**輔仁大學大傳所碩士在職專班課程規劃\_113學年度試行**

**Curriculum Planning for the Graduate of Mass Communication**

**Fu Jen Catholic University (Evening & Weekend Master’s Program)**

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| 課程規劃Course Plan | 課程名稱Course | 選別R/E | 學分Credits |
| 1. **理論與方法**

Theory and Methods為學生提供傳播學的基礎理論，以及多元、跨領域的研究方法。無論是量化還是質化類型的研究，課程都會輔導學生，讓研究主題能藉由這些基礎課程，得到充分的學理性分析。These courses provide students with foundational theories in communication studies, as well as diverse, interdisciplinary research methods. Whether the research is quantitative or qualitative, these courses will guide students to conduct thorough academic analyses of their research topics using these foundational principles.   | 傳播理論Mass Communication Theories | 必/R | 3 |
| 傳播研究方法Research Methods in Communication | 必/R | 3 |
| 傳播統計Communication Statistics | 選/E | 3 |
| 語藝理論與批評方法Rhetorical Theory and Criticism | 選/E | 3 |
| 社會調查法Survey Methodology | 選/E | 3 |
| **二、媒體、公關與行銷**Media Public Relations and Marketing課程聚焦在社群媒體衝擊下，數位行銷、輿論分析，以及產業公關與危機處理的策略。培養學生在變化快速的媒體環境中，具有批判性的思辨能力，以及處理跨領域議題的能力。These courses focus on the impact of social media, digital marketing, public opinion analysis, as well as strategies for industry public relations and crisis management. It aims to cultivate students' critical thinking skills and their abilities to address interdisciplinary issues in the rapidly changing media environment.   | 公共關係與危機傳播專題Seminar in Public Relations and Crisis Communication  | 選/E | 3 |
| 民意、市場調查與大數據分析Public Opinion & Marketing Survey and Big Data Analysis | 選/E | 3 |
| 健康傳播與風險溝通Seminar on Health Communication and Risk Communication | 選/E | 3 |
| 口碑行銷 | 選/E | 3 |
| 新聞策展專題News Curation | 選/E | 3 |
| **三、媒體與文化研究**Film and Television Cultural Studies探討影視作品隱含的文化意涵及敘事方法。課程著重在影視中的社會議題、多元認同與創作過程，並學習以批判性的角度分析影視內容。These courses explore the cultural meanings and narrative methods embedded in film and television works. It emphasizes social issues, diverse identities, and creative processes in media, encouraging students to analyze film and television content from a critical perspective.   | 多元文化與電影-理論與實務Melticulturalism and film-theory and practice | 選/E | 3 |
| 跨文化電影Transcultural Cinema | 選/E | 3 |
| 影視與生命敘事研究Study of Film and Life Narrative | 選/E | 3 |
| 新媒體藝術New Media Art Appreciation and Practice | 選/E | 3 |
| **四、媒體產業結構與趨勢**Media Industry Structure and Trends介紹媒體產業發展趨勢與產業結構。分析傳統與新媒體之間的競合關係，以及數位化與科技變革如何影響媒體市場生態和內容產製。These courses introduce the development trends and structural aspects of the media industry. It analyzes the competitive and collaborative relationships between traditional and new media, as well as how digitalization and technological changes impact the media market ecology and content production.   | 文化創意產業與個案研究Case study of creative industries | 選/E | 3 |
| 媒體創新創業Entrepreneurial journalism | 選/E | 3 |
| 傳播政治經濟學The Political Economy of Communication | 選/E | 3 |
| 傳播創新與趨勢講座（思恒講座）Chang Sy-Heng Lectures | 選/E | 3 |
| 媒體消費與閱聽人研究Media Consumption and Audience Studies | 選/E | 3 |

備註：

1. 必修Required：必/R；選修Election：選/E。
2. 畢業學分30學分。含必修學分6學分，專業選修14學分，其他選修10學分。

Graduation requires 30 credits, including 6 required credits, 14 professional elective credits, and 10 other elective credits.