

國立屏東大學 111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。

班別：文化創意產業學系四年甲班(FD410)

課程學分數：3.00(3.00小時)

授課老師：林思玲(300503), 賀瑞麟(366000), 蔡玲瓏(489000), 朱旭中(300528)

必選修：選

開課序號	2411
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	<p>(為因應公告與防疫需，請選本課程同學加入課程line群組以利聯繫。) https://line.me/R/ti/g/kMalvYvocC</p> <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 resources 2. To help students acquire a better command of the language used in cultural industries 3. 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>(為因應公告與防疫需，請選本課程同學加入課程line群組以利聯繫。) https://line.me/R/ti/g/kMalvYvocC</p> <p>This course will be conducted by five faculty members: Professors: Jui-lin Ho (賀瑞麟), Shu-Shiun Ku (古淑薰), Amy Hsu-Chung Chu (朱旭中), Szu-Ling Lin (林思玲), and Ling-Long Tsai (蔡玲瓏)</p> <p>1st week: Holiday, day off (Mid-Autumn Festival) (9/9)</p> <p>Jui-lin Ho 09/16-9/30 2nd week: Course Introduction + An Introduction to Cultural and Creative Industries (9/16) 3rd week: Creativity and Cultural and Creative Industries (9/23) 4th week: Aesthetics and Cultural and Creative Industries (9/30)</p> <p>Shu-Shiun Ku 1007-1021 5th week: Cultural policy and Cultural and Creative Industries (10/7) 6th week: Cultural and Creative Industries Act and Taiwan Creative Content Agency (10/14) 7th week: Creative Cluster (10/21)</p> <p>Amy Hsu-Chung Chu 1028-1111 14th week: Film and Television Industries in the age of new media</p>

	<p>(10/28) 15th week: Media Technologies (trends and applications to cultural and creative industries) (11/4) 16th week: Cultural and Creative Tourism (11/11)</p> <p>Szu-Ling Lin 1118-1202 11th week: Definition of cultural heritage in Taiwan and overseas (11/18) 12th week: Cases and Practices of cultural heritage in Taiwan and overseas (11/25) 13th week: Special events of cultural heritage in Taiwan and overseas (12/2)</p> <p>Ling Long Tsai 1209-1223 8th week: MICE industry (12/09) 9th week: Event Planning & Place Marketing (12/16) 10th week: Events and Festivals (12/23)</p> <p>17th week: TBA (12/30) 18th week: TBA (0106) (A Field trip within Pingtung City may be planned during the semester.)</p>
核心能力	
預期學習成果	<ol style="list-style-type: none"> 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	<p>(為因應公告與防疫需，請選本課程同學加入課程line群組以利聯繫。) https://line.me/R/ti/g/kMalvYvocC</p> <p>In class, we will:</p> <ol style="list-style-type: none"> 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). <p>※ Dictionary apps will certainly be useful.</p> <p>And the course assessment will be implemented as follows:</p> <ol style="list-style-type: none"> 1. Formats for course assessments include assignments, presentations, discussion reports, or exams 2. The final grade will be composed of five 3-week-segment, each contributing to 20% of the final grade, and will be evaluated by corresponding faculty members.
主要讀本	To be assigned according to topics in each session.
參考書目	<ol style="list-style-type: none"> 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 ! 4. This course has Line group, please connect: https://line.me/ti/g/WFF_Hd1AhM 5. If you are in quarantine, please tell the teacher in Line group. The teacher will prepare the connection for you to have online course.