US: A perspective from Taiwanese exchange students. <i>International Student Experience Journal</i> (Published by University of Leicester, UK), 5:1; 1-7. MOST 103-2511-S-128-002-MY2. I</p> <p>H. (2016). Bonding gossip as an identity negotiation life phase: A study of multimodal texting via smartphone among Taiwanese college freshmen, <i>Social Media + Society</i>, 1-15, (SSCI indexed) DOI: 10.1177/2056305116677138 sms.sagepub.com</p> <p>H. (2016). Fissures in the commercial cinematic space: Screening Taiwanese documentary blockbusters. <i>Cogent Art &amp; Humanities</i> (ESCI indexed) 3:1: DOI:10.1080/23311983.2016.1148656.</p> <p>H. (2016). Easily connected but difficult to become intimate? Intercultural friendships on social media among Taiwanese ESL students in</p>



教師姓名	任教科目	畢業學校與科系	最新著作
			the US. Cogent Social Science, p1-15 (ESCI indexed) 等資料庫。
林玲遠	科學與圖像傳播	英國羅浮堡大學藝術學院 動畫學博士	<p>林玲遠*, 2019.02, Using Thematic Analysis to Facilitate Meaning-Making in Practice-Led Art and Design Research, The International Journal of Art and Design Education, Vol.38, No.1, pp.153-167.(AHCI, SSCI, SCOPUS)(*為通訊作者), 420450</p> <p>林玲遠*;林品婕, 2019, 行動研究於傳播內容設計實務之應用, 廣播與電視, No.40, pp.1-37.(*為通訊作者), 424146</p> <p>林玲遠*, 2016.04, 數位時代實拍與動畫的後設思考, 藝術觀點, No.66, pp.42-48.(*為通訊作者), 416454</p> <p>林玲遠*, 2015.07, Using Thematic Analysis to Facilitate Meaning-making in Practice-led Art and Design Research, .(*為通訊作者), 416448</p> <p>林玲遠*, 2014.06, Questions of Globalisation and Estrangement: The Integration of Live Action and Animation, from Princess Iron Fan (1941) to Pacific Rim (2013), .(*為通訊作者), 407732</p>
徐美苓	風險傳播	美國密西根大學 傳播學博士	<p>徐美苓*, 2021.01, 從公眾角度再思科技政策的媒體建構：以《電業法》修法為例, 傳播研究與實踐, Vol.11, No.1, pp.105-140.(TSSCI)(*為通訊作者), 427892</p> <p>李子甜;徐美苓*, 2020.01, 《人民日報》霧霾新聞框架建構 (2011-2017), 新聞學研究,</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Vol.142, pp.59-109.(TSSCI, SCOPUS)(*為通訊作者), 425818</p> <p>高佩懃;陳璽尹;徐美苓;劉華美;周桂田*, 2020.01, 專家、媒體與公眾的橋接平台——新興科技媒體中心作為科技風險溝通途徑, 傳播研究與實踐, Vol.10, No.1, pp.51-78.(TSSCI)(*為通訊作者), 425824</p> <p>徐美苓*, 2019.01, 風險感知、價值觀、議題傳播及空污防制行為意向, 新聞學研究, No.138, pp.25-73.(TSSCI, SCOPUS)(*為通訊作者), 418653</p> <p>徐美苓*, 2017.12, 再生能源公眾支持及使用意願：環境信念、行動及議題傳播模式初探, 中華傳播學刊, Vol.32, pp.3-28.(TSSCI)(*為通訊作者), 416999</p> <p>徐美苓*, 2017.01, 導言：氣候變遷與環境風險溝通專題：從末日預言到溫水煮蛙的警訊, 傳播研究與實踐, Vol.7, No.1, pp.1-4.(TSSCI)(*為通訊作者), 414399</p>
Federico de Gregorio	整合行銷傳播	美國喬治亞大學大眾傳播學博士	<p>de Gregorio, Federico, Alexa K. Fox, and Hye Jin Yoon (2021), “Pseudo-reviews: Conceptualization and Consumer Effects of a New Online Phenomenon,” Computers in Human Behavior, 114, 106545. (SSCI Impact: 5.0)</p> <p>Chinchanachokchai, Sydney, Federico de Gregorio, and Prerna Narayanan (2021), “The Effects of Thinking Styles on Evaluations of</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			<p>Products Endorsed by Social Media Influencers,” 2021 Conference of the American Academy of Advertising.</p> <p>de Gregorio, Federico, and Kasey Windels (In Press), “Are Advertising Agency Creative More Creative Than Anyone Else? An Exploratory Test of Competing Predictions,” Journal of Advertising. (SSCI Impact: 6.3)</p> <p>Chinchanachokchai, Sydney, and Federico de Gregorio (2020), “A Consumer Socialization Approach to Understanding Advertising Avoidance on Social Media,” Journal of Business Research, 110, 474-483. (SSCI Impact: 4.87)</p> <p>Cheong, Yunjae, Federico de Gregorio, and Kihan Kim (2017), “Viewer Perceptions of Television Commercials: A Conceptual Replication,” Journal of Consumer Marketing, 34 (7), 612-623.</p>
Douglas Kass	<p>記錄片理論與實務</p> <p>全球酷文化</p>	<p>美國南加州大學電影學院影視製作</p>	<p>Data Driving Decisions, UNAIDS – Public Service Announcement Writer, Director, Producer, 2019</p> <p>FIFA World Cup of Soccer - UNAIDS – Public Service Announcements Writer, Director, Producer, 2018</p> <p>Gull - Dance/Experimental Film Director, Writer, Producer, 2017</p>

教師姓名	任教科目	畢業學校與科系	最新著作
			Above the Trees – Multi-Media, Multi-Projection Fashion Documentary Director, Producer, 2016

# **International Master's Program**

## **in International Communication Studies**

### **Curriculum Introduction**

#### **I. Program Overview**

The International Master's Program in International Communication Studies (IMICS) at National Chengchi University (NCCU) delivers high-quality educational experiences to students from all over the world. The program draws upon faculty expertise from across the spectrum of communication studies, as well as upon relevant research and thinking from the humanities and social sciences. With an emphasis on communication studies in the cross-cultural context, the program examines contemporary issues facing the global community and offers English-taught courses that cover a dynamic range of topics. The curriculum prepares students both intellectually and professionally for careers in public, private, and non-profit sectors around the world. The program promotes the talent, research, scholarship, and leadership of our students and faculty and contributes to improving the quality of education and research in the field of communication.

#### **1. Program Goals**

The curriculum of the IMICS program incorporates broad exposure to communication studies with an emphasis on current and emerging topics in the Asia-Pacific region. The program brings together students from all over the world and provides a multicultural learning environment. Both local and international students are encouraged to share diverse perspectives and cultures to increase the breadth and depth of discussion in the classroom. Students are able to gain a solid theoretical and practical foundation in international communication studies and connect with local communities through coursework and internships. In addition, the program provides opportunities to connect with students, faculty and industry leaders around the world through distance learning systems, international summer courses, special topic workshops, dual-degree programs, and more. IMICS students are expected to become communication professionals equipped with intercultural sensitivity, international awareness and the ability to transcend borders, interpret the communications of other cultures, and effectively communicate with global audiences.

## **2. Future Directions**

The IMICS program endeavors to provide diverse opportunities to broaden international learning and research experiences for students and faculty. Through continued international outreach efforts, the program cooperates with world-class universities to offer exchange programs, international summer courses, dual-degree programs, and research collaboration opportunities. The program also works with scholars and industry leaders around the world to enhance student learning and strengthen the existing curriculum. By integrating itself into the academic community at large, the program utilizes resources to cultivate and motivate students to contribute and succeed in the increasingly globalized world.

## II. Course Map

### International Master's Program in International Communication Studies

Required Courses	Communication Theories (3 credits)	
	Research Methods (3 credits)	
Advanced Professional Courses	Special Topics in Communication	News Reporting and Writing (3 credits) Political Communication (3 credits) Visual Narrative and Science Communication (3 credits) Risk Communication (3 credits) In-depth News Interview (3 credits) Seminar on Digital Media (3 credits) Documentary: From Theory to Practice (3 credits) Internship (2 credits)
	Media Studies	Media and Entertainment Law in the Digital Age (3 credits) International Marketing (3 credits) Integrated Marketing Communication (3 credits) Portrayals of Minority in Media (3 credits) Advertising Effectiveness Research (3 credits) Social Media and Marketing (3 credits) New Media Convergence (3 credits)
	Cross-cultural Communication and International Relations	Globalization and Transnationalism (3 credits) Pop Culture in Taiwan (3 credits) International Cool (3 credits) International Organization (3 credits)

+

Graduate Qualification Examinations

+

Thesis Final Defense

=

### III. Program Requirements and Regulations

#### 1. Graduation Requirements

Total Academic Credits	32 credits
Required Courses	Communication Theory (3 credits) + Research Methods (3 credits)
Program Regulations	<ol style="list-style-type: none"> <li>1. Credit Requirements:             <ol style="list-style-type: none"> <li>a. Students must earn a total of 32 credits, including 6 credits from required courses.</li> </ol> </li> <li>2. Instruction Method:             <ol style="list-style-type: none"> <li>a. All courses are taught in English. Students could take a maximum of 12 credits outside the program, including 6 credits of courses taught in Chinese, which could be increased to 9 credits with the approval from the advisor or mentor.</li> </ol> </li> <li>3. Graduate Qualification Examinations:             <ol style="list-style-type: none"> <li>a. Students must be enrolled in the program for at least one year and have completed all required courses: “Communication Theory” and “Research Methods.”</li> <li>b. Students shall complete one of the following Graduate Qualification Examinations: presentation at a peer-reviewed conference, journal publication, project competition, creative work showcase, thesis proposal defense, and graduation project proposal defense.</li> </ol> </li> <li>4. Thesis Requirements:             <ol style="list-style-type: none"> <li>a. Students are required to write a thesis in English, which consists of: thesis, creative work, exhibition.</li> </ol> <p>Thesis is not counted as credit hours and the thesis format must comply with standard academic norms.</p> </li> </ol>



## IV. Course Schedule

### 【Fall Semester】

Course Code	Course Title	Type	Credits
461002001	Research Methods (1st year, Fall Semester)	Required	3
461003001	Communication Theory (1st year, Fall Semester)	Required	3
461886001	News Reporting and Writing	Elective	3
461918001	Globalization and Transnationalism	Elective	3
461876001	Media and Entertainment Law in the Digital Age	Elective	3
461913001	International Marketing	Elective	3
461890001	Visual Narrative and Science Communication	Elective	3
461869001	Risk Communication	Elective	3
461866001	Integrated Marketing Communication	Elective	3
461868001	Documentary: From Theory to Practice	Elective	3

### 【Spring Semester】

Course Code	Course Title	Type	Credits
461885001	Social Media and Marketing	Elective	3
461880001	Seminar on Digital Media	Elective	3
461903001	Political Communication	Elective	3
461910001	International Organization	Elective	3
461880001	Advertising Effectiveness Research	Elective	3
461891001	New Media Convergence	Elective	3
461882001	Pop Culture in Taiwan	Elective	3
461877001	Portrayals of Minorities in Media	Elective	3
461870001	In-Depth News Interview	Elective	3

461867001	International Cool	Elective	3
461942001	Internship	Elective	2

Note: Course schedule is subject to changes

## V. Detailed Course Descriptions

461002001	Research Methods	Required	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>Many students complain that even after taking a research method class, they still do not have much idea about conducting their own research. This class, therefore, aims to provide people with both conceptual and practical skills needed for academic research. Specifically, class participants will be exposed to “theoretical” explanation of selected research approaches and published papers employing those methods introduced, followed by hands-on class projects. At the end of the semester, everyone in this class will possess the ability to write a research paper which meets professional standards of quality and style.</p>				
Course Description	<p>This class depends heavily on discussion, so students should be prepared to offer critical and constructive comments in class, either to the reading assignments or other participants’ work. Course assignments will focus on conceptualization and operationalization (10%), a class project (20%)—questionnaire design and experiment fieldwork, and survey literature presentation/ content analysis literature/ experimental literature presentation (10%). Finally, what students have learned from the previous assignments will culminate in a FULL research paper based on quantitative analysis of the data collected during the semester. Specifically, this will include outlining a problem, translating the problem into research questions and testable hypotheses, developing measures, and providing an analytic answer. Each participant is expected to present his or her research paper to the course, including a longer discussion of the methodological and statistical challenges you encountered in your study.</p>				
<p><u>5</u> hours of out-of-class student work expected per week</p>					

461003001	Communication Theories	Required	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	The objective of this course is to familiarize students with various perspectives on communication theory and to enhance students' ability to analyze communication phenomenon.				
Course Description	Course materials cover a range of topics, including media effects, audience research, and new communication technologies.				
<u>6-8</u> hours of out-of-class student work expected per week					

461886001	News Reporting and Writing	Elective	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<ol style="list-style-type: none"> <li>1. Understand basic print (Internet) and broadcast reports by foreign media</li> <li>2. Choose local stories of interest to international audiences (readers)</li> <li>3. Find and develop reliable sources for news stories</li> <li>4. Conduct an interview, in English, with multinational firms and agencies</li> <li>5. Write a professional mass-market news story in English</li> <li>6. Voice a spot news story in English for broadcast media</li> </ol>				
Course Description	<ol style="list-style-type: none"> <li>1. How foreign media gather and write news; overview of mass media economy</li> <li>2. Types of stories (spot, feature, analysis)</li> <li>3. Why some stories are right for foreign audiences</li> <li>4. Ways to find appropriate stories in Taiwan for foreign media</li> <li>5. Sources for phone and in-person interviews</li> <li>6. Written sources (press releases, official websites)</li> <li>7. Interview techniques</li> <li>8. Written communication with news sources</li> <li>9. Format of a spot news story (order of information)</li> <li>10. Writing style of a spot news story (word choices, sentence structures)</li> <li>11. Writing radio scripts (order of information, language)</li> <li>12. Pronunciation of radio scripts and use of radio equipment</li> <li>13. Discussion on the foreign media job market in Asia</li> </ol>				
<u>6</u> hours of out-of-class student work expected per week					

461918001	Globalization and Transnationalism	Elective	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	The purpose of this class, in short, is to sensitize you to the intricate and intertwining relationships between the overall process of the on-going globalization and its manifestation in both the action and the imagination of people's cross-border migration, and thus to help you with the relevant literature in which you may pinpoint your interest and develop it into your MA or Ph. D. thesis.				
Course Description	This seminar focuses on the role of globalization and, specifically, of transnationalism, defined as the variety of cultural inter-connections and trans-border movements and networks which have intensified under conditions of late capitalism, in the global society. We shall proceed from the discussion of media and urban globalization, through the topic of diaspora, to the final study of multiculturalism.				
<u>5</u> hours of out-of-class student work expected per week					

461876001	Media and Entertainment Law in the Digital Age	Elective	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	Students are expected to have read the assigned materials and come prepared to discuss. Every effort will be made to keep readings to a manageable level and students are encouraged to discuss with instructors if the reading load is too heavy. This course will feature a number of guest lecturers. In order to introduce students to a range of industry practitioners and allow students to ask questions about Law, practical experience, career advice, etc. Besides, these lectures will comment and provide suggestions to students who present at that week. These course designs are tried to connect students with people practicing entertainment industry and copyright law.				
Course Description	As technology keeps developing and information is disseminated extremely frequently, large-scale creativity in entertainment market depends on specialized utilities for media management and licensing. This course is tailor-made for training students to learn how rapid technology progress causes challenges and implications arising out of changes in the communication industry and corresponding government responses. Therefore, instructor introduces the legal				

and regulation issues of communication industries in digital age, especially pays attention on film, TV, music, telecommunication and advertising industry.

5 hours of out-of-class student work expected per week

461913001	International Marketing	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>The course attempts to help students develop problem solving skills in global business contexts. To help achieve this, it is taught in a lecture and case discussion format. The lectures present key concepts in global strategic thinking while case discussions sharpen students’ skills in analytical problem-solving situations. While the lectures are essential to <i>internalizing</i> salient content knowledge in global business, <i>project-based &amp; case discussions</i> are key in developing the problem-solving and communication skills valued so highly in management practice. Discussions of cases are also valuable in familiarizing you with the kinds of problems typically faced by decision makers, and all the risks and rewards involved in implementing a chosen decision alternative, whether in the technology-driven or the service industries. It is in such a pedagogical context, also in response to the unique nature of global communication program at NCCU, the course is also designed to provide an appreciation for <i>cross-functional and interdisciplinary</i> perspectives complementary with their existing media-related core competency. This is because today’s global operations increasingly require these proficiencies in managing core business processes. For example, product development teams today include managers from finance and engineering, even from disciplines such as anthropology and sociology, in addition to marketing. They also include professionals from multiple national cultures, such as German and American managers working together at Daimler Chrysler and American, British, and German engineers working with anthropologists and demographers on new car projects at Ford Motor Company.</p>				
Course Description	<p>The course attempts to help students develop problem solving skills in global business contexts. To help achieve this, it is taught in a lecture and case discussion format. The lectures present key concepts in global strategic thinking while case discussions sharpen students’ skills in analytical problem-solving situations. While the lectures are essential to <i>internalizing</i> salient content</p>				

	<p>knowledge in global business, <i>project-based &amp; case discussions</i> are key in developing the problem-solving and communication skills valued so highly in management practice. Discussions of cases are also valuable in familiarizing you with the kinds of problems typically faced by decision makers, and all the risks and rewards involved in implementing a chosen decision alternative, whether in the technology-driven or the service industries. It is in such a pedagogical context, also in response to the unique nature of global communication program at NCCU, the course is also designed to provide an appreciation for <i>cross-functional and interdisciplinary</i> perspectives complementary with their existing media-related core competency. This is because today's global operations increasingly require these proficiencies in managing core business processes. For example, product development teams today include managers from finance and engineering, even from disciplines such as anthropology and sociology, in addition to marketing. They also include professionals from multiple national cultures, such as German and American managers working together at Daimler Chrysler and American, British, and German engineers working with anthropologists and demographers on new car projects at Ford Motor Company.</p>
<p><u>5</u> hours of out-of-class student work expected per week</p>	

461890001	Visual Narrative and Science Communication	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>Students will expand their understanding of the following themes:</p> <ol style="list-style-type: none"> <li>1. The rationalization of vision that contributed to scientific revolution.</li> <li>2. The narrative elements of informational text.</li> <li>3. Visual interactivity as ways to make the work engaging.</li> </ol>				
Course Description	<p>The field of vision and science contains a wide range of topics. In order to focus, this course will set the scope of the final project as SCIENCE PICTURE BOOKS — they can be traditional picture books, mixed-media books or E-books.</p> <p>To understand the image and narrative in science picture books, this course is divided into three units. The first unit reminds us that visualization has contributed to the rapid success of science in the modern era. The second unit explores the narrative core of informational content. The third unit explores how</p>				

	to use visual and bodily interactivity as mechanisms to engage people with informational text.
<u>5</u> hours of out-of-class student work expected per week	

461869001	Risk Communication	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<p>1. This course is suitable for graduate students, undergraduate juniors and seniors in the field of communication who are interested in risk issues but lack prior professional knowledge.</p> <p>2. This course is also suitable to those non-communication majors who are concerned about risk issues and are interested in further exploring the multifaceted discourse of risk communication.</p> <p>3. The course aims to help students understand, pay attention to, make good use of, and reflect on the role of communication (including mass media) in confronting global risk issues and disputes, and rethink the relationship between risk, society, and the public.</p> <p>The course also hopes to develop and extend research directions and practical response strategies related to risk management and risk communication through cross-national and cross-cultural comparisons.</p>				
Course Description	<p>This course aims to address global risk issues closely related to modern society. From a cross-disciplinary perspective, it hopes to help students understand, pay attention to, make good use of, and reflect on the role of communication (including mass media) in confronting global risk issues and disputes, and rethink the relationship between risk, society, and the public. The risk issues discussed in this course not only focus on social stakeholders in Taiwan in recent years, but also based on Taiwan's current international society and global geographic location. Thus, issues and case studies to be discussed will also include but not limited to those in East Asia or Pan-Pacific regions, such as Australia, Singapore, Hong Kong, China, etc. We hope to develop and extend research directions and practical response strategies related to risk management and risk communication through cross-national and cross-cultural comparisons. The risk cases covered in this course will start with today's high-risk controversies both locally and globally, including climate change, energy and environmental pollution, infectious diseases and</p>				



	vaccines, and various food safety and food crisis issues.
<u>5</u> hours of out-of-class student work expected per week	

461866001	Integrated Marketing Communication	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<ul style="list-style-type: none"> <li>- Demonstrate knowledge and understanding of integrated marketing communication vocabulary and concepts</li> <li>- Students will understand the function that IMC performs within a firm</li> <li>- Students shall apply their knowledge of marketing theories, concepts and practices</li> <li>- Students shall understand how global external forces impact organizations and the impact on IMC</li> </ul>				
Course Description	<p>This course will provide student with the knowledge and understanding of IMC, such as important vocabularies and concepts. Students will demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose specific recommendations within environmental constraints. This course will also give students the opportunity to apply their knowledge of marketing theories and concepts into practice.</p>				
<u>5</u> hours of out-of-class student work expected per week					

461868001	Documentary: From Theory to Practice	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	<ul style="list-style-type: none"> <li>- describe the history of major works and the role of truth, accuracy and fairness in documentary film.</li> <li>- engage in information gathering and evaluation of sources in the development of documentary content.</li> <li>- define types of documentaries, identify their major components and use theory in producing media.</li> </ul>				

	<ul style="list-style-type: none"> <li>- analyze the role documentaries have played, and continue to play, in the concept of freedom of expression.</li> <li>- apply ethical ways of reasoning in the use of documentary as a means for communication of ideas and social change.</li> <li>- produce works in specific documentary styles to tell a story organically and effectively.</li> </ul>
Course Description	This class combines history and theory with hands on filmmaking. Students watch classic and contemporary documentaries to examine influential movements, styles, and techniques, then emulate them with short documentary film projects of their own. The course will also consider filmmaking ethics, truth and fairness, and an understanding of the many roles and formats of non-fiction filmmaking in today's media environment. Students work in groups to make a culminating short film at the end of the semester.
<u>5</u> hours of out-of-class student work expected per week	

461885001	Social Media and Marketing	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	Help students understand the strategic use of social media from both scholarly and professional perspectives and understand how to use social media strategically to create value for a client or organization.				
Course Description	Social media play a key role in campaigns and the daily work of marketing, advertising and public relations professionals. This class will integrate the growing research in the area with the social media practices in these industries.				
<u>5</u> hours of out-of-class student work expected per week					

461880001	Seminar on Digital Media	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	This course aims to enhance media literacy through various minority issues, including racial and sexual discrimination, represented via media in Taiwan and				

	<p>other countries. By comparisons, discourse analyses and case studies, it helps learners reconsider the representations cast by media and recognize the potential difference between the digital and the real world. The class practices and discussions are designed for learners to acquire (i) higher literacy skills and critical thinking towards the rise of new media and (ii) sensitivity and empathy to deal with minority issues prudently. Through the role-taking from the mainstream to the minorities, the empathy acquired and understanding manifested may also help learners reduce a potential issue of cognitive dissonance, resulting from contradicting perspectives in prejudiced media. In other words, after finishing the course, students are expected to learn how to recognize/understand stereotypes on each minority group, how to avoid/break stereotypes, and how to develop sensitivity and empathy for minorities and for reducing potential cognitive dissonance of their own.</p>
Course Description	<p>This course approaches media literacy with media portrayals of various minority groups worldwide. By comparing how minorities are represented via media to how they project themselves, the difference revealed through class discussion and term projects may enhance learners' media literacy and qualify them for sensitive issues in general or even in their own life experience.</p>
<p><u>5</u> hours of outside student work expected per week</p>	

461903001	Political Communication	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>1) explore the roles of mass media in Postmodern Democracy, 2) analyze how political actors compete over the news media, 3) examine the influence of mass media upon the formation of public opinion, 4) comprehend the agenda-setting and image-setting functions of mass media in election campaigns, 5) understand the strategic uses of polling in election campaigns, 6) analyze the content of political ads in Taiwan's major political campaigns.</p>				
Course Description	<ul style="list-style-type: none"> <li>•the roles of mass media in Postmodern Democracy</li> <li>•how political actors compete over the news media</li> <li>• the agenda-setting and image-setting functions of mass media in election campaigns</li> <li>•comprehend the agenda-setting and image-setting functions of mass</li> </ul>				

	<p>media in election campaigns</p> <ul style="list-style-type: none"> <li>•the strategic uses of polling in election campaigns</li> <li>•case study of political ads in Taiwan’s major political campaigns</li> </ul>
<p><u>6</u> hours of out-of-class student work expected per week</p>	

461910001	International Organization	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>This course is designated for IMICS students. At the end of semester, students are expected to understand 1) basics and principles of international organization studies from perspectives of world politics; 2) selective intergovernmental security and economic organizations at the global and the regional levels; 3) Taiwans participation in international organizations.</p>				
Course Description	<p>The first part of the course will cover theoretical basics. Two perspectives of studying world politics: (neo) realism and (neo)liberalism will be introduced, followed by discussions on the roles of international organizations in world politics. Selective international economic and security organizations at both global and regional levels will be introduced. They include IMF, WTO, World Bank, United Nations, NATO, OSCE, ARF, ASEAN, APEC and the most recent initiatives. The final part of the class will discuss Taiwans participation in global and regional intergovernmental organizations. In addition, students are expected to follow news regarding international organizations and their roles in current issues.</p>				
<p><u>5</u> hours of out-of-class student work expected per week</p>					

461880001	Advertising Effectiveness Research	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>1. to provide you a thorough overview of the nature and role of theory that have applications to advertising decision-making;</p>				

	<ol style="list-style-type: none"> <li>2. to familiarize you with some of the more well-accepted literature as well as the most recent literature in the study of advertising;</li> <li>3. to give you practice in critically analyzing and constructing critical viewpoints of theory and research in our field;</li> <li>4. to establish an appreciation of/need for theory-driven research in our professional and academic discipline so that you understand that “theoretical” and “practical” are consistent, rather than contradictory, in meaning.</li> </ol>
Course Description	This course acquaints students with the fundamental concepts of theory and provides an introduction to a variety of theories that can be applied to the study of advertising. We review the academic literature in terms of its theoretical relevance as an approach to study marketing communication. Our challenge is to translate theoretical concepts from a number of different fields and relate them to how advertising works. At the end of this course you should be able to identify theoretical linkages and sources.
<u>5</u> hours of out-of-class student work expected per week	

461891001	New Media Convergence	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	Students will learn how to use analytical lenses to understand new media convergence phenomenon at individual, organizational, and industry levels. Next, it will examine how various emerging technologies such as artificial intelligence and social bots affect media, Internet, and mobile industries. In the end of semester, students will complete a research article regarding new media convergence.				
Course Description	This graduate seminar class will introduce students a range of fundamental issues about new media convergence by examining the impacts of SoLoMo technologies on fast-changing media landscape. The socio-political, economic, and cultural issues involved in media transformation and diffusion of emerging information communication technologies will be investigated.				
<u>5</u> hours of outside student work expected per week					

461882001	Popular Culture in Taiwan	Elective	Fall Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>1. Understand the key theories and concepts of popular culture from the perspective of cultural studies, sociology and nationalism studies</p> <p>2. Apply the related theories and concepts to your own research interest</p> <p>3. Critically evaluate the cutting-edge issues, trends and studies in Taiwan's popular culture</p>				
Course Description	<p>1. Aim to examine how Taiwan's popular culture is imagined, performed, and practised in global, national and local contexts</p> <p>2. Cover different aspects of popular culture, including talk shows, popular music, film, performing arts, festivals, mega-events and exhibition production</p> <p>3. Synthesize theoretical approaches and empirical studies, and includes some extra off-campus learning activities in the form of participatory observation</p>				
<p><u>  5  </u> hours of out-of-class student work expected per week</p>					

461941001	Portrayals of Minorities in Media	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<p>The class will examine how the traditional media transform to new media internationally. The technologies, business models, and policies related to the transformations will be examined and discussed. The students are required to familiarize with digital platforms, contents, distributions and usage behaviors in a digital world.</p>				
Course Description	<p>The class will cover recent developments of digital technologies, such as 5G, IoT, AI, etc. The business models of the global brands, including New York Time (news), Disney (entertainment), Spotify (music), Netflix (production), etc. will be studied. And the regulatory agencies, environments around the world will also be discussed.</p>				
<p><u>  5  </u> hours of outside student work expected per week</p>					

461870001	In-Depth News Interview	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<ol style="list-style-type: none"> <li>1. Understand the role of interviews in creating value for a news story</li> <li>2. Learn to identify sources, contact them and make them agree to interviews</li> <li>3. Differentiate types of sources and pick questions suited to each type</li> <li>4. Understand the risks and rewards associated with grittier interviews</li> </ol>				
Course Description	<p>Students will gain a solid, fundamental understanding of people available for news interviews, means of reaching them and questions to ask in a variety of settings, from big groups to exclusive chats with CEOs. Lessons are tailored for the international news media environment of 2021.</p>				
<p><u>5</u> hours of outside student work expected per week</p>					

461867001	International Cool	Elective	Spring Semester	3 credits	1 <sup>st</sup> year, 2 <sup>nd</sup> year
Course Objectives	<ul style="list-style-type: none"> <li>• describe the history and origins of the concept of cool.</li> <li>• evaluate the progression of cool from its roots to its expansion as a worldwide phenomenon.</li> <li>• explore the use of cool by businesses, governments, and entrepreneurs as cool has transitioned into a marketing and public relations tool.</li> <li>• identify trends in both underground culture and popular culture.</li> <li>• engage in information gathering and documentation to present to an audience what makes something cool in a variety of cultures and settings.</li> </ul>				
Course Description	<p>The term "cool" appears in the Dutch language 600 years ago. Cool has been traced to beliefs of the African Yoruba tribe, and to wu wei in the Tao Te Ching. Today, tapping into "cool" is essential to the success of artists, businesses, and marketers. The class will look primarily at film, but will also touch on music, literature, art, architecture, design, fashion, and food. Beginning with American jazz and Hollywoods film noir movies, the course will branch out into Europe and Asia - which gave the world obsessions like Japanese manga, K-Pop, and</p>				

	Taiwanese street food.
<u>5</u> hours of outside student work expected per week	

461942001	Internship	Elective	Spring Semester	2 credits	1st year, 2nd year
Course Objectives	The goal of the internship credit is to encourage IMICS students to gain experience in working environments so that they may have the chance to put the communications theories and principles learned in class into practice. The objective of the internship course is to guide students towards accomplishing their career goals after graduating from the program.				
Course Description	Every spring semester, IMICS offers an internship course with credits. The internship must be related to communications and you must acquire prior approval from Professor Tsung-Jen Shih before beginning the internship. Students can register for the internship course before or after completing the actual internship. If students register for the internship course but do not complete the internship within the spring semester, they will receive an "incomplete" mark on the transcript. Students must complete (1) a journal of your daily work recording the tasks and responsibilities, (2) a report about your achievement and the things you have learned, (3) internship photos, and (4) 300-word abstract. Each students direct supervisor should offer an evaluation, including a score and a written description of your performance. The duration of the internship should be at least one month, full-time (i.e., 8 hours per day and 5 days a week).				
<u>8</u> hours of out-of-class student work expected per week					



## VI. Course curriculum planning worksheet

IMICS

Name : \_\_\_\_\_

Student ID number : \_\_\_\_\_

Course Title	Course Time	Type	Credits
Communication Theory	10:00-12:00, Friday	Required	3
Research Methods	13:00-16:00, Thursday	Required	3
		Elective	
		Elective	
		Elective	
		Elective	
		Elective	
		Elective	
		Elective/ Outside Course	
		Elective Outside Course	
		Elective/ Outside Course	
No. of Credits Currently Completed		No. of Credits Remaining	
Total Required Credits to Graduate	32		Required: 6 Elective: 26

## VII. Faculty Introduction

Professor's Name	Course Title	Academic Background	Latest Publications
Dr. Su-Mei, Wang	Communication Theory	Sociology Department Lancaster University	<p>Sumei Wang*, 2018.08, Playful photography: Travel selfies with smartphones and social media, 15th EASA Biennial Conference, Stockholm University. (*為通訊作者)</p> <p>王淑美*, 2018.07, 網路速度與新聞—轉變中的記者時間實踐及價值反思, 中華傳播學刊, Vol.33, pp.65-98.(TSSCI)(*為通訊作者), 418419</p> <p>Sumei Wang*, 2018.03, Domesticating the foreign: Remaking Coffee in Taiwan, Journal of International Economic Studies, Vol.32, pp.89 - 102.(National Diet Library, Japan)(*為通訊作者), 418364</p> <p>王淑美*, 2018.03, 網路速度與新聞文化—時間、實踐與價值, 文化研究學會年會, 文化研究學會. (*為通訊作者)</p> <p>Sumei Wang*, 2018.02, Radio and Urban Rhythms in 1930s Colonial Taiwan, Historical Journal of Film, Radio, and Television, Vol.38, No.1, pp.147-162.(AHCI)(*為通訊作者), 418401</p> <p>王淑美*, 2017.01, 從傳播的偏向到 S T S : 再探 Harold Adam Innis 傳播理論中的關鍵元素, 傳播研究與實踐, Vol.7, No.1, pp.289-301.(TSSCI)(*為通訊作者), 412503</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Sumei Wang*, 2016.10, The Connected Flaneurs: Exploring Smartphone Mediated Urban Experiences and the Co-Construction of City Image, MediAsia 2016 The Asian Conference on Media, Communication &amp; Film, The International Academic Forum (IAFOR).(*為通訊作者)</p> <p>Sumei Wang*, 2016.08, Green practices are gendered: Exploring gender inequality caused by sustainable consumption policies in Taiwan, Energy Research &amp; Social Science, Vol.18, pp.88-95.(SSCI, SCOPUS)(*為通訊作者), 409888</p> <p>Sumei Wang*, 2016.07, Mass Media and the Modern Girl in 1930s Colonial Taiwan, Asian Studies Conference Japan 2016, Institute of Asian Cultural Studies.(*為通訊作者)</p> <p>王淑美*, 2016.04, 媒體科技與現代性 - 回溯三零年代臺灣的廣播經驗與都會生活, 新聞學研究, No.127, pp.1-37.(TSSCI)(*為通訊作者), 409269</p>
Dr. Jih-Syuan Lin	Social Media and Marketing  Advertising Effectiveness Research	Advertising (Emphasis in Consumer Psychology)  The University of Texas at Austin	施琮仁*, 2019.07, Exploring the antecedents and behavioral outcomes of scientific consensus on climate change: An extension of the Gateway Belief Model, Annual Conference of the International Association for Media and Communication Research, IAMCR.(*為通訊作者)

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>施琮仁*;陳雯維, 2018.08, Facebook use, emotions, and pro-environmental behaviors: The mediating role of hope and worry, Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者)</p> <p>施琮仁*, 2018.08, Perceived scientific agreement as a gateway belief leading to pro-environmental behaviors: The role of balanced reporting and conflicting comments on Facebook, Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者)</p> <p>徐美苓*;施琮仁;楊意菁, 2018.05, Trends of public support concerning nuclear energy in Taiwan (2009-2017), Annual Conference of World Association for Public Opinion Research Asia Chapter, WAPOR-Asia.(*為通訊作者)</p> <p>施琮仁*, 2017.12, 台灣青少年網路霸凌現況、原因與影響, 中華傳播學刊, Vol.32, pp.203- 240.(TSSCI)(*為通訊作者), 415385</p> <p>施琮仁*, 2017, 以公眾認知為中心的氣候變遷風險溝通：理論與實踐, 傳播文化, Vol.16, pp.4-41.(*為通訊作者), 424907</p> <p>施琮仁*, 2017.06, Can Facebook promote pro-environmental behaviors?, Annual Conference of the Society of Risk</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Analysis — Europe, Society of Risk Analysis—Europe.(*為通訊作者)</p> <p>吳承穎*;施琮仁, 2017.06, Facebook use and public participation in science: A comparison between the general public and users of a science Facebook fan page, International Telecommunication Society Regional Conference, International Telecommunication Society.(*為通訊作者)</p> <p>徐美苓*;施琮仁, 2017.04, What motivates people to engage in individual vs. civic level of pro-environmental actions in a time of climate change, What's Life Conference, 波特蘭大學.(*為通訊作者)</p> <p>施琮仁*, 2017.01, 從雙路徑模型探討風險訊息的包裝與呈現對環境友善行為意圖的影響, 傳播研究與實踐, Vol.7, No.1, pp.5-36.(TSSCI)(*為通訊作者), 415387</p> <p>Shih, T.J., &amp; Lin, C.Y. (2016). Developing Communication Strategies for Mitigating Actions Against Global Warming: Linking Framing and a Dual Processing Model. Environmental Communication. DOI: 10.1080/17524032.2016.1154886 (SSCI)</p> <p>施琮仁、林宜平、鄭尊仁(2016)。 〈奈米科技發展與政策之常民認知〉,《中華傳播學</p>

Professor's Name	Course Title	Academic Background	Latest Publications
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Dr. Trisha Lin	New Media Convergence	Communication and Information Technology University of Hawai'i at Manoa	<p>Kwanda, F.;Lin, T. T. C.(林翠絹), 2020.05, Fake news practices in Indonesian newsrooms during and after the Palu earthquake: A Hierarchy-of-Influences approach, Information, Communication and society,.(SSCI)(本論著未刊登但已被接受), 426702</p> <p>Lin, T. T. C. (林翠絹);Bautista, J.R.*;Core, R., 2020.04, Seniors and mobiles: A qualitative inquiry of mHealth adoption among Singapore seniors, Informatics for Health &amp; Social Care,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 426701</p> <p>Bautista, J.R*.;Lin, T. T. C. (林翠絹);Theng, Y. L., 2020.01, The influence of organizational issues on nurse administrators' support of smartphones for work purposes in the Philippines: A focus group study., JMIR Nursing, Vol.3, No.1, pp.00.(*為通訊作者), 426180</p> <p>Liew, K. K.*;Lin, T. T. C. (林翠絹);Theng, T. L., 2019.12, Skeuomorphic domestic Television' s analogue divide: Television and social stratification in Singapore, Television and New Media,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 420146</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Lin, T. T. C. (林翠絹)*;Chiang, Y., 2019.10, Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty, Telematics and Informatics, Vol.43, pp.1-12.(SSCI)(*為通訊作者), 422491</p> <p>Lin, T. T. C. (林翠絹)*, 2019.09, Motivation and trust: How dual screening influences offline civic engagement among Taiwanese Internet users, International Journal of Communication, pp.4663-4681.(SSCI)(*為通訊作者), 422887</p> <p>Lin, T. T. C. (林翠絹)*, 2019.08, Communicating haze crisis online: Comparing traditional news reports and new media voices in Singapore, Environmental Communication, Vol.13, pp.864-878.(SSCI)(*為通訊作者), 418925</p> <p>Lin, T. T. C. (林翠絹)*, 2019.02, Multiscreen social TV system : A mixed method understanding of user attitude and adoption intention, International Journal of Human-Computer Interaction, Vol.35, No.2, pp.99-108.(SSCI)(*為通訊作者), 417758</p> <p>Lin, T. T. C. (林翠絹)*;Kononova, A.;Chiang, Y., 2019.01, Screen addiction and media multitasking among American and Taiwanese users, Journal of Computer Information Systems., pp.00.(SSCI)(*為通訊作者), 421220</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Li, L.*;Lin, T. T. C. (林翠絹), 2019.01, Smartphones at work: A qualitative exploration of psychological antecedents and impacts of work-related smartphone dependency, International Journal of Qualitative Methods, Vol.18, pp.1-12.(SSCI)(*為通訊作者), 421731</p> <p>Trisha T. C. Lin (林翠絹)*, 2019.01, Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire, International Journal of Human-Computer Interaction, Vol.35, No.18, pp.1672-1680.(SSCI)(*為通訊作者), 421319</p> <p>Bautista, J.R.*;Rosenthal, S. B.;Lin, T. T. C. (林翠絹);Theng, Y. L., 2018.12, Predictors and outcomes of nurses use of smartphones for work purposes, Computers in Human Behavior, Vol.84, pp.360-374.(SSCI)(*為通訊作者), 418393</p> <p>Li, L.*;Lin, T. T. C. (林翠絹), 2018.10, Examining how dependence on smartphones at work relates to Chinese employees' workplace social capital, job performance, and smartphone addiction., Information Development, Vol.34, No.5, pp.289-503.(SSCI)(*為通訊作者), 415261</p> <p>Lin, T. T. C. (林翠絹);Bautista, J. R. R*, 2018.03, How do content-related factors influence perceived value of location-based mobile advertising?, Journal of Computer Information Systems, pp.00.(SSCI)(*為通</p>



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			<p>訊作者), 418249</p> <p>Lin, T. T. C. (林翠絹)*, 2018.01, Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times' online news practices (數位優先新聞室: 海峽時報網路新聞匯流與轉型分析), 傳播與社會學刊 (Communication &amp; Society), Vol.43, pp.73-102.(TSSCI)(*為通訊作者), 415260</p>
Dr. Chyungly Lee	International Organization	Political Science University of Maryland U.S.A.	<p>李瓊莉(Chyungly Lee)*, 2019.07, Defense Diplomacy in Shaping Regional Security Order, IDSS -ISA / KAIS Joint Conference, ISA-IDSS and KAIS.(*為通訊作者)</p> <p>李瓊莉*, 2019.06, 美國與東協不對稱戰略夥伴關係之研究, 台灣東南亞研究學會年會, 淡江大學東協研究中心.(*為通訊作者)</p> <p>李瓊莉*;張顥瀚, 2018.05, 越南與菲律賓對中國南海軍事化行動的回應, 戰略安全研析, No.150 期, pp.79-89.(*為通訊作者)</p> <p>李瓊莉*, 2018.04, Comparing China's Approaches to BRICS and ASEAN, 2018 ISA Annual Convention, International Studies Association.(*為通訊作者)</p> <p>李瓊莉*, 2017.12, 從 2017 年東協系列峰會成果展望亞太多邊秩序之發展, 亞太經濟合作評論, Vol.第 24 期, pp.10-17.(*為通訊作者)</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>李瓊莉*, 2017.11, ASEANs Relevancy to Asia's Regional Architecture, 2017 年 APEC 學術討論會, APEC 研究中心.(*為通訊作者)</p> <p>李瓊莉*, 2017.06, 中國大陸在東協地區的「高鐵外交」, 東協瞭望, Vol.第 015 期, pp.5-10.(*為通訊作者)</p> <p>李瓊莉*, 2017.02, Reshaping a US -Led Political Economic Order in the Asia-Pacific?, ISA 's 58th Annual Conference, International Studies Association.(*為通訊作者)</p> <p>李瓊莉 (2016)。〈萬隆會議的國際政經合作意涵〉, 中共研究,49 (7), 145-150。</p> <p>李瓊莉*;張顥瀚, 2016.12, 國際油價崩跌對沙烏地阿拉伯政治經濟衝擊, 台灣與中東產油國的經濟能源與技術合作學術研討會, 政大中東與伊斯蘭研究中心.(*為通訊作者)</p> <p>李瓊莉*, 2016.12, 東協在歐巴馬政府亞太政策中的戰略地位, 『歐巴馬第二任美中台關係與未來每任新政府之展望』學術研討會, 中央研究院歐美研究所.(*為通訊作者)</p> <p>李瓊莉*, 2016.10, The Relevancy of Non-TPP ASEAN Members to the “New” Asia-Pacific Political-Economic Order, The Conference on TPP, RCEP, AIIB: Shaping a New Political-Economic Order in the Asia-Pacific, UC Berkeley Center for Southeast</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Asia Studies. (*為通訊作者)</p> <p>李瓊莉 (2015)。〈亞太區域經濟構築中的「東協中心性」〉，遠景基金會季刊, 16, 4, 113 (TSSCI)</p> <p>李瓊莉 (2015)，〈美、「中」、日戰略競逐對我方參與東協網絡之啟示〉，中共研究, 49 (10), 101-105。</p>
Ralph Jennings	News Reporting and Writing	International Master's Program in International Communication Studies, National Chengchi University	<p>FREELANCE NEWS CORRESPONDENT Nov. 2010-present Correspondent based in Taiwan regularly covering political, economic and financial news in Asia for: Associated Press, Christian Science Monitor, Voice of America, South China Morning Post, Forbes Media, Institutional Investor magazine group, Los Angeles Times and TheStreet</p> <p>THOMSON REUTERS (international news wire) July 2006-Nov. 2010 Foreign correspondent covering Taiwan politics, relations with China and the economy</p> <p>KYODO NEWS (Japanese international wire service) Sept. 2003-May 2006 Foreign correspondent covering China</p> <p>SOUTH CHINA MORNING POST (Hong</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Kong daily) Nov. 2000-Aug. 2003  Foreign correspondent covering business, IT, education, entertainment, Beijing city news and general assignment in the Beijing bureau (under the bylines Michael Jen-Siu and Staff Reporter);  Trained local reporters to gather news for SCMP.com</p>
Dr. Yih-Jiun Liu	Political Communication	Department of Political Science University of Chicago IL. U.S.A.	<p>劉義鈞、賴銘鴻 (2012)。〈雪山隧道通車後宜蘭縣外來竊盜犯罪模式與防治之研究〉。</p> <p>劉義鈞、賴銘鴻(2012)。〈北宜高通車對宜蘭縣產業變遷之評析〉，宜蘭研究論文集，365-388。</p> <p>劉義鈞 台灣原住民政治參與—以宜蘭縣泰雅族為例 宜蘭學，(宜蘭產業發展與社會變遷之評析，413-431。</p>
Dr. Shiaw-Chian Fong	Globalization and Transnationalism	Sociology Department The University of Chicago	<p>方孝謙*, 2019.07, 台北再生計畫中的政治論述：初階的葛蘭西霸權，新聞學研究, No.140, pp.81-125.(TSSCI)(*為通訊作者), 424865</p> <p>方孝謙*, 2017.06, Overcoming Internal Disparities: Imagining Taipei in Contemporary Novels, The Asian Conference on Cultural Studies 2017 Official Conference Proceedings, The International Academic Forum.(*為通訊作者)</p>

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			<p>方孝謙*, 2016.05, 媒體與意識形態, 新聞傳播, 揚智, pp.205-242.(*為通訊作者), 410389, 2016/05</p> <p>方孝謙*, 2014.12, 從大溪繞境到跨國婚姻--台灣社群的互信與合作探微, 巨流.(*為通訊作者), 406179, 2014/12</p> <p>方孝謙*, 2013.03, 敘事身分與互信機制的分析: 研究台籍與馬華女性的離散家族, 文化越界, Vol.1, No.9, pp.1-42.(THCI)(*為通訊作者), 399149</p> <p>方孝謙, 2008.01, 殖民地台灣的認同摸索: 從善書到小說的敘事分析, 1895-1945, 增訂版, 巨流圖書公司., 143950, 2008/01</p>
Dr. Yi-Hsing, Han	Research Methods	Communication Studies Florida State University	<p>韓義興*;HSU, S., 2019.08, Just a bystander? The effects of internet use, bystander experiences, and moral disengagement on online privacy violation among children and adolescents, 2019 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者)</p> <p>韓義興*;Hsu, S, 2018.06, Perceived bias in immigration news coverage and active control of detectable prejudice, 2018 Annual IAMCR Conference, International Association for Media and Communication Research.(*為通訊作者)</p> <p>韓義興*, 2017.12, The Effects of News</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences, <i>Advances in Journalism and Communication</i>, Vol.5, No.4, pp.256-277.(*為通訊作者), 425615</p> <p>Hsu, S*; 韓義興; Johnson, T, 2017.08, Revisiting the privacy paradox: Exploring the mediating effect of privacy management and self-disclosure on social capital, 2017 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者)</p> <p>韓義興*, 2017.05, The higher EQ, the better news selection? Exploring the moderating effect of anger-expression on news selection, 2017 ICA Annual Conference, International Communication Association.(*為通訊作者)</p> <p>韓義興*; Arpan, L., 2016.06, The effects of news bias-induced anger, anxiety, and issue novelty on subsequent news preferences, 2016 ICA Annual Conference, International Communication Association.(*為通訊作者)</p> <p>翁秀琪*; 戚翎僊; 韓義興; 劉致廷, 2016.06, 情緒和社交網聯經驗對知識建構的影響: 以健康體適能知識建構為例, 2016 中華傳播學會年會學術研討會, 中華傳播學會.(*為通訊作者)</p>

Professor's Name	Course Title	Academic Background	Latest Publications
Dr. Chian-Chi Lu	Media and Entertainment Law in the Digital Age	School of Law University of California Berkeley	<p>Chien-Chih Lu*, 2019.12, New Copyright Governance on Subscription Video-On-Demand (SVOD), Subscription Video-on-Demand in East Asia: Its Impact on Regional Production and Distribution of Media Contents, Department of Society, Culture and Media, International Christian University. (*為通訊作者)</p> <p>Chien-Chih Lu*, 2019.03, Economic Freedom and Copyright Incentives: Innovative Technology and Licensing Reforms in the Mandarin Music Market, Penn Symposium on Contemporary China, Center for the Study of Contemporary China. (*為通訊作者)</p> <p>Chien-Chih Lu*, 2018.08, Evolution in Copyright and Licensing Models: Snapshot from the U.S. and Mandarin Music Markets, University of Maryland Francis King Carey School of Law, Maryland Series in Contemporary Asian Studies, Vol. Number 3, No. 2017(230), pp. 1-52. (*為通訊作者), 425377</p> <p>Chien-Chih Lu*, 2018.06, Remix Culture and Music Art: New Copyright Reforms in Taiwan, PG Research Training Seminar, 2018 Taiwan Studies Summer School, SOAS Centre of Taiwan Studies. (*為通訊作者)</p> <p>Chien-Chih Lu*, 2017.02, The Constitutional Crisis between Freedom of</p>

Professor's Name	Course Title	Academic Background	Latest Publications
			Expression and Music Licensing, 7th Asian Constitutional Law Forum, Association for Asian Constitutional Studies, Asian Constitutional Law Society.(*為通訊作者)
Dr. Chun-Ming Huang	Pop Culture in Taiwan: Nation, Everyday Life and Performance	Sociology Department University of Edinburgh	<p>黃俊銘*, 2019.07, 音樂如何社會?從阿多諾 (Adorno) 到德諾拉 (DeNora): 閱讀《音樂社會學導論》、《日常生活中的音樂》, 中華傳播學刊, pp.275-288.(TSSCI)(*為通訊作者), 422802</p> <p>黃俊銘*, 2018.09, 中國人怎麼感受台灣流行音樂? 一個關係性(relational)的台灣-中國研究, 當代中國研究通訊, No.29, pp.2-8.(*為通訊作者), 420528</p> <p>黃俊銘*, 2018.07, 中國人怎麼感受台灣流行音樂? 一種「共同文化是否可能」的提議、重構與異議, 中華傳播學會年會, 中華傳播學會.(*為通訊作者)</p> <p>黃俊銘*, 2016, Mediated Politics, Nations and Cultural Consumption, East Asian Popular Culture Conference, White Rose East Asia Centre (WREAC), University of York.(*為通訊作者)</p> <p>黃俊銘*, 2015, 音樂的文化、政治與表演 (二版), 華滋文化.(*為通訊作者), 420539, 2015/01</p> <p>黃俊銘*, 2010, 音樂的文化、政治與表演, 華滋文化.(*為通訊作者), 420530, 2010/01</p>



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Dr. Chia-Hsin, Yeh	Portrayals of Minorities in Media	Linguistics Department Michigan State University	葉嘉, Lin, Yen-Hwei, 2018.01. Tonal Confusion Between High-Falling Tone and Low-Falling Tone in Hai-lu Hakka  葉嘉, Lin, Yen-Hwei, 2016.12. Underapplication and Variations in Hai-lu Hakka Tone Sandhi  葉嘉, Lin, Yen-Hwei, 2015.02. Tonal Change Induced by Language Attrition and Phonetic Similarity in Hai-lu Hakka
Dr. Peng-Yun	Seminar on Digital Media	Journalism Department Southern Illinois University Carbondale	彭芸, 2016. 創新、創意、創世紀論文集. ISBN: 9789866893797  彭芸, 2015. 「後」電視時代：串流、競合、政策. ISBN: 9789866893711  彭芸, 2015. 「大數據、新媒體、使用者」論文集. ISBN: 9789866893728
Dr. Hong-Chi, Shiau	International Marketing	Communication and Mass Media Department Temple University	H. (2020). Performing Chineseness, translated histories: Taiwanese cartoonist Chen Uens ink-brush comic aesthetics and digital pedagogy. <i>Critical Arts South-North Cultural and Media Studies</i> (SSCI/AHCI indexed), 34:3, accepted for publication on special issue on digital pedagogy. DOI: <a href="https://doi.org/10.1080/02560046.2020.1830142">https://doi.org/10.1080/02560046.2020.1830142</a>  H. (2020). “Little New Meat” and “Korean Warm Men”: Performing Regional

Professor's Name	Course Title	Academic Background	Latest Publications
			<p>Heterosexual Masculinities among Taiwanese Millennials. <i>Asian Pacific Journal of Popular Culture</i>, 5(1) (ESCI, Scopus indexed). MOST 107-2401-H-128-020.</p> <p>H. (2020). Coming Out, Going Home: Spatial Mobility among the Gay College Students With Their Supportive Parents in Taiwan. <i>International Journal of Bias, Identity and Diversities in Education</i> 5(1): 1-17 DOI: 10.4018/IJBIDE.2020010101</p> <p>H. (2020) Networked Collective Symbolic Capital Revisited: Selfies Sharing and Identity Negotiation Among Taiwanese Gay Men, <i>International Journal of Semiotics and Visual Rhetoric</i>, 4:1, 19-33</p> <p>H. &amp; Hsiao, H.-W. (2018). Creating a new persona for an old brand: Case study of the Uni-President instant noodle. <i>Journal of Cultural Marketing Strategy</i>.</p> <p>H. &amp; Hsiao, H.-W. (2017). In Search of the Missing Puzzle Pieces: A Study of Jimmy Liaos Public Installation Arts in Taiwan. <i>International Journal of Comic Art</i>, 19(1): p.413-427. (MLA indexed). MOST 105-2410-H-128-020-MY2.</p> <p>H. (2017). Photograph sharing on social media and intercultural friendships in the US: A perspective from Taiwanese exchange students. <i>International Student</i></p>

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			<p>Experience Journal (Published by University of Leicester, UK), 5:1; 1-7. MOST 103-2511-S-128-002-MY2. I</p> <p>H. (2016). Bonding gossip as an identity negotiation life phase: A study of multimodal texting via smartphone among Taiwanese college freshmen, <i>Social Media + Society</i>, 1-15, (SSCI indexed) DOI: 10.1177/2056305116677138 sms.sagepub.com</p> <p>H. (2016). Fissures in the commercial cinematic space: Screening Taiwanese documentary blockbusters. <i>Cogent Art &amp; Humanities</i> (ESCI indexed) 3:1: DOI:10.1080/23311983.2016.1148656.</p> <p>H. (2016). Easily connected but difficult to become intimate? Intercultural friendships on social media among Taiwanese ESL students in the US. <i>Cogent Social Science</i>, p1-15 (ESCI indexed) 等資料庫.</p>
Dr. Fabia Lin	Visual Narrative and Science Communication	Arts Department Loughborough University	<p>林玲遠*, 2019.02, Using Thematic Analysis to Facilitate Meaning-Making in Practice-Led Art and Design Research, <i>The International Journal of Art and Design Education</i>, Vol.38, No.1, pp.153-167.(AHCI, SSCI, SCOPUS)(*為通訊作者), 420450</p> <p>林玲遠*;林品婕, 2019, 行動研究於傳播內容設計實務之應用, <i>廣播與電視</i>, No.40, pp.1-37.(*為通訊作者), 424146</p>

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Dr. Mei-Ling, Hsu	Risk Communication	<p>Department of Communication</p> <p>University of Michigan – Ann Arbor</p>	<p>徐美苓*, 2021.01, 從公眾角度再思科技政策的媒體建構：以《電業法》修法為例, 傳播研究與實踐, Vol.11, No.1, pp.105-140.(TSSCI)(*為通訊作者), 427892</p> <p>李子甜;徐美苓*, 2020.01, 《人民日報》霧霾新聞框架建構 (2011-2017), 新聞學研究, Vol.142, pp.59-109.(TSSCI, SCOPUS)(*為通訊作者), 425818</p> <p>高佩懃;陳璽尹;徐美苓;劉華美;周桂田*, 2020.01, 專家、媒體與公眾的橋接平台——新興科技媒體中心作為科技風險溝通途徑, 傳播研究與實踐, Vol.10, No.1, pp.51-78.(TSSCI)(*為通訊作者), 425824</p> <p>徐美苓*, 2019.01, 風險感知、價值觀、議題傳播及空污防制行為意向, 新聞學</p>

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