

**輔仁大學大傳所碩士在職專班課程規劃**  
**Curriculum Planning for the Graduate of Mass Communication**  
**Fu Jen Catholic University (part-time student)**

課程規劃 Course Plan	課程名稱 Course
<p>一、基礎課程 Foundation Courses</p> <p>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。</p> <p>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.</p>	<p>1. 研究所入門（必修）/113 學年度取消 Introduction to Graduate School ( Required courses before 2023-2024 )</p> <p>2. 傳播理論（必修） Mass Communication Theories ( Required courses )</p> <p>3. 傳播研究方法（必修） Research Methods in Communication ( Required courses )</p>
<p>二、廣告、行銷與公關 Advertising, Marketing &amp; Public Relations</p> <p>本系列課程目標為探討廣告、行銷與公共關係之相關課題，除了闡述此領域之相關理論外，並輔以實務之個案介紹，以提昇未來在此相關產業上更為專業之應用能力。</p> <p>These courses are aimed at exploring issues surrounding advertising, marketing and public relations, with practical case studies as well as introductions to the theories to improve the ability to apply one's expertise in the field in the future.</p>	<p>1. 公共關係與危機傳播專題 Seminar in Public Relations and Crisis Communication</p> <p>2. 廣告心理學 Psychology of Advertisement</p>
<p>三、政治傳播與新媒介 Political Communication and New Media</p>	<p>1. 傳播政治經濟學 The Political Economy of Communication</p>

<p>本系列課程目標在於探究政治相關之論述與當代民主之演化，更為當前政治媒介之應用把脈，提昇政治傳播脈絡發展之掌握。</p> <p>These courses are aimed at exploring current political discourses and contemporary democratic developments, and providing an overview of current political media applications for an enhanced understanding of the field of political communication.</p>	<p>2. 民意、市場調查與大數據分析 Public Opinion &amp; Marketing Survey and Big Data Analysis</p>
<p>四、傳播科技與媒體產業 Communication Technology and Media Industry</p> <p>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。</p> <p>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.</p>	<p>1. 影視與生命敘事研究 Study of Film and Life Narrative</p> <p>2. 多元文化與電影-理論與實務 Melticulturalism and film-theory and practice</p> <p>3. 媒介文化研究 Media Cultural Studies</p> <p>4. 跨文化電影 Transcultural Cinema</p> <p>5. 文化創意產業與個案研究 Case study of creative industries</p> <p>6. 新聞策展專題 News Curation</p> <p>7. 訊息設計與呈現 Message Design and Presentation</p> <p>8. 傳媒寫作研究 Research on Media Writing</p>