

國立屏東大學 107學年度第2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：朱旭中(300528)

必選修：選

開課序號	0747
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/英語/英語
主要教學型態	課堂教學&小組討論
教學目標	1. To familiarize students with concepts, development, and practices in cultural 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 potentials.
每週課程內容及教學方法	The subjects selected in this course may include but not limited to the followings: Concepts: Creativity and innovations Creative economy and cultural policy Practices: Film and mass media industries Digital content Music and performing arts Visual arts Product/fashion designs Creative cities Cultural heritage Articles and reading resources selected will be provided in the later class sessions.
核心能力	1. 文化理論基礎能力 15% 2. 文化資源分析能力 20% 3. 實作與設計能力 15% 4. 管理學基礎能力 15% 5. 產業應用能力 20% 6. 經營行銷能力 15%

預期學習成果	
與預期學習成果 搭配的多元評量	Individual Sharing (15mins) 20% Discussion Participation 15% Midterm Assignment (TBA) 20% Final Assignment (TBA) 20% Attendance 25%
主要讀本	1. Selected reading material will be announced and provided. 2. Hartley, J. ed. (2005). Creative industries. Malden, MA: Blackwell Publishing. 3. Hartley, J., et al. (2013). Key concepts in creative industries. Los Angeles: Sage.
參考書目	selected readings from journals; trade magazine; newspaper articles and reports, and websites, such as: 1. The New Yorkers 2. Asian Creative Transformations 3. Contour Magazine 4. International Journal of Cultural and Creative Industries
其他事項	