

國立屏東大學 110學年度第1學期 教學課程綱要

※為保護智慧財產權，請勿非法影印教科書。

課程學分數：3.00(3.00小時)

授課老師：古淑薰(300561), 林思玲(300503), 賀瑞麟(366000), 蔡玲瓏(489000)

必選修：選

開課序號	1355
科目名稱	文化產業英文選讀(CIM4009)
科目英文名稱	Selected English Readings on Cultural Industry
授課語言	英語/全外語授課
主要教學型態	課堂教學
教學目標	<ol style="list-style-type: none">1. To familiarize students with concepts, development, and practices in cultural and creative industries with English writings from various perspectives and resources2. To help students acquire a better command of the language used in cultural industries3. To equip students with the ability to search and utilize English resources to enhance their career potential.
每週課程內容及教學方法	<p>This course will be conducted by five faculty members: Professors: Jui-lin Ho (賀瑞麟) Ling Long Tsai (蔡玲瓏) Szu-Ling Lin (林思玲) Amy Hsu-Chung Chu (朱旭中) Shu-Shiun Ku (古淑薰)</p> <p>1st week: Course Introduction</p> <p>2nd week: An Introduction to Cultural and Creative Industries</p> <p>3rd week: Creativity and Cultural and Creative Industries</p> <p>4th week: Aesthetics and Cultural and Creative Industries</p> <p>5th week: Definition of cultural heritage in Taiwan and overseas</p> <p>6th week: Cases and Practices of cultural heritage in Taiwan and overseas</p> <p>7th week: Special events of cultural heritage in Taiwan and overseas</p> <p>8th week: MICE industry</p> <p>9th week: Event Planning & Place Marketing</p> <p>10th week: Events and Festivals</p> <p>11th week: Cultural policy and Cultural and Creative Industries</p> <p>12th week: Cultural and Creative Industries Act and Taiwan Creative Content Agency</p> <p>13th week: Creative Cluster</p> <p>14th week: Film and Television Industries (Taiwan and the world)</p> <p>15th week: Media Technologies (trends and applications to cultural and creative industries)</p>

	16th week: Cultural and Creative Tourism (Taiwan and the world) 17th week: Distance learning (TBA) 18th week: Distance learning (TBA)
核心能力	
預期學習成果	1. Students will be familiarized with CCI related concepts and trends worldwide. 2. Students will be able to write, express, and discuss CCI related subjects in English.
與預期學習成果 搭配的多元評量	In class, we will: 1. Read, interpret, and discuss selected topic articles 2. Watch, listen to, and discuss video/sound clips on selected topics 3. listen and critique individual presentations 4. Work in groups to present a talk (possibly through web conference). ※ Dictionary apps will certainly be useful. And the course evaluation includes: Assignment or exam:75% Attendance and participation: 25%
主要讀本	Hartley, J., et al. (2013). Key concepts in creative industries. Los Angeles: Sage.
參考書目	1. Hartley, J. ed. (2005). Creative industries. Malden, MA: Blackwell Publishing. 2. Selected readings from journals trade magazine newspaper articles and reports, and websites (will be assigned according to topics).
其他事項	*This is the link for the online class on Sept. 16th: https://meet.google.com/rtd-hkdx-thj *We have a Line group, and you can access by this link: http://line.me/ti/g/WyDPSuAdd1 *No duplication. Please respect the intellectual property !