

Curriculum - MA Program, 114 Academic Year

College : Communication Department : Graduate of Mass Communication Section:

傳播學院－大眾傳播學研究所

Category 類別	Module 模組	Course Title 課程名稱	Course code 科目代碼	R/E 選別	Credits 學分	Freshmen 一年級		Sophomore 二年級		minimum credits for this category 類別最低應修	minimum credits for this module 模組最低應修	Remarks 備註
						First 上	Second 下	First 上	Second 下			
Department Required courses 必修科目		傳播理論 Mass Communication Theories	02373□	R	3	3				6		
		傳播研究方法 Research Methods in Communication	02370□	R	3	3						
		論文Thesis	00041	R	0		0	0	0			
Dept Elective Courses 所選修課程	Advnced Election courses 專業選修	備註： 1.畢業學分32學分。含必修學分6學分，專業選修21學分，其他選修5學分。Graduation requires 32 credits, including 6 required credits, 21 professional elective credits, and 5 other elective credits. 3.專業選修：至少須在本所碩士班修滿15個選修學分，其餘學分可選修本所碩士在職專班選修學分。 Professional Electives: At least 15 elective credits must be completed within the master's program of this institute. The remaining credits can be taken from the elective courses of the Evening & Weekend Master's Program of this institute.										
Department Required courses (A) 院系必修必 選學分數	Required 必修	6	6	Election (B) 選修學分數	Advanced Election in department 專業選修		21		26	Credits for Graduation A + B 畢業學分數		32
	Advnced Election 必選	0			Other Election 其他選修		5					

Elective Courses 選修課程	Course Title 課程名稱	Course code 科目代碼	R/E 選別	Credits 學分	Freshmen 一年級		Sophomore 二年級		minimum credits for this category 類別最低應修	minimum credits for this module 模組最低應修	Remarks 備註
					First 上	Second 下	First 上	Second 下			
傳播統計與量化分析 Communication Statistics & Quantitative Analysis	18316□	E	3	3				21			
語藝理論與批評方法 Rhetorical Theory and Criticism	33490	E	3	3							
電影與性別研究 Film and Gender Studies	21244	E	3	3							
華語電影專題：文化產業與策展論述 Chinese Cinemas: Industry, Curatorship and Discourse 英-專業	33488	E	3	3							
廣告研究 Advertising Research	35983	E	3	3							
社會網絡分析 Social Network Analysis	16443	E	3	3							
媒體消費與閱聽人研究 Media Consumption and Audience Studies	14252	E	3	3							
資訊視覺化 Data Visualization	22949□	E	3	3							
網路行銷與大數據 Internet Marketing and Big Data	35043	E	3	3							
創新與創意經濟理論專題 Seminar on Theories of Innovation and Creative Economy	37494	E	3	3							
獨立研究 Independent Study	06433	E	1	1							
健康傳播與風險溝通 Seminar on Health Communication and Risk Communication	33763	E	3	3							
創意勞動與文化經濟 Creative Labor and Cultural Economy	35982	E	3	3							