輔仁大學大傳所碩士班課程規劃
Curriculum Planning for the Graduate of Mass Communication
Fu Jen Catholic University

課程規劃 Course Plan	課程名稱 Course
一、**基礎課程** Foundation Courses 本所基礎課程的規劃目標在於提供傳播領域的基本知識及傳播研究概念與能力的訓練，作為進一步研究各個傳播領域的基礎。 The foundation courses are aimed at providing basic knowledge in the field of communication and cultivating research concept and capacity as a basis for further exploring individual topics.	1. 研究所入門（必修） /113 學年度取消 Introduction to Graduate School （Required courses before 2023-2024） 2. 傳播理論（必修） Mass Communication Theories （Required courses） 3. 傳播研究方法（必修） Research Methods in Communication （Required courses） 4. 傳播統計與量化分析 Communication Statistics & Quantitative Analysis 5. 質化研究與方法論 Methology and Qualitative Research
二、**語文傳播與文化** Speech Communication and Cultural Studies 本系列課程的目標在於經由對語言符號在傳播過程中的特性、再現與功能的探討，提升學者對於語言符號的認知與敏感度，培養解析文化現象的能力，進而揭露語言符號背後的文化意涵與實踐政治。 These courses are aimed at exploring the nature, representation and function of language symbols in the process of communication, in order to enhance a scholar's awareness and sensation of language symbols and facilitate the ability to analysis the culture phenomena, and in turn to explore the	1. 語藝批評方法 Methods of Rhetorical Criticism 2. 新聞學專題 Seminar on Journalism 3. 華語電影專題:文化產業與策展論述 Chinese Cinemas: Industry, Curatorship and Discourse 4. 國際傳播專題(全英語) Seminar on International Communication-Course in English 5. 電影與性別研究 Film and Gender Studies 6. 影像文化研究(全英語) Popular Images and Cultural Studies-Course in English

culture meaning and political practice of language symbols.	
三、公共傳播 Public Communications 本系列課程屬於應用傳播（applied communication）的範疇，課程目標在於探討傳播實務在不同領域、不同組織所衍生的溝通與管理議題。 These courses belong to the domain of applied communication, and are aimed at exploring the practical aspects of communication and the related issues of communication and management in different fields and organizations.	1. 網路行銷研究 Internet Marketing Research 2. 傳播心理學 The Psychology of Communication 3. 行銷策略 Marketing Strategy 4. 廣告研究 Advertising Research 5. 健康傳播與風險溝通 Seminar on Health Communication and Risk Communication 6. 新媒體、民意與大數據研究 New Media, Public Opinion and Big Data Research 7. 社會網絡分析 Social Network Analysis
四、傳播科技與媒體產業 Communication Technology and Media Industry 本系列課程目標為探討當前傳播科技發展與其社會文化影響，以及媒體生態中各個環節與各項元素的構成關係，提昇當代媒體發展脈動的掌握。 These courses are aimed at exploring current developments in communication technology and their socio-cultural impacts, as well as the various interconnected aspects and elements of the media industry, in order to provide an overall understanding of the contemporary media environment.	1. 媒體消費與閱聽人研究 Media Consumption and Audience Studies 2. 創意勞動與文化經濟 Creative Labor and Cultural Economy 3. 資訊視覺化 Data Visualization 4. 網路行銷與大數據 Internet Marketing and Big Data 5. 文化創意產業專題研究 Seminar on the culture creative industries 6. 傳播專業實習 Internship in Communication