

Curriculum - MA Program, 114 Academic Year

College : Communication Department : Graduate of Mass Communication Section: Evening & Weekend Master's Program

傳播學院－大眾傳播學研究所碩士在職專班

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 Communicati on Theories	02373□	R	3	3				6			
		傳 播 研 究 方 法 Research Methods in Communicati on	02370	R	3	3							
		論文 Thesis	00041	R	0		0	0	0				
Dept Elective Courses 所選修課程	Advnced Eleciton courses 專業選修	備註： 1.畢業學分30學分。含必修學分6學分，專業選修18學分，其他選修6學分。Graduation requires 30 credits, including 6 required credits, 18 professional elective credits, and 6 other elective credits. 3.專業選修：至少須在本所碩專班修滿12個選修學分，其餘學分可選修本所碩士班選修學 分。 Professional Electives: At least 12 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 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 Eleciton in department 專業選修		18	24	Credits for Graduation A + B 畢業學分數		30		
	Advnced Eleciton 必選	0			Other Election 其他選修		6						

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			
	傳播創新專 題講座 Seminar on Communicati on Innovation	37497	E	3	3						
	傳播科技藝 術研究專題 Practice- Based Research in Media Art and Technology	37496	E	3	3						
	思想起說故 事：地方傳 播與地方學 Thoughts Arise, Stories Unfold: Local Communicati on and Local Studies	37493	E	3	3						

	社會調查法 Survey Methodology	36829	E	3	3	18		
	廣告心理學 Psychology of Advertiseme nt	02682	E	3	3			
	文化創意產業與個案研究 Case study of creative industries	18717	E	3	3			
	AI輔助報導 AI-Assisted Reporting	37495	E	3	3			
	跨文化電影 Transcultur al Cinema	22267	E	3	3			
	公共關係與 危機傳播專題 Seminar in Public Relations and Crisis Communicati on	35257	E	3	3			