



政大

NATIONAL CHENGCHI UNIVERSITY

109 學年度
傳播學院
國際傳播英語碩士學位學程
課程手冊

College of Communication
International Master's Program in
International Communication Studies
Curriculum Guide 2020

國際傳播英語碩士學位學程

109 學年課程手冊

目錄

◎傳播學院院系簡介	1
◎國際傳播英語碩士學位學程課程簡介	6
壹、學程目標	6
貳、課程地圖	7
參、畢業門檻檢定及修業規定	8
肆、課程規劃	9
伍、課程總覽	10
陸、課程檢核及修業規劃表	19
柒、傳播學院師資介紹	20

International Master's Program in International Communication Studies 109 Curriculum Guide

Table of Contents

I 、 Program Overview	45
II 、 Course Map.....	47
III 、 Program Requirements and Regulations	48
IV 、 Course Schedule	49
V 、 Detailed Course Descriptions	50
VI 、 Course Curriculum Planning Worksheet.....	63
VII 、 Faculty Introduction.....	64

傳播學院院系簡介

壹、傳播學院

國立政治大學傳播學院（以下簡稱本院）成立於 1989 年，設有大學部（大一大二不分系、新聞學系、廣告學系、廣播電視學系）、研究部（傳播碩士學位學程、博士班）、國際傳播英語碩士學位學程、數位內容碩士學位學程，以及碩士在職專班。

本院師資陣容堅強，現有專任教師 46 位，多畢業於歐美各著名大學。並配合本校「延攬傑出研究人才」、科技部「補助延攬客座科技人才」、教育部補助「中國大陸整合計畫延聘中國研究大師」等各項政策及經費補助，積極邀約國際知名學者來院擔任客座。

教師研究傑出，自科技部設有傑出研究獎以來，共頒 6 屆傳播學門傑出研究獎，6 位得主均為本院教師。本院共出版 3 份專業學術期刊，其中《新聞學研究》為 TSSCI 期刊，榮獲科技部「學術研究優良期刊」，並獲 2016 年國家圖書館「最具影響力人社期刊獎」傳播類第一名殊榮。

本院為國內歷史最悠久之新聞傳播教育學府，也是遠東地區最知名的傳播教育重鎮。創先實施學程制，課程紮實創新。設置資訊與媒體整合實驗中心，下設政大之聲實習廣播電台、影音實驗室、劇場、研究導向實驗室、新聞實驗室、數位平台（含：基礎數位實驗室、網路媒體及寫作實驗室、數位圖像與出版實驗室）等教學實驗單位，統籌規畫管理各項設備資源，並配合本院教學需求，開設教學工作坊。整合實驗中心實施學生助理制，結合實驗課程，強調「從做中學」，貫徹「理論與實務並重」。

本院設有傳播研究暨發展中心，統籌研究相關事宜，以及本院交換學生事務。

本院與（新加坡）南洋理工大學傳播與信息學院、（泰國）朱拉隆功大學傳播藝術學院、（泰國）朱拉隆功大學藝術學院、（日本）東京大學情報學環、（韓國）東國大學影像與文化研究院、（韓國）全南大學社會科學院、（香港）浸會大學傳理學院、（香港）中文大學新聞與傳播學院、（香港）城市大學人文社會科學院媒體與傳播系、（中國）中國人民大學新聞學院、（中國）中國傳媒大學廣告學院、（中國）復旦大學新聞學院、（中國）中山大學傳播與設計學院、（中國）清華大學新聞與傳播學院、（中國）暨南大學新聞與傳播學院、（中國）武漢大學新聞與傳播學院、（中國）廈門大學新聞傳播學院、（中國）南京大學新聞傳播學院、（中國）浙江大學傳媒與國際文化學院、（中國）交通大學媒體與設計學院、（中國）北京大學新聞與傳播學院等，均有學術合作關係。

貳、大一大二不分系

本院為因應媒介匯流，鼓勵學生多元學習，增加競爭力，學士班自 2014 年實施大一大二不分系招生，希望在大學前兩年，培養學生具備全能傳播人之技能，包括平面媒體、影音

媒體、數位媒體、網路媒體等多元平台之基本製作原理，並熟悉相關理論，為後兩年的專業訓練奠立基礎。學生於大二第二學期依個人學習興趣，申請進入新聞學系、廣告學系、廣播電視學系主導之各主修學程或實驗學程。學生畢業前須修畢校、院共同必修課程，主修學程，以及自由選修課程，最低畢業學分為 128 學分。

參、新聞學系

國立政治大學新聞學系（以下簡稱新聞系）於 1935 年創系，是國內最早成立的新聞傳播科系，也是臺灣新聞傳播教育的領導品牌，無論知識傳播、教學和研究創新，均聞名國內外。

配合本院大一大二不分系招生制度，學士班學生申請進入「新聞與資訊」或「媒體與文化」主修學程者，即分流至新聞系。

新聞系課程涵蓋影音、平面媒體和新傳播科技，亦包括社會科學、人文藝術等領域知識，致力培養學生創造力、資訊處理能力和新聞資訊專業，期望學生畢業後有多種技能，能解決問題、研究創新，具高度競爭力。

肆、廣告學系

本院從 1970 年代起即著手申請籌設廣告學系（以下簡稱廣告系），以培養廣告、公共關係之學術與實務人才，經多年的努力，配合傳播教育的發展，於 1986 年 8 月奉准籌設，次年 8 月正式招生。

為培育優秀廣告人才，廣告系秉持「知識」為廣告人致勝關鍵的信念。我們相信，在紮實的行銷、廣告、公關、創意與設計等專業訓練背後，更需要良好的博雅教育為基礎。創系將近 30 年來，不斷強化師資，修訂課程，增加設備，尤其教學與研究並重、學術與實務合一的發展方針，已為廣告、公共關係教育奠定深厚基礎。

為了因應急劇演進的媒體科技和溝通環境，廣告系配合傳播學院大一二不分系之結構，開設「策略與創意溝通」和「傳播設計」兩個主修學程。分流進入廣告系任一主修學程的學生，須修完該主修學程 2 門必修課，並且在廣告系開設的課程中任選 6 門選修課，方可取得廣告系學位。

伍、廣播電視學系

有鑑於傳播科技的發展，以及影視專業人才的需求，本校在 1988 年正式成立全國大專院校第一個廣播電視學系（以下簡稱廣電系）。

因應傳播匯流趨勢，並配合本院實施「大一大二不分系」招生政策，新生入學時不選擇學系，於二年級下學期依據學生志願，申請分流至各系開設之主修學程，三年級起進行專業學習。廣電系主修學程有二：「媒體創新與管理」與「影音企劃與製作」。

近年來，因國際間互動互賴加強、社會急遽變遷、傳播科技快速發展、產業整併與跨業整合頻仍，復以教育資源減少、競爭擴大之現實問題日益嚴重，廣電系教育理念強調「科際整合與科技匯流」，以培育具整合知能、兼具本土文化與國際觀之影音傳播人才。在課程、教學、實作、實習、服務上，均配合本院整合與共享之哲學與政策，依據既定的目標，不斷進行修正、創新與改進，期能透過產業與環境的變遷與互動，更有效率的運用資源，使影音傳播教育在教學、研究與服務之基本領域更為精進，所培育之人才更能為社會奉獻所學與所能，成為傳播事業的專業公民。

陸、傳播碩士學位學程

本院碩士班教育目標旨在於擴充創新知識版圖，培養未來傳播領域專業人才。因應傳播教育面臨科際整合，自 2014 年起，原「新聞學系碩士班」、「廣告學系碩士班」及「廣播電視學系碩士班」整併為「傳播學院傳播碩士學位學程」，課程規劃以整合全院資源，並考量傳播產業之需求，賦予學生更完善的學習環境與機會，結合本院各領域專長師資，開設「傳播與文化」、「新聞與資訊傳播」、「想像、敘事與互動」、「電訊傳播政策與管理」、「整合傳播」、「兩岸傳播」、「科學與風險傳播」等七大專業主修領域。另為體現自主學習的本質，學生與學業導師諮商並經院核可後，可自行組合專業主修課程（自主學程）。

柒、傳播學院博士班

本院首創全國傳播類所之博士班，培育臺灣傳播教育的優良師資，課程兼重傳播學門各次領域之研究內涵，延伸碩士班的課程設計構思，並強調學術創新與發展願景能力。

傳播學院博士班前身為新聞系博士班，成立於 1983 年，為本院最高學制，亦為本院唯一博士班。為因應高等人力供需失調以及媒介匯流與國際化等趨勢，並為使全院教研資源為博士班所用，增強學生競爭力，自 2013 年 8 月起，將新聞系博士班調整至院，成為傳播學院博士班。除了擴大博士班教研腹地，使其更能符應數位化、媒體匯流、全球化對傳播學門知識領域與知識體系挑戰外，更期望博士班能帶動「擴散」效應，在傳播教育與學術研究外，亦能於產業、政府機構乃至於第三部門貢獻專業觀點及研發能力。

本院博士班旨在培養一群以傳播學術工作為終身志業的專家學者，一方面在傳承和拓展知識文明和價值，另一方面則透過社會實踐，成為社會的中堅知識份子。

捌、國際傳播英語碩士學位學程

國際傳播英語碩士學位學程（International Master's Program in International Communication Studies，簡稱 IMICS）是本校五個國際碩士學位學程之一，自 2006 年正式招生。IMICS 以全英語授課的特色，是臺灣傳播領域研究所課程的先驅。

IMICS 課程重點為國際傳播相關研究，同時側重區域（亞太、兩岸）傳播研究、跨文化

情境下的傳播想像等領域。尤其為因應全球化、國際化之趨勢，除了 IMICS 本身提供多元豐富的選修課程，鼓勵學生針對國際傳播之內容、現象進行探討外，學生亦可透過本校其它學院英語授課國際學位學程課程，進行更專精的研究。

為培養更多國際傳播、國際溝通及跨國傳媒相關人才，IMICS 每年招生名額包含半數國際學生，學生來自世界各國。一方面鼓勵本地和國際學生相互交流學習，在課堂中落實跨國、跨文化的傳播互動與交流，一方面也鼓勵學生結合不同學術背景，參與國際傳播研究，並爭取更多國際學術交流的機會。

為了讓學生深刻體驗國際文化交流，IMICS 十分鼓勵本地學生在求學間赴他國進行交換，歷年來不少學生成功申請至歐洲、亞洲等地區進行交換學習。求學間進行實習也是 IMICS 鼓勵學生增加實務經驗的方式，截至目前為止，IMICS 培養的學生曾在許多國際機構實習，除了增加學生的專業訓練的深度，也能協助他們找尋日後就業的資訊與管道。再者，IMICS 每學期積極邀約至少一名國際知名學者或業界專業人才擔任客座教授，讓學生享受優良的教學品質。未來預計將會有更多優秀的老師加入 IMICS 的師資陣容，提供學生更多元的課程。

International Master's Program in International Communication Studies

The International Master's Program in International Communication Studies, also referred to as IMICS, is one of five International Master's programs offered by National Chengchi University. IMICS was formally established in 2006. Featuring a curriculum taught entirely in English, IMICS is a pioneer in the field of Communication Studies in Taiwan.

The IMICS program focuses on international, cross-cultural communication studies in response to the rapid pace of globalization, placing additional emphasis on the Asia-Pacific region. Through the university's three well-established communication departments (Journalism, Radio and Television, and Advertising), students are encouraged to explore the full context of international trends through advanced academic research. In addition to delving into the diverse curriculum offered by IMICS, Master's students are encouraged to explore elective courses from other departments and will also be presented with opportunities to interact with other renowned international universities and global media corporations.

Aiming to cultivate future leaders and professionals in the field of communications and international media, IMICS is highly selective in its admissions process. Each academic year, IMICS accepts a balanced number of qualified local and international students to join the upcoming class, in order to encourage a cross-cultural interchange of ideas in the classroom. Therefore, the diverse group of Master's students in IMICS benefits from peers by combining their different academic backgrounds, collaborating on academic research projects, and pursuing various opportunities for international academic exchange.

The Communications Department also encourages students to study abroad and attend

international conferences during the course of their graduate studies. Many students have participated in academic exchange programs to Europe, Asia, and elsewhere. These study abroad experiences allow students to not only conduct meaningful research but also to put international communications theory into practice. Participating in internships in Taiwan and abroad is another excellent way for IMICS students to gain professional training and explore future career options. For those students who do not venture abroad during the course of their studies, each semester IMICS invites globally renowned scholars and professionals in the communications field to join the program as a visiting professor or guest speaker.

The International Master's Program in International Communication Studies program is constantly actively seeking new opportunities for improvement and expansion, in order to maintain its high quality of instruction. The Department of Communications looks forward to welcoming further excellent professors to join the faculty, as well as offering even more diverse, exciting courses in the future.

玖、數位內容碩士學位學程

國立政治大學數位內容碩士學位學程（以下簡稱數位碩）是國內第一個融合傳播學院與理學院（資訊科學系）的碩士學程。數位碩自 2008 年 6 月開始籌備，2009 年秋正式成立。旨在提供數位內容的專業學習管道，以建立學生在人文內涵、資訊設計及科技實作的跨領域融合能力，並培育數位內容之創造、設計、企劃及系統研發之專業領導人才。培養學生具人文社會與世界觀的敘事能力、資訊科技能力、數位內容應用能力，亦即「數位內容的創新力與整合執行力」。

數位碩以數位內容的國際前瞻研究與產業發展的趨勢，結合本校深厚的學術根基，發展四個特色研究主題群：數位敘事、數位文創、使用者經驗設計、智慧環境。

學生招生來源分為創意傳播組以及資訊技術組。師資來源除數位碩主聘教師，本院以及理學院（資訊科學系）亦支援教師。課程設計兼顧學術理論、實務導向、產品設計、製作與系統整合，涵蓋學術範疇有科技、內容、設計。學生的論文指導採跨領域雙指導教授，各研究主題群均由兩領域（傳播、資訊科學）教師組成。

碩位碩畢業學生可投入與數位敘事創作、創新科技研發等面向相關之數位與內容產業。

國際傳播英語碩士學位學程

課程簡介

壹、學程目標

本學程提供學生豐富多樣的全英語授課課程，以及與國際接軌的教育環境。奠基傳播學院的堅強師資，本學程著重「跨文化情境下的傳播研究」，針對當前國際傳播的現象及議題做研究並開授課程，以培育具國際視野的傳播領域專業人才為目標。希望最終能將本學程培養出具跨文化素養的傳播領域專才推向國際舞台，加強本學程與國際的連結，並更進一步為傳播教育建立新典範。

一、教育目標

本學程的定位乃亞太傳播研究，特別針對當前國際傳播的內容以及現象做研究並開授課程，學生可透過課程活動及實習機會與社會連結、培養理論與實務能力，透過遠距教學系統、跨國跨校國際課程等機會，與國際高校師生以及全球媒體企業進行互動。

學生來自世界各地，在多元文化環境下學習，國際與本地生都能有良好的互動與交流，在課堂討論時，能提供多元觀點與自身經驗分享，增加國際視野的深度與廣度。鼓勵學生探索國際趨勢的脈絡，增進與國際媒體組織之互動，以培養具跨文化素養及國際溝通能力的傳播領域專業人才，滿足在亞太地區的跨國傳媒人才需求為目標。

二、未來發展方向

本學程著重與借鏡亞太區域各國學術與社會經驗，透過連結國際頂尖高校共同開設國際課程、開辦雙聯學位學程等契機，建立並深化教研交流的區域連結與國際合作，提升本學程的國際能見度與競爭力。除了以本校傳播學院優良師資與器材設備為後盾，更透過與國際頂尖高校師資、業界專業人才協同教學的機會，提升本學程的課程架構與內容，將台灣的傳播文化與國際連結，培育國際化人才。

貳、課程地圖

國際傳播英語碩士學位學程

必修課	傳播理論（3 學分）	
	研究方法（3 學分）	
進階專業課程	傳播專題	國際新聞寫作實務（3 學分） 政治傳播專題（3 學分） 跨文化傳播專題（3 學分） 專業實習（2 學分）
	媒體研究	數位媒體與娛樂法（3 學分） 社群媒體與行銷（3 學分） 電子遊戲與社會（3 學分） 科學、媒體與公眾（3 學分） 廣告效果研究（3 學分） 社群媒體與行銷（3 學分） 數位媒體專題（3 學分） 新媒體匯流（3 學分）
	跨文化傳播與國際關係	全球化及跨國主義（3 學分） 台灣流行文化：國族、日常生活與展演（3 學分） 國際組織（3 學分）

+

資格評鑑

+

畢業論文

=

畢業

參、畢業門檻檢定及修業規定

一、專業必修科目

畢業學分	32 學分
必修科目	傳播理論（3 學分）、研究方法（3 學分）；共 6 學分
修課特殊規定	（一）畢業學分：三十二學分（含必修六學分）。 （二）上課方式：以英語授課。本學程研究生得至外所修課，以 12 學分為上限。中文課程以 6 學分為上限，經指導教授或導師認定者可提高至 9 學分。 （三）資格評鑑（碩士候選人資格之取得）：研究生在學滿一年且修畢「傳播理論」、「研究方法」者，可於學期註冊時申請碩士資格考核。本學程碩士資格考核項目計有 5 項：論文發表、實務競賽、創作作品發表、畢業論文計畫口試、畢業作品計畫書口試。 （四）畢業論文：學生必須完成英文學位論文，不計學分，形式包括：論文、創作、展演。

肆、課程規劃

【上學期】

科目代號	課程名稱	修別	學分
461002001	研究方法（碩一上學期）	必	3
461003001	傳播理論（碩一上學期）	必	3
461882001	台灣流行文化：國族、日常生活與展演	選	3
461886001	國際新聞寫作實務	選	3
461918001	全球化及跨國主義	選	3
461872001	科學、媒體與公眾	選	3
461888001	電子遊戲與社會	選	3
461932001	跨文化傳播專題	選	3
461876001	數位媒體與娛樂法	選	3

【下學期】

科目代號	課程名稱	修別	學分
461885001	社群媒體與行銷	選	3
461885001	數位媒體專題	選	3
461903001	政治傳播專題	選	3
461910001	國際組織	選	3
461880001	廣告效果研究	選	3
461891001	新媒體匯流	選	3
461877001	非主流群體與媒體再現	選	3
461942001	專業實習	選	2

註：實際上課時間以教務處公告為準

伍、課程總覽

461002001	研究方法	必修	上學期	3 學分	國傳碩一、二
課程目標	(一) 培養進行研究所需之基本能力，包含對研究議題的選擇、研究概念的定義與操作化、研究資料的分析與撰寫。 (二) 培養對理論進行驗證或拓展的能力。 (三) 培養對日常生活中所接觸之研究證據與資訊之評估能力				
課程大綱	(一) 透過教科書與案例討論，理解不同研究方法的內涵與適用性。 (二) 全班共同實際進行研究之設計與執行，並根據所蒐集之資料撰寫研究報告。				
預估每周課外學習時間 <u>5</u> 小時					

461003001	傳播理論	必修	上學期	3 學分	國傳碩一、二
課程目標	(一) 廣泛閱讀與討論新近發表的學術論文，提供學生當下、多元的傳播理論，厚植同學傳播專業的學養。 (二) 啟發學生探索傳播議題，培育學生作研究，寫論文的基礎能力。				
課程大綱	(一) 傳播效果相關理論（媒介效果、新聞框架、娛樂效果、敘事說服、新媒介效果等）。 (二) 數位傳播相關理論（社群媒體、網絡化傳播、新媒介邏輯、數位落差、病毒擴散）				
預估每周課外學習時間 <u>6-8</u> 小時					

461882001	台灣流行文化：台灣流行文化：國族、日常生活與展演	選修	上學期	3 學分	國傳碩一、二
課程目標	(一)從文化研究、社會學和民族主義研究的角度理解流行文化的關鍵理論和概念 (二)將相關理論和概念應用於您自己的研究興趣 (三)批判性地評估台灣流行文化的前沿問題，趨勢和研究				
課程大綱	(一)旨在研究台灣的流行文化在全球、國家和地方背景下的想像、表演和實踐 (二)涵蓋流行文化的不同方面，包括脫口秀、流行音樂、電影、表演藝術、節日、大型活動和展覽製作 (三)綜合理論方法和實證研究，並以參與式觀察的形式包括一些額外的校外學習活動				
預估每周課外學習時間 <u>5</u> 小時					

461886001	國際新聞寫作實務	選修	上學期	3 學分	國傳碩一、二
課程目標	帶領學生從認識外國媒體報導的基本架構、選擇報導國際讀者所關注的議題、當地事件，到搜尋、拓展可靠新聞報導來源，進一步以英文與跨國的公司、機構進行訪談，並撰寫專業的英語大眾新聞報導及廣播報導。				
課程大綱	(一) 概述大眾媒體經濟及外媒運作方式 (二) 認識報導的類型：最新消息、專題報導、分析評論 (三) 如何找到適合外媒報導的當地新聞 (四) 新聞資料及消息來源 (五) 訪談技巧 (六) 廣播報導寫作				
預估每周課外學習時間 <u>6</u> 小時					

461918001	全球化與跨國主義	選修	上學期	3 學分	國傳碩一、二
課程目標	認識各文化、各國家之間因著全球化與跨國主義所形成錯綜複雜的關係是如何形成並影響這個全球化社會。				
課程大綱	著重探討全球化及跨國主義如何形成以及如何影響當前世界。先從“猶太人的離散”來討論媒體與全球化，進一步研究多元文化融合論。				
預估每周課外學習時間 <u> 5 </u> 小時					

461888001	電子遊戲與社會	選修	上學期	3 學分	國傳碩一、二
課程目標	(一) 熟悉電子遊戲的研究脈絡、發展以及其對於個人及社會的影響。 (二) 從傳播、心理、媒體娛樂等層面深入探討其理論發展及文化形式，包含互動性、傳播科技、暴力、道德、及說服效果等。 (三) 檢視電子遊戲對於廣告、說服、社會議題及教育等正向應用。				
課程大綱	本堂課以 seminar 形式進行，每週針對該週主題，將會有 3-4 篇英文期刊文章需閱讀，並以小組方式進行課程討論帶領。此外，期末報告為針對電子遊戲的個人學術研究提案。 課程內容以電子遊戲於傳播及媒體娛樂文獻中的定位討論起，再檢視過往對於其互動性、玩家心理動機及滿足、道德基礎、心理機制(角色認同、flow、臨場感)、虛擬實境、遊戲暴力、廣告應用、運動、醫療及社會議題說服等子題，進行深入探討。				
預估每周課外學習時間 <u> 6 </u> 小時					

461876001	數位媒體與娛樂法	選修	上學期	3 學分	國傳碩一、二
課程目標	通過主題閱讀、專題研究和與專業講者的深入互動，學生可以期望培養並擁有以下能力： 1. 了解新媒體和融合的形成方式社會，政治/法律，經濟/市場和文化驅動力； 2. 了解最新的媒體技術趨勢並獲得熟悉對媒體行業有潛在影響的創新和組織； 3. 面臨不同的挑戰和法律困難溝通面臨數字時代，並試圖提出有效的政策。				
課程大綱	本課程專為訓練學生了解科技快速進步對傳播產業所帶來的變化與影響，以及政府為因應此一改變所面臨的挑戰。教師將介紹數位時代傳播產業的法律問題，特別是一般大眾主要的資訊接收來源，如娛樂電影、電視、娛樂媒體和音樂產業，更將針對大眾傳播工作的人應該具備的知識產權法、媒體法和行政法知識進行專題討論，帶領學生關注並比較新科技帶來的影響。				
預估每周課外學習時間 <u> 5 </u> 小時					

461932001	跨文化傳播專題	選修	上學期	3 學分	國傳碩一、二
課程目標	熟悉全球化與跨國主義的文獻、圖書資料。				
課程大綱	著重探討全球化的作用，特別是跨國主義。課程將從媒體和城市全球化的討論，到僑民的主題，最後探討多元文化主義。				
預估每周課外學習時間 <u> 5 </u> 小時					

461872001	科學、媒體與公眾	選修	上學期	3 學分	國傳碩一、二
課程目標	使學生熟悉社會中發生的重要科學問題、並從各個角度深入討論科技演進、介紹可應用於相關議題論述的心理和傳播理論。				
課程大綱	本課程將探討並了解科學在社會裡所產生的爭議。從嬰兒的基因編輯、氣候變化、核能等科學或技術問題。同時也探討媒體傳達科學議題的作用以及重要性。				
預估每周課外學習時間 5 小時					

461885001	社群媒體與行銷	選修	下學期	3 學分	國傳碩一、二
課程目標	幫助學生從學術和專業角度理解社交媒體的使用策略，了解如何策略性地使用社交媒體為客戶或組織創造價值。				
課程大綱	社交媒體在營銷，廣告和公共關係專業人士的活動和日常工作中發揮著關鍵作用。本課程將把該領域裡蓬勃發展的研究與產業中社交媒體實作相結合。				
預估每周課外學習時間 <u> 5 </u> 小時					

461891001	新媒體匯流	選修	下學期	3 學分	國傳碩一、二
課程目標	學生將學習如何剖析新媒體在個人、組織和產業層面的匯流現象。本課程將研究人工智能與社交機器人等新興技術如何影響媒體、互聯網和流動通訊業。學生將在學期末完成一篇有關新媒體匯流的研究報告。				
課程大綱	本課程將研究 SoLoMo 技術如何影響快速變化的新媒體，並介紹有關新媒體匯流的基本問題。探討新媒體轉型以及新興通信技術傳播在社會政治、經濟與文化的相關問題。				
預估每周課外學習時間 <u> 5 </u> 小時					

461903001	政治傳播專題	選修	下學期	3 學分	國傳碩一、二
課程目標	奠定學生有關政治傳播課程專業的基礎，由理論到操作到跨國研究。				
課程大綱	電子媒體急速成長的年代，在選舉中、在選舉後，政治人物、政黨、與國家機器，如何透過傳播爭取人民的支持與認同，是本課程研修的內容。				
預估每周課外學習時間 <u> 6 </u> 小時					

461910001	國際組織	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程之設計目的在使國際傳播學程學生熟悉國際組織研究，希望學生們在修習本課程之後得以瞭解 1)從國際政治角度學習國際組織的基本理論與運作原則；2) 當前政府間國際安全與國際經濟組織的主要議題與發展趨勢；3) 台灣的國際組織參與情形。				
課程大綱	(一) 國際組織理論：新自由主義視角、新現實主義視角 (二) 全球性國際經濟與國際安全組織：UN, IMF, WTO, WB (三) 區域性（歐洲、亞洲）區域經濟與區域安全組織：NATO, OSCE, ARF, ASEAN, APEC, TPP, AIIB (四) 台灣的國際組織參與：UN、WTO、WHO、APEC				
預估每周課外學習時間 <u>5</u> 小時					

461942001	專業實習	選修	下學期	2 學分	國傳碩一、二
課程目標	讓本學程之學生有在課堂之外印證所學或實做學習的機會。				
課程大綱	(一) 實習的長度至少需為每天八小時，並持續一個月。 (二) 實習期間不需於寒暑假。 (三) 實習期滿需繳交 (1) 實習日誌；(2) 實習心得；(3) 300 字摘要； (4) 照片數張。摘要與照片為刊登在學程網站用。				
預估每周課外學習時間 <u>8</u> 小時					

461880001	廣告效果研究	選修	下學期	3 學分	國傳碩一、二
課程目標	提供有關廣告決策中的應用理論，並熟悉廣告研究中最受重視文獻以及最新文獻、建立該領域的理論和研究的批判性觀點。				
課程大綱	使學生熟悉理論的基本概念，並介紹可用於廣告研究的各種理論。挑戰如何把來自不同領域的理論概念與廣告的運作方式連接。				
預估每周課外學習時間 <u> 5 </u> 小時					

461880001	數位媒體專題	選修	下學期	3 學分	國傳碩一、二
課程目標	研究國際上傳統媒體如何轉變為新媒體，討論傳播在科技、商業模式及相關政策上的轉變。學生需熟悉數位時代中的平台、內容、分佈與使用行為。				
課程大綱	該課內容將涵蓋近期的數位科技發展，如 5G、物聯網、人工智能等。亦將探討了解全球化品牌的商業模式，包括紐約時報（新聞），迪士尼（娛樂），Spotify（音樂），Netflix（生產）等，並探討其管制的機制。				
預估每周課外學習時間 <u> 5 </u> 小時					

461880001	非主流群體與媒體再現	選修	下學期	3 學分	國傳碩一、二
課程目標	本課程將探討弱勢族群在媒體上所遇到問題，包括種族和性別歧視等等，來提升學生的媒體素養。藉由個案的比較與分析，有助學生重新思考媒體的呈現，並分辨數位世界與真實世界的潛在差異。學生將提昇媒體素養與批思考的能力，以更敏銳與具同理心的角度面對弱勢族群的議題。透過主流到非主流角色的互換，學生將能分辨弱勢族群被塑造的刻板印象、如何避免或打破刻板印象、提高觀察的敏銳度和同理心，以及減少潛在認知失調。				
課程大綱	介紹世界上各弱勢族群在媒體上所呈現的形象。課堂上將比較弱勢族群在媒體中的形象與他們對自己的論述。透過課堂討論和專題研究，提昇學生的媒體素養，並且讓學生能應對社會與自身的敏感問題。				
預估每周課外學習時間 <u> 5 </u> 小時					

陸、課程檢核及修業規劃表：

國傳碩

姓名：_____

學號：_____

課程名稱		上課時間	類別	學分數
傳播理論		五 34C	必修課	3
研究方法		四 D56	必修課	3
			選修課	
			選修課	
			選修課	
			選修課	
			選修課	
			選修課	
			學程外 選修課	
			學程外 選修課	
			學程外 選修課	
至本學期累 計修畢		尚未修畢學分		
畢業至少應 修學分	32			必修 6 選修 26

柒、師資介紹:

教師姓名	任教科目	畢業學校與科系	最新著作
王淑美	傳播理論	英國蘭卡斯特大學 社會學博士	Sumei Wang*, 2018.08, 'Playful photography: Travel selfies with smartphones and social media,' 15th EASA Biennial Conference, Stockholm University. (*為通訊作者) 王淑美*, 2018.07, '網路速度與新聞—轉變中的記者時間實踐及價值反思,' 中華傳播學刊, Vol.33, pp.65-98.(TSSCI)(*為通訊作者), 418419 Sumei Wang*, 2018.03, 'Domesticating the foreign: Remaking Coffee in Taiwan,' Journal of International Economic Studies, Vol.32, pp.89 - 102.(National Diet Library, Japan)(*為通訊作者), 418364 王淑美*, 2018.03, '網路速度與新聞文化—時間、實踐與價值,' 文化研究學會年會, 文化研究學會. (*為通訊作者) Sumei Wang*, 2018.02, 'Radio and Urban Rhythms in 1930s Colonial Taiwan,' Historical Journal of Film, Radio, and Television, Vol.38, No.1, pp.147-162.(AHCI)(*為通訊作者), 418401 王淑美*, 2017.01, '從傳播的偏向到 S T S : 再探 Harold Adam Innis 傳播理論中的關鍵元素,' 傳播研究與實踐, Vol.7, No.1, pp.289-301.(TSSCI)(*為通訊作者), 412503 Sumei Wang*, 2016.10, 'The Connected

教師姓名	任教科目	畢業學校與科系	最新著作
			Flaneurs: Exploring Smartphone Mediated Urban Experiences and the Co-Construction of City Image, ' MediAsia 2016 The Asian Conference on Media, Communication & Film, The International Academic Forum (IAFOR).(*為通訊作者) Sumei Wang*, 2016.08, 'Green practices are gendered: Exploring gender inequality caused by sustainable consumption policies in Taiwan, ' Energy Research & Social Science, Vol.18, pp.88-95.(SSCI, SCOPUS)(*為通訊作者), 409888 Sumei Wang*, 2016.07, 'Mass Media and the Modern Girl in 1930s Colonial Taiwan, ' Asian Studies Conference Japan 2016, Institute of Asian Cultural Studies.(*為通訊作者) 王淑美*, 2016.04, '媒體科技與現代性 - 回溯 二零年代臺灣的廣播經驗與都會生活, ' 新聞學研究, No.127, pp.1-37.(TSSCI)(*為通訊作者), 409269
林芝璇	社群媒體與行銷 廣告效果研究	美國德州大學 奧斯汀分校 廣告學博士	Yan Shan;Kuan-Ju Chen*;Jhih-Syuan Lin, 2020, 'When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motive, ' International Journal of Advertising, Vol.39, No.5, pp.590-610.(SSCI)(*為通訊作者), 425206 Jia-Dai Lu*;Jhih-Syuan Lin, 2020.05, 'Decoding the popularity of Instagram Stories: Examining the antecedents and consequences of engagement with Instagram Stories, ' International

教師姓名	任教科目	畢業學校與科系	最新著作
			Communication Association, International Communication Association.(*為通訊作者) Jhih-Syuan Lin*;Itai Himelboim, 2019, 'Political brand communities as social network clusters: winning and trailing candidates in the GOP 2016 primary elections, ' Journal of Political Marketing, Vol.18, No.1-2, pp.119-147.(SCOPUS)(*為通訊作者), 415714 Jhih-Syuan Lin*, 2019.10, 'Revisiting the effect of exposure to heterogeneous perspectives on political participation: The moderating role of approval for algorithmic curation, ' 2019 TIGCR International Conference, TIGCR.(*為通訊作者) Hsuan-Ting Chen*;Jhih-Syuan Lin, 2019.10, 'How does political discussion on Social media (de)mobilize political participation? The role of cross-cutting and like-minded discussion, political ambivalence and issue importance, ' 2019 TIGCR International Conference, TIGCR.(*為通訊作者) Kuan-Ju Chen*;Jhih-Syuan Lin;Yan Shan, 2019.05, 'Influencer Marketing in China: Examining the Psychological Mechanism of Processing Branded Content in Social Media, ' European Marketing Academy Annual Conference, European Marketing Academy.(*為通訊作者) 黃毓超*;林芝璇, 2019.01, '公領域的私語化：臺灣社群媒體新聞專頁分析, ' 香港中文大學第十二屆傳播學訪問學者計劃之社交媒體與公私界限工作坊, 香港中文大學.(*為通訊作者)

教師姓名	任教科目	畢業學校與科系	最新著作
			Joe Phua;Jhih-Syuan Lin*;Dong Jae Lim, 2018, 'Understanding consumer engagement with celebrity-endorsed e-cigarette advertising on Instagram, ' Computers in Human Behavior, Vol.84, pp.93-102.(SSCI)(*為通訊作者), 418343 Jhih-Syuan Lin;Kuan-Ju Chen;Yongjun Sung*, 2018, 'Understanding the nature, uses and gratifications of social television: Implications for developing viewer engagement and network loyalty, ' Journal of Broadcasting & Electronic Media, Vol.62, No.1, pp.1-20.(SSCI)(*為通訊作者), 415715 Jhih-Syuan Lin*;Kuan-Ju Chen, 2018.07, 'Examining the antecedent and consequences of consumer engagement with visual branded content on Pinterest, ' 2018 Global Marketing Conference, GMC.(*為通訊作者) Kuan-Ju Chen*;Jhih-Syuan Lin;Yan Shan, 2018.04, 'Influencer marketing in China: examining the effects of parasocial identification, engagement, and inferences of manipulative intent on self-esteem., ' 2018 International Conference on Research in Advertising (ICORIA) Conference, European Advertising Academy.(*為通訊作者) Taemin Kim*;Jhih-Syuan Lin;Hyejin Kim, 2018.03, 'The effects of cause proximity and message strategy on attitude toward cause-related advertising: The mediating role of advertising believability, ' Proceedings of the 2018 American Academy of Advertising Conference, American Academy of Advertising,

教師姓名	任教科目	畢業學校與科系	最新著作
			pp.40.(*為通訊作者) Yan Shan*;Kuan-Ju Chen;Jhih-Syuan Lin, 2018.03, 'When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motives, ' Proceedings of the 2018 American Academy of Advertising Conference, American Academy of Advertising, pp.133-145.(*為通訊作者) Jhih-Syuan Lin*;Yen-I Lee;Yan Jin;Bob Gilbreath, 2017, 'Personality traits, motivations, and emotional consequences of social media usage, ' Cyberpsychology, Behavior, and Social Networking, Vol.20, No.10, pp.615-623.(SSCI)(*為通訊作者), 415712 Yan Jin*;Jhih-Syuan Lin;Bob Gilbreath;Yen-I Lee, 2017, 'Motivations, consumption emotions, and temporal orientations in social media use: A strategic approach to engaging stakeholders across platforms, ' International Journal of Strategic Communication, Vol.11, pp.115-132.(*為通訊作者), 415716 Jhih-Syuan Lin*;Itai Himelboim, 2017, 'Understanding Political Brand Communities from a Social Network Perspective: A study of the GOP 2017 Primary Elections., ' Association for Education in Journalism and Mass Communication, Association for Education in Journalism and Mass Communication.(*為通訊作者) Dong Jae Lim*;Jhih-Syuan Lin, 2017, 'The role of matching mindset and social distance in anti-texting while driving advertising., ' American

教師姓名	任教科目	畢業學校與科系	最新著作
			Academy of Advertising Global Conference, American Academy of Advertising.(*為通訊作者) Jhih-Syuan Lin*;Jooyoung Kim;Juan Meng;Hanyoung Kim, 2017, 'Consumer responses toward cosmeceutical advertising: Roles of regulatory fit and implications for skin cancer prevention., ' 2017 Proceedings, American Academy of Advertising, pp.46.(*為通訊作者) Dong Jae Lim*;Jhih-Syuan Lin;Un Chae Chung, 2017, 'The role of matching construal level and social distance in young drivers' changes of attitude and behavior toward texting while driving., ' 2017 Proceedings, American Academy of Advertising, pp.71.(*為通訊作者) Jhih-Syuan Lin*;Kuan-Ju Chen, 2017, 'Understanding the effect of social television on TV branding: A uses and gratifications perspective., ' Chinese Communication Society, Chinese Communication Society.(*為通訊作者) Jhih-Syuan Lin;Yongjun Sung*;Kuan-Ju Chen, 2016, 'Social television: Examining the antecedents and consequences of connected TV viewing, ' Computers in Human Behavior, Vol.58, pp.171-178.(SSCI)(*為通訊作者), 415717
林翠絹	新媒體匯流	美國夏威夷大學 Manoa 分校 傳播資訊科技博士	Kwanda, F.;Lin, T. T. C.(林翠絹), 2020.05, 'Fake news practices in Indonesian newsrooms during and after the Palu earthquake: A Hierarchy-of-Influences approach, ' Information,

教師姓名	任教科目	畢業學校與科系	最新著作
			Communication and society,.(SSCI)(本論著未刊登但已被接受), 426702 Lin, T. T. C. (林翠絹);Bautista, J.R.*;Core, R., 2020.04, 'Seniors and mobiles: A qualitative inquiry of mHealth adoption among Singapore seniors, ' Informatics for Health & Social Care,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 426701 Bautista, J.R.*;Lin, T. T. C. (林翠絹);Theng, Y. L., 2020.01, 'The influence of organizational issues on nurse administrators' support of smartphones for work purposes in the Philippines: A focus group study., ' JMIR Nursing, Vol.3, No.1, pp.00.(*為通訊作者), 426180 Liew, K. K.*;Lin, T. T. C. (林翠絹);Theng, T. L., 2019.12, 'Skeuomorphic domestic Television' s analogue divide: Television and social stratification in Singapore, ' Television and New Media,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 420146 Lin, T. T. C. (林翠絹)*;Chiang, Y., 2019.10, 'Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty, ' Telematics and Informatics, Vol.43, pp.1-12.(SSCI)(*為通訊作者), 422491 Lin, T. T. C. (林翠絹)*, 2019.09, 'Motivation and trust: How dual screening influences offline civic engagement among Taiwanese Internet users, ' International Journal of Communication,

教師姓名	任教科目	畢業學校與科系	最新著作
			pp.4663-4681.(SSCI)(*為通訊作者), 422887 Lin, T. T. C. (林翠絹)*, 2019.08, 'Communicating haze crisis online: Comparing traditional news reports and new media voices in Singapore, ' Environmental Communication, Vol.13, pp.864-878.(SSCI)(*為通訊作者), 418925 Lin, T. T. C. (林翠絹)*, 2019.02, 'Multiscreen social TV system: A mixed method understanding of user attitude and adoption intention, ' International Journal of Human-Computer Interaction, Vol.35, No.2, pp.99-108.(SSCI)(*為通訊作者), 417758 Lin, T. T. C. (林翠絹)*;Kononova, A.;Chiang, Y., 2019.01, 'Screen addiction and media multitasking among American and Taiwanese users, ' Journal of Computer Information Systems., pp.00.(SSCI)(*為通訊作者), 421220 Li, L*;Lin, T. T. C. (林翠絹), 2019.01, 'Smartphones at work: A qualitative exploration of psychological antecedents and impacts of work-related smartphone dependency, ' International Journal of Qualitative Methods, Vol.18, pp.1-12.(SSCI)(*為通訊作者), 421731 Trisha T. C. Lin (林翠絹)*, 2019.01, 'Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire, ' International Journal of Human-Computer Interaction, Vol.35, No.18, pp.1672-1680.(SSCI)(*為通訊作者), 421319 Bautista, J.R.*;Rosenthal, S. B.;Lin, T. T. C. (林

教師姓名	任教科目	畢業學校與科系	最新著作
			翠絹);Theng, Y. L., 2018.12, 'Predictors and outcomes of nurses' use of smartphones for work purposes, ' Computers in Human Behavior, Vol.84, pp.360-374.(SSCI)(*為通訊作者), 418393 Li, L.*;Lin, T. T. C. (林翠絹), 2018.10, 'Examining how dependence on smartphones at work relates to Chinese employees' workplace social capital, job performance, and smartphone addiction., ' Information Development, Vol.34, No.5, pp.289-503.(SSCI)(*為通訊作者), 415261 Lin, T. T. C. (林翠絹);Bautista, J. R. R*, 2018.03, 'How do content-related factors influence perceived value of location-based mobile advertising?', ' Journal of Computer Information Systems, pp.00.(SSCI)(*為通訊作者), 418249 Lin, T. T. C. (林翠絹)*, 2018.01, 'Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times' online news practices (數位優先新聞室：海峽時報網路新聞匯流與轉型分析), ' 傳播與社會學刊 (Communication & Society), Vol.43, pp.73-102.(TSSCI)(*為通訊作者), 415260
李瓊莉	國際組織	美國馬利蘭大學政治學博士	李瓊莉(Chyungly Lee)*, 2019.07, 'Defense Diplomacy in Shaping Regional Security Order, ' IDSS-ISA / KAIS Joint Conference, ISA-IDSS and KAIS.(*為通訊作者) 李瓊莉*, 2019.06, '美國與東協不對稱戰略夥伴關係之研究,' 台灣東南亞研究學會年會, 淡江大學東協研究中心.(*為通訊作者)

教 師 姓 名	任教科目	畢業學校與科系	最新著作
			李瓊莉*;張顥瀚, 2018.05, '越南與菲律賓對中國南海軍事化行動的回應,' 戰略安全研析, No.150 期, pp.79-89.(*為通訊作者) 李瓊莉*, 2018.04, 'Comparing China's Approaches to BRICS and ASEAN,' 2018 ISA Annual Convention, International Studies Association.(*為通訊作者) 李瓊莉*, 2017.12, '從 2017 年東協系列峰會成果展望亞太多邊秩序之發展,' 亞太經濟合作評論, Vol.第 24 期, pp.10-17.(*為通訊作者) 李瓊莉*, 2017.11, 'ASEAN's Relevancy to Asia's Regional Architecture,' 2017 年 APEC 學術討論會, APEC 研究中心.(*為通訊作者) 李瓊莉*, 2017.06, '中國大陸在東協地區的「高鐵外交」,' 東協瞭望, Vol.第 015 期, pp.5-10.(*為通訊作者) 李瓊莉*, 2017.02, 'Reshaping a US-Led Political Economic Order in the Asia-Pacific?', 'ISA's 58th Annual Conference, International Studies Association.(*為通訊作者) 李瓊莉 (2016)。〈萬隆會議的國際政經合作意涵〉, 中共研究,49 (7), 145-150。 李瓊莉*;張顥瀚, 2016.12, '國際油價崩跌對沙烏地阿拉伯政治經濟衝擊,' 台灣與中東產油國的經濟能源與技術合作學術研討會, 政大中東與伊斯蘭研究中心.(*為通訊作者) 李瓊莉*, 2016.12, '東協在歐巴馬政府亞太政策中的戰略地位,' 『歐巴馬第二任美中台關

教師姓名	任教科目	畢業學校與科系	最新著作
			係與未來每台新政府之展望』學術研討會，中央研究院歐美研究所.(*為通訊作者) 李瓊莉*, 2016.10, 'The Relevancy of Non-TPP ASEAN Members to the “New” Asia-Pacific Political-Economic Order, ' The Conference on TPP, RCEP, AIIB: Shaping a New Political-Economic Order in the Asia-Pacific, UC Berkeley Center for Southeast Asia Studies.(*為通訊作者) 李瓊莉 (2015)。〈亞太區域經濟構築中的「東協中心性」〉，遠景基金會季刊,16, 4, 113 (TSSCI) 李瓊莉 (2015)，〈美、「中」、日戰略競逐對我方參與東協網絡之啟示〉，中共研究, 49 (10), 101-105。
詹寧思	國際新聞寫作實務	國立政治大學國際傳播碩士學程	FREELANCE NEWS CORRESPONDENT Nov. 2010-present Correspondent based in Taiwan regularly covering political, economic and financial news in Asia for: Associated Press, Christian Science Monitor, Voice of America, South China Morning Post, Forbes Media, Institutional Investor magazine group, Los Angeles Times and TheStreet THOMSON REUTERS (international news wire) July 2006-Nov. 2010 Foreign correspondent covering Taiwan politics, relations with China and the economy KYODO NEWS (Japanese international wire

教師姓名	任教科目	畢業學校與科系	最新著作
			service) Sept. 2003-May 2006 Foreign correspondent covering China SOUTH CHINA MORNING POST (Hong Kong daily) Nov. 2000-Aug. 2003 Foreign correspondent covering business, IT, education, entertainment, Beijing city news and general assignment in the Beijing bureau (under the bylines Michael Jen-Siu and Staff Reporter); Trained local reporters to gather news for SCMP.com
劉義鈞	政治傳播專題	美國芝加哥大學 政治學博士	劉義鈞、賴銘鴻 (2012)。〈雪山隧道通車後宜蘭縣外來竊盜犯罪模式與防治之研究〉。 劉義鈞、賴銘鴻(2012)。〈北宜高通車對宜蘭縣產業變遷之評析〉，宜蘭研究論文集，365-388。 劉義鈞 台灣原住民政治參與—以宜蘭縣泰雅族為例 宜蘭學，(宜蘭產業發展與社會變遷之評析，413-431。
林日璇	電子遊戲與社會	美國密西根州立大學 媒體與資訊研究博士	林日璇 Lin, J.-H.*;Dai-Yun Wu, 2020.03, 'Newsgames for the greater good: The effects of graphic realism and geographic proximity on knowledge acquisition and willingness to help, ' Journalism and Mass Communication Quarterly, Vol.97, No.1, pp.30-51.(SSCI)(*為通訊作者), 421218 林日璇*;Bowman, N.;Lin, Shu-Fang;Chen, Yen-Shen, 2019.08, 'Setting the digital stage: Defining game streaming as an entertainment experience, ' Entertainment Computing, Vol.31,

教師姓名	任教科目	畢業學校與科系	最新著作
			pp.tbd.(*為通訊作者), 422881 林日璇 Lin, J.-H. Tammy*, 2019.05, 'Strategic social grooming: Emergent social grooming styles on Facebook, social capital and well-being, ' Journal of Computer-Mediated Communication, Vol.24, No.3, pp.90-107.(SSCI, SCOPUS)(*為通訊作者), 421734 Banks, J.*;Bowman, N.;Lin, J.H.;Pietschmann, D.;Wasserman, J. 所有作者共享第一作者, 2019.03, 'The common player-avatar interaction scale (cPAX): Expansion and cross language Validation, ' International Journal of Human-Computer Studies, Vol.129, pp.64-73.(SSCI, SCOPUS)(*為通訊作者), 422296 林日璇*, 2019.01, 'Because Jimmy Kimmel wants to know: Motivations for watching game streaming as predictors of viewing time and enjoyment, ' The journal of information society, Vol.36, pp.39-74.(*為通訊作者), 418904 林日璇*, 2018.11, 'Permanently online and permanently connected: Taiwanese university students' attachment style, mobile phone usage, and well-being, ' Chinese Journal of Communication, pp.TBD.(SSCI, SCOPUS)(*為通訊作者)(本論著未刊登但已被接受), 418905 林日璇 Lin, J.-H.*;Wu, D.-Y.;Tao, C.-C., 2018.09, 'So scary, yet so fun: the role of self-efficacy in enjoyment of a virtual reality horror game, ' New Media and Society, Vol.20, No.9, pp.3223-3242.(SSCI)(*為通訊作者), 417613

教師姓名	任教科目	畢業學校與科系	最新著作
			Wu, D.-Y.;Lin, Jih-Hsuan 林日璇, 2018.09, 'Ways of Seeing Matter: The Impact of a Naturally Mapped Perceptual System on the Persuasive Effects of Immersive Virtual Reality Advertising, ' Communication Research Reports, Vol.Accepted, pp.in press.(SCOPUS), 419950 Skoric, M.*;Zhu, Q.-F.;Lin, J.-H., 2018.07, 'What Predicts Selective Avoidance on Social Media? A Study of Political Unfriending in Hong Kong and Taiwan, ' American Behavioral Scientist, Vol.62, No.8, pp.1097-1115.(SSCI)(*為通訊作者), 417626 Wu, D.-Y.*;Lin, Jih-Hsuan 林日璇, 2018.05, 'Beyond the Controllers: The Impact of Natural Mapping on the Persuasive Effects of Immersive Virtual Reality Advertising, ' International Communication Association Annual Conference, ICA.(*為通訊作者) Lin, Jih-Hsuan 林日璇*;Wu, D.-Y., 2018.05, 'Are newsgames children' s games? Examining the effects of graphic realism and issue proximity on players' willingness to forward and donate and the underlying mechanisms, ' International Communication Association Annual Conference, ICA.(*為通訊作者) 林日璇 Lin, J.-H.*, 2017.07, 'Fear in Virtual Reality (VR): Fear elements, coping reactions, immediate and next-day fright responses toward a survival horror zombie virtual reality game, ' Computers in Human Behavior, Vol.72, pp.350-

教師姓名	任教科目	畢業學校與科系	最新著作
			361.(SSCI)(*為通訊作者), 413503 Jaime Banks*;林日璇;Daniel Pitschmann;Nick Bowman, 2017.05, 'Expansion and CrossCultural Validation of the Common PlayerAvatar Interaction Scale (cPAX), ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*;Bowman, N.;Lin, S.-F.;Chen, Y.-S., 2017.05, 'Setting the Digital Stage: Defining Game Streaming in the Scope of Game Studies, ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*;Wu, D.-Y.;Tao, C.-C., 2017.05, 'So scary yet so fun: Unraveling a threefactor model of enjoyment of mediated fright through a virtual reality survival horror game, ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*, 2017.01, 'How do You Connect on Facebook? The Associations of Facebook Connection Strategies with Perceived Social Support and Psychological Well-being, ' Information Society Research, Vol.32, pp.113-150.(*為通訊作者), 413504 林日璇*, 2016, 'Need for Relatedness: A self-determination approach to examining attachment styles, Facebook use, and psychological well-being, ' Asian Journal of Communication,

教 師 姓 名	任教科目	畢業學校與科系	最新著作
			Vol.26, No.2, pp.153-173.(SSCI)(*為通訊作者), 408773 Lin, J.H. (2016). Identification. International Encyclopedia of Media Effects, Wiley, pp.TBD. 林日璇. (2016). Differential Gains in SNSs: Effects of Active vs. Passive Facebook Political Participation on Offline Political Participation and Voting Behavior among First-time and Experienced Voters. Asian Journal of Communication, Vol.26, pp.278-297.(SSCI) 林日璇. (2016). Need for Relatedness: A self-determination approach to examining attachment styles, Facebook use, and psychological well-being. Asian Journal of Communication, Vol.26, No.2, pp.153-173.(SSCI)
方孝謙	全球化與跨國主義	美國芝加哥大學社會學博士	方孝謙*, 2019.07, '台北再生計畫中的政治論述：初階的葛蘭西霸權,' 新聞學研究, No.140, pp.81-125.(TSSCI)(*為通訊作者), 424865 方孝謙*, 2017.06, 'Overcoming Internal Disparities: Imagining Taipei in Contemporary Novels,' The Asian Conference on Cultural Studies 2017 Official Conference Proceedings, The International Academic Forum.(*為通訊作者) 方孝謙*, 2016.05, '媒體與意識形態,' 新聞傳播, 揚智, pp.205-242.(*為通訊作者), 410389, 2016/05 方孝謙*, 2014.12, '從大溪繞境到跨國婚姻--台

教師姓名	任教科目	畢業學校與科系	最新著作
			灣社群的互信與合作探微,' 巨流.(*為通訊作者), 406179, 2014/12 方孝謙*, 2013.03, '敘事身分與互信機制的分析: 研究台籍與馬華女性的離散家族,' 文化越界, Vol.1, No.9, pp.1-42.(THCI)(*為通訊作者), 399149 方孝謙, 2008.01, '殖民地台灣的認同摸索: 從善書到小說的敘事分析, 1895-1945, 增訂版,' 巨流圖書公司., 143950, 2008/01
韓義興	研究方法	美國弗州州立大學 傳播學院博士	韓義興*;HSU, S., 2019.08, 'Just a bystander? The effects of internet use, bystander experiences, and moral disengagement on online privacy violation among children and adolescents,' 2019 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者) 韓義興*;Hsu, S, 2018.06, 'Perceived bias in immigration news coverage and active control of detectable prejudice, ' 2018 Annual IAMCR Conference, International Association for Media and Communication Research.(*為通訊作者) 韓義興*, 2017.12, 'The Effects of News Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences, ' Advances in Journalism and Communication, Vol.5, No.4, pp.256-277.(*為通訊作者), 425615 Hsu, S*;韓義興;Johnson, T, 2017.08, 'Revisiting the privacy paradox: Exploring the mediating effect of privacy management and self-disclosure

教師姓名	任教科目	畢業學校與科系	最新著作
			on social capital, ' 2017 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者) 韓義興*, 2017.05, 'The higher EQ, the better news selection? Exploring the moderating effect of anger-expression on news selection, ' 2017 ICA Annual Conference, International Communication Association.(*為通訊作者) 韓義興*;Arpan, L., 2016.06, 'The effects of news bias-induced anger, anxiety, and issue novelty on subsequent news preferences, ' 2016 ICA Annual Conference, International Communication Association.(*為通訊作者) 翁秀琪*;戚栩僊;韓義興;劉致廷, 2016.06, '情緒和社交網聯經驗對知識建構的影響: 以健康體適能知識建構為例, ' 2016 中華傳播學會年會學術研討會, 中華傳播學會.(*為通訊作者)
盧建誌	數位媒體與娛樂法	美國加州柏克萊大學 法學博士	Chien-Chih Lu*, 2019.12, 'New Copyright Governance on Subscription Video-On-Demand (SVOD), ' Subscription Video-on-Demand in East Asia: Its Impact on Regional Production and Distribution of Media Contents, Department of Society, Culture and Media, International Christian University.(*為通訊作者) Chien-Chih Lu*, 2019.03, 'Economic Freedom and Copyright Incentives: Innovative Technology and Licensing Reforms in the Mandarin Music Market, ' Penn Symposium on Contemporary China, Center for the Study of

教師姓名	任教科目	畢業學校與科系	最新著作
			Contemporary China.(*為通訊作者) Chien-Chih Lu*, 2018.08, 'Evolution in Copyright and Licensing Models: Snapshot from the U.S. and Mandarin Music Markets, ' University of Maryland Francis King Carey School of Law, Maryland Series in Contemporary Asian Studies, Vol.Number 3, No.2017(230), pp.1-52.(*為通訊作者), 425377 Chien-Chih Lu*, 2018.06, 'Remix Culture and Music Art: New Copyright Reforms in Taiwan, ' PG Research Training Seminar , 2018 Taiwan Studies Summer School, SOAS Centre of Taiwan Studies.(*為通訊作者) Chien-Chih Lu*, 2017.02, 'The Constitutional Crisis between Freedom of Expression and Music Licensing, ' 7th Asian Constitutional Law Forum, Association for Asian Constitutional Studies, Asian Constitutional Law Society.(*為通訊作者)
黃俊銘	台灣流行文化：台灣流行文化：國族、日常生活與展演	英國愛丁堡大學政治社會學院社會博士	黃俊銘*, 2019.07, '音樂如何社會?從阿多諾(Adorno)到德諾拉(DeNora): 閱讀《音樂社會學導論》、《日常生活中的音樂》,' 中華傳播學刊, pp.275-288.(TSSCI)(*為通訊作者), 422802 黃俊銘*, 2018.09, '中國人怎麼感受台灣流行音樂? 一個關係性(relational)的台灣-中國研究,' 當代中國研究通訊, No.29, pp.2-8.(*為通訊作者), 420528 黃俊銘*, 2018.07, '中國人怎麼感受台灣流行

教師姓名	任教科目	畢業學校與科系	最新著作
			音樂？一種「共同文化是否可能」的提議、重構與異議,' 中華傳播學會年會, 中華傳播學會.(*為通訊作者) 黃俊銘*, 2016, 'Mediated Politics, Nations and Cultural Consumption, ' East Asian Popular Culture Conference, White Rose East Asia Centre (WREAC), University of York.(*為通訊作者) 黃俊銘*, 2015, '音樂的文化、政治與表演 (二版),' 華滋文化.(*為通訊作者), 420539, 2015/01 黃俊銘*, 2010, '音樂的文化、政治與表演,' 華滋文化.(*為通訊作者), 420530, 2010/01
林怡潔	跨文化傳播專題	美國哈佛大學社會人類學博士	林怡潔*, 2019.11, 'Sustainable Food, Ethical Consumption and Digital Activism: Insights from Slow Food and “Low Carbon Food” Movements in Taiwan, ' Food, Culture and Society, pp.0-0.(SSCI)(*為通訊作者), 422724 林怡潔*, 2019, 'Commentary on 'Monsters Created by Capitalism: An Exploratory Study of Concurrent Dualities on Internet Broadcasting Website Afreeca TV., ' Korean Anthropology Review, pp.0-0.(*為通訊作者)(本論著未刊登但已被接受), 422726 林怡潔*, 2019, '書評《世界如何改變我們的網路發文》,' 臺灣人類學刊, pp.0-0.(TSSCI)(*為通訊作者)(本論著未刊登但已被接受), 422723 林怡潔*, 2018.12, '飲食文化展示與設計：道地與後現代風土主義,' 臺灣人類學刊, Vol.16,

教 師 姓 名	任教科目	畢業學校與科系	最新著作
			No.2, pp.159-178.(TSSCI)(*為通訊作者), 419925 林怡潔*;梁譽昭, 2018.12, 'Digital Food Porn on Instagram in Hong Kong and Taiwan: Body, Autonomy and Digital Femininity., ' InterAsia Connection IV, Social Science Research Council, USA.(*為通訊作者) Yi-Chieh Lin*;Theodore Bestor, 2018.08, 'Sustainability, Food Heritage and Local Tourism: The Case Study of Tuna Industry in Taiwan, ' International workshop, Dept of Anthropology, Harvard University.(*為通訊作者) 林怡潔*, 2018.06, 'The End of Anti-Aging Industry? An Examination of Gender and Age Relations in Anti-Aging Ads in Chinese, ' International Visual Sociology Conference, UNIVERSITY OF PARIS-SACLAY – UNIVERSITY OF EVRY.(*為通訊作者) Yi-Chieh Lin (Jessica)*, 2018.05, 'Revisiting narratives of sustainable food practices in Taipei: local food, habitus and challenges, ' International APSafe Conference in collaboration with Eursafe: Climate Change and Food: Challenges for the Future, 台灣大學.(*為通訊作者) Yi-Chieh Lin (Jessica)*;Theodore Bestor, 2018, 'Glocalizing ‘tuna’ culture: the role of Japan in the culinary tourism in Donggang, Taiwa, ' International workshop, Reischauer Institute of Japanese Studies, Harvard University.(*為通訊

教師姓名	任教科目	畢業學校與科系	最新著作
			作者) Yi-Chieh Lin*, 2018, 'Resolving the Stakeholder' s Perception of Sustainable Food in Taiwan: Government' s Low Carbon Food Campaigns vs. Digital Activism of NGOs, ' Transecting "Healthy" and "Sustainable" Food in the Asia Pacific Workshop, NUS-Yale College.(*為通訊作者) 林宜潔;林怡潔*, 2018.04, '異國餐飲品牌之文化中介:以臺北市留法獨立甜點主廚為例,' 傳播研究與實踐,(TSSCI)(*為通訊作者)(本論著未刊登但已被接受), 418592
施琮仁	科學、媒體與公眾	美國威斯康辛大學 麥迪遜校區 新聞與大眾傳播 博士	施琮仁*, 2019.07, 'Exploring the antecedents and behavioral outcomes of scientific consensus on climate change: An extension of the Gateway Belief Model, ' Annual Conference of the International Association for Media and Communication Research, IAMCR.(*為通訊作者) 施琮仁*;陳雯維, 2018.08, 'Facebook use, emotions, and pro-environmental behaviors: The mediating role of hope and worry, ' Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 施琮仁*, 2018.08, 'Perceived scientific agreement as a gateway belief leading to pro-environmental behaviors: The role of balanced reporting and conflicting comments on Facebook, ' Annual Conference of the Association for

教師姓名	任教科目	畢業學校與科系	最新著作
			Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 徐美苓*;施琮仁;楊意菁, 2018.05, 'Trends of public support concerning nuclear energy in Taiwan (2009-2017), ' Annual Conference of World Association for Public Opinion Research Asia Chapter, WAPOR-Asia.(*為通訊作者) 施琮仁*, 2017.12, '台灣青少年網路霸凌現況、原因與影響,' 中華傳播學刊, Vol.32, pp.203-240.(TSSCI)(*為通訊作者), 415385 施琮仁*, 2017, '以公眾認知為中心的氣候變遷風險溝通：理論與實踐,' 傳播文化, Vol.16, pp.4-41.(*為通訊作者), 424907 施琮仁*, 2017.06, 'Can Facebook promote pro-environmental behaviors?, ' Annual Conference of the Society of Risk Analysis—Europe, Society of Risk Analysis—Europe.(*為通訊作者) 吳承穎*;施琮仁, 2017.06, 'Facebook use and public participation in science: A comparison between the general public and users of a science Facebook fan page, ' International Telecommunication Society Regional Conference, International Telecommunication Society.(*為通訊作者) 徐美苓*;施琮仁, 2017.04, 'What motivates people to engage in individual vs. civic level of pro-environmental actions in a time of climate change, ' What's Life Conference, 波特蘭大學.(*為通訊作者)

教師姓名	任教科目	畢業學校與科系	最新著作
			施琮仁*, 2017.01, '從雙路徑模型探討風險訊息的包裝與呈現對環境友善行為意圖的影響,' 傳播研究與實踐, Vol.7, No.1, pp.5-36.(TSSCI)(*為通訊作者), 415387 Shih, T.J., & Lin, C.Y. (2016). Developing Communication Strategies for Mitigating Actions Against Global Warming: Linking Framing and a Dual Processing Model. Environmental Communication. DOI: 10.1080/17524032.2016.1154886 (SSCI) 施琮仁、林宜平、鄭尊仁 (2016)。〈奈米科技發展與政策之常民認知〉,《中華傳播學刊》, 29, 1-37。(TSSCI)
葉嘉旻	非主流群體與媒體再現	美國密西根州立大學 語言學博士	葉嘉, Lin, Yen-Hwei, 2018.01. Tonal Confusion Between High-Falling Tone and Low-Falling Tone in Hai-lu Hakka 葉嘉, Lin, Yen-Hwei, 2016.12. Underapplication and Variations in Hai-lu Hakka Tone Sandhi 葉嘉, Lin, Yen-Hwei, 2015.02. Tonal Change Induced by Language Attrition and Phonetic Similarity in Hai-lu Hakka
彭芸	數位媒體專題	美國南伊利諾大學 新聞學博士	彭芸, 2016. 創新、創意、創世紀論文集. ISBN: 9789866893797 彭芸, 2015. 「後」電視時代：串流、競合、政策. ISBN: 9789866893711

教 師 姓 名	任教科目	畢業學校與科系	最新著作
			彭芸, 2015. 「大數據、新媒體、使用者」論文集. ISBN: 9789866893728

International Master's Program in International Communication Studies Curriculum Introduction

I. Program Overview

The International Master's Program in International Communication Studies (IMICS) at National Chengchi University (NCCU) delivers high-quality educational experiences to students from all over the world. The program draws upon faculty expertise from across the spectrum of communication studies, as well as upon relevant research and thinking from the humanities and social sciences. With an emphasis on communication studies in the cross-cultural context, the program examines contemporary issues facing the global community and offers English-taught courses that cover a dynamic range of topics. The curriculum prepares students both intellectually and professionally for careers in public, private, and non-profit sectors around the world. The program promotes the talent, research, scholarship, and leadership of our students and faculty and contributes to improving the quality of education and research in the field of communication.

1. Program Goals

The curriculum of the IMICS program incorporates broad exposure to communication studies with an emphasis on current and emerging topics in the Asia-Pacific region. The program brings together students from all over the world and provides a multicultural learning environment. Both local and international students are encouraged to share diverse perspectives and cultures to increase the breadth and depth of discussion in the classroom. Students are able to gain a solid theoretical and practical foundation in international communication studies and connect with local communities through coursework and internships. In addition, the program provides opportunities to connect with students, faculty and industry leaders around the world through distance learning systems, international summer courses, special topic workshops, dual-degree programs, and more. IMICS students are expected to become communication professionals equipped with intercultural sensitivity, international awareness and the ability to transcend borders, interpret the communications of other cultures, and effectively communicate with global audiences.

2. Future Directions

The IMICS program endeavors to provide diverse opportunities to broaden international learning and research experiences for students and faculty. Through continued international outreach efforts, the program cooperates with world-class universities to offer exchange programs, international summer courses, dual-degree programs, and research collaboration opportunities. The program also works with scholars and industry leaders around the world to enhance student learning and strengthen the existing curriculum. By integrating itself into the academic community at large, the program utilizes resources to cultivate and motivate students to contribute and succeed in the increasingly globalized world.

II. Course Map

International Master's Program in International Communication Studies

Required Courses	Communication Theories (3 credits)	
	Research Methods (3 credits)	
Advanced Professional Courses	Special Topics in Communication	News Reporting and Writing (3 credits) Political Communication (3 credits) Cross-Culture Communication (3 credits) Internship (2 credits)
	Media Studies	Media and Entertainment Law in the Digital Age (3 credits) Social Media and Marketing (3 credits) New Media Convergence (3 credits) Digital Games and Society (3 credits) Controversial Science, Media, and the Public (3 credits) Advertising Effectiveness Research (3 credits) Seminar on Digital Media (3 credits)
	Cross-cultural Communication and International Relations	Globalization and Transnationalism (3 credits) Pop Culture in Taiwan (3 credits) International Organization (3 credits) Portrayals of Minorities in Media (3 credits)

+

Graduate Qualification Examinations

+

Thesis Final Defense

=

Graduation

III. Program Requirements and Regulations

1. Graduation Requirements

Total Academic Credits	32 credits
Required Courses	Communication Theory (3 credits) + Research Methods (3 credits)
Program Regulations	1. Credit Requirements: a. Students must earn a total of 32 credits, including 6 credits from required courses. 2. Instruction Method: a. All courses are taught in English. Students could take a maximum of 12 credits outside the program, including 6 credits of courses taught in Chinese, which could be increased to 9 credits with the approval from the advisor or mentor. 3. Graduate Qualification Examinations: a. Students must be enrolled in the program for at least one year and have completed all required courses: “Communication Theory” and “Research Methods.” b. Students shall complete one of the following Graduate Qualification Examinations: presentation at a peer-reviewed conference, journal publication, project competition, creative work showcase, thesis proposal defense, and graduation project proposal defense. 4. Thesis Requirements: a. Students are required to write a thesis in English, which consists of: thesis, creative work, exhibition. Thesis is not counted as credit hours and the thesis format must comply with standard academic norms.

IV. Course Schedule

【Fall Semester】

Course Code	Course Title	Type	Credits
461002001	Research Methods (1st year, Fall Semester)	Required	3
461003001	Communication Theory (1st year, Fall Semester)	Required	3
461882001	Pop Culture in Taiwan	Elective	3
461886001	News Reporting and Writing	Elective	3
461918001	Globalization and Transnationalism	Elective	3
461932001	Cross-Culture Communication	Elective	3
461888001	Digital Games and Society	Elective	3
461872001	Controversial Science, Media, and the Public	Elective	3
461876001	Media and Entertainment Law in the Digital Age	Elective	3

【Spring Semester】

Course Code	Course Title	Type	Credits
461885001	Social Media and Marketing	Elective	3
461880001	Advertising Effectiveness Research	Elective	3
461891001	New Media Convergence	Elective	3
461903001	Political Communication	Elective	3
461910001	International Organization	Elective	3
461880001	Seminar on Digital Media	Elective	3
461941001	International Images and Global Communication	Elective	3
461877001	Portrayals of Minorities in Media	Elective	3
461942001	Internship	Elective	2

Note: Course schedule is subject to changes

V. Detailed Course Descriptions

461002001	Research Methods	Required	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	Many students complain that even after taking a research method class, they still do not have much idea about conducting their own research. This class, therefore, aims to provide people with both conceptual and practical skills needed for academic research. Specifically, class participants will be exposed to “theoretical” explanation of selected research approaches and published papers employing those methods introduced, followed by hands-on class projects. At the end of the semester, everyone in this class will possess the ability to write a research paper which meets professional standards of quality and style.				
Course Description	This class depends heavily on discussion, so students should be prepared to offer critical and constructive comments in class, either to the reading assignments or other participants’ work. Course assignments will focus on conceptualization and operationalization (10%), a class project (20%)—questionnaire design and experiment fieldwork, and survey literature presentation/ content analysis literature/ experimental literature presentation (10%). Finally, what students have learned from the previous assignments will culminate in a FULL research paper based on quantitative analysis of the data collected during the semester. Specifically, this will include outlining a problem, translating the problem into research questions and testable hypotheses, developing measures, and providing an analytic answer. Each participant is expected to present his or her research paper to the course, including a longer discussion of the methodological and statistical challenges you encountered in your study.				
<u>5</u> hours of out-of-class student work expected per week					

461003001	Communication Theories	Required	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	The objective of this course is to familiarize students with various perspectives on communication theory and to enhance students' ability to analyze communication phenomenon.				
Course Description	Course materials cover a range of topics, including media effects, audience research, and new communication technologies.				
<u>6-8</u> hours of out-of-class student work expected per week					

461882001	Popular Culture in Taiwan: Nation, Everyday Life and Performance	Elective	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	1. Understand the key theories and concepts of popular culture from the perspective of cultural studies, sociology and nationalism studies 2. Apply the related theories and concepts to your own research interest 3. Critically evaluate the cutting-edge issues, trends and studies in Taiwan’s popular culture				
Course Description	1. Aim to examine how Taiwan’s popular culture is imagined, performed, and practised in global, national and local contexts 2. Cover different aspects of popular culture, including talk shows, popular music, film, performing arts, festivals, mega-events and exhibition production 3. Synthesize theoretical approaches and empirical studies, and includes some extra off-campus learning activities in the form of participatory observation				
<u>5</u> hours of out-of-class student work expected per week					

461886001	News Reporting and Writing	Elective	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	1. Understand basic print (Internet) and broadcast reports by foreign media 2. Choose local stories of interest to international audiences (readers) 3. Find and develop reliable sources for news stories 4. Conduct an interview, in English, with multinational firms and agencies 5. Write a professional mass-market news story in English 6. Voice a spot news story in English for broadcast media				
Course Description	1. How foreign media gather and write news; overview of mass media economy 2. Types of stories (spot, feature, analysis) 3. Why some stories are right for foreign audiences 4. Ways to find appropriate stories in Taiwan for foreign media 5. Sources for phone and in-person interviews 6. Written sources (press releases, official websites) 7. Interview techniques 8. Written communication with news sources 9. Format of a spot news story (order of information) 10. Writing style of a spot news story (word choices, sentence structures) 11. Writing radio scripts (order of information, language) 12. Pronunciation of radio scripts and use of radio equipment 13. Discussion on the foreign media job market in Asia				
<u>6</u> hours of out-of-class student work expected per week					

461918001	Globalization and Transnationalism	Elective	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	The purpose of this class, in short, is to sensitize you to the intricate and intertwining relationships between the overall process of the on-going globalization and its manifestation in both the action and the imagination of people’s cross-border migration, and thus to help you with the relevant literature in which you may pinpoint your interest and develop it into your MA or Ph. D. thesis.				
Course Description	This seminar focuses on the role of globalization and, specifically, of transnationalism, defined as the variety of cultural inter-connections and trans-border movements and networks which have intensified under conditions of late capitalism, in the global society. We shall proceed from the discussion of media and urban globalization, through the topic of diaspora, to the final study of multiculturalism.				
<u>5</u> hours of out-of-class student work expected per week					

461888001	Digital Games and Society	Elective	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	1. Examine the structure and dynamics of the digital games industry and their market 2. Review different theoretical approaches (games, play, and media theories) to digital games as cultural forms 3. Examine the social and psychological impacts of digital game content critically, including violence, morality, and persuasion effects etc. 4. Explore the emerging online gaming, identity and representation within games and game-playing communities 5. Discuss the use of digital games for educational and persuasive purposes				
Course Description	You should be taking this course if you are interested in understanding the history and development of the digital game industry, playing games thoughtfully, or evaluating the social, cultural and educational impact of games. The seminar in Digital Games and Society will focus on the development of theories and research trends/topics in digital game literature. This course provides an overview of digital games from an interdisciplinary perspective, including as an economic powerhouse, a cultural artifact, an educational tool, and a persuasive tool. This course introduces you to the history of video games, a variety of game genres, and discusses the social, psychological, and economic impact of these genres. If you want a programming course or a game design course you should look elsewhere. This course will include readings, in-class discussion, group seminar leading, presentation and final research paper. You must be prepared to put in the time to play a variety of games and reflect on your play experiences and the impact of the games in discussion, written assignments, presentation, and final paper. Hopefully, the hard work of this class will also be hard fun!				
6 hours of out-of-class student work expected per week					

461872001	Controversial Science, Media, and the Public	Elective	Fall Semester	3 credits	1st year, 2nd year
Course Objectives	The purpose of this class is (1) to familiarize students with important scientific issues happening in the society; (2) to facilitate discussions about scientific and technological advancement from various perspectives; (3) to introduce psychological and communication theories useful in explaining the various dimensions of debates				
Course Description	Our society has marched into an era where science may not be the solution to all human problems. In fact, science itself may even become the source of problems. For example, a scientist in China performed gene-editing on a set of twin babies to immunize them against HIV. This scientific incident quickly raised intense public discussion because of the controversy surrounding what science can do and what science should do. Many other scientific or technological issues, ranging from climate change to nuclear energy, also cause a great deal of public debates. It is, therefore, important to understand how controversial science is made sense of by the general public. To the extent that media serve as the most important source of information for people, it is also vital to know its role in representing science.				
<u>5</u> hours of out-of-class student work expected per week					

461932001	Cross-Culture Communication	Elective	Fall Semester	3 credits	1 st year, 2 nd year
Course Objectives	1. Increase your knowledge and analytical skills regarding communication between people from different racial, ethnic, and cultural backgrounds, in both international and domestic settings 2. Develop the skills necessary to read, evaluate and use cross-cultural theories 3. Be able to understand qualitative cross-cultural research 4. Experience how speech, texts, images and behaviors are shaped by cultures and interpreted through your own cultural lens 5. Be able to make practical applications of theory and research to business, education, marketing, media or relationships – and to your own life 6. Exhibit a high degree of effectiveness when working in culturally diverse groups 7. Be familiarized with the key cultural characteristics of the main countries in East Asia and Southeast Asia				
Course Description	Cross-cultural communication is an interdisciplinary, interactive course designed to provide graduate students with the ability to understand research and theory in the area of cross-cultural communication. In order to balance this with fact that many students enrolled in the course have no background in the area, and most students seek a practical focus, this course will balance review of case studies and theoretical readings with introductory materials. We will also apply the concepts practically to concerns of media producers and consumers, public relations professionals, and international students and practitioners.				
<u>5</u> hours of out-of-class student work expected per week					

461885001	Social Media and Marketing	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	Help students understand the strategic use of social media from both scholarly and professional perspectives and understand how to use social media strategically to create value for a client or organization.				
Course Description	Social media play a key role in campaigns and the daily work of marketing, advertising and public relations professionals. This class will integrate the growing research in the area with the social media practices in these industries.				
<u>5</u> hours of out-of-class student work expected per week					

461903001	Political Communication	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	1) explore the roles of mass media in Postmodern Democracy, 2) analyze how political actors compete over the news media, 3) examine the influence of mass media upon the formation of public opinion, 4) comprehend the agenda-setting and image-setting functions of mass media in election campaigns, 5) understand the strategic uses of polling in election campaigns, 6) analyze the content of political ads in Taiwan’s major political campaigns.				
Course Description	•the roles of mass media in Postmodern Democracy •how political actors compete over the news media • the agenda-setting and image-setting functions of mass media in election campaigns •comprehend the agenda-setting and image-setting functions of mass media in election campaigns •the strategic uses of polling in election campaigns •case study of political ads in Taiwan’s major political campaigns				
<u>6</u> hours of out-of-class student work expected per week					

461910001	International Organization	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	This course is designated for IMICS students. At the end of semester, students are expected to understand 1) basics and principles of international organization studies from perspectives of world politics; 2) selective intergovernmental security and economic organizations at the global and the regional levels; 3) Taiwan's participation in international organizations.				
Course Description	The first part of the course will cover theoretical basics. Two perspectives of studying world politics: (neo) realism and (neo)liberalism will be introduced, followed by discussions on the roles of international organizations in world politics. Selective international economic and security organizations at both global and regional levels will be introduced. They include IMF, WTO, World Bank, United Nations, NATO, OSCE, ARF, ASEAN, APEC and the most recent initiatives. The final part of the class will discuss Taiwan's participation in global and regional intergovernmental organizations. In addition, students are expected to follow news regarding international organizations and their roles in current issues.				
<u>5</u> hours of out-of-class student work expected per week					

461880001	Advertising Effectiveness Research	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	1. to provide you a thorough overview of the nature and role of theory that have applications to advertising decision-making; 2. to familiarize you with some of the more well-accepted literature as well as the most recent literature in the study of advertising; 3. to give you practice in critically analyzing and constructing critical viewpoints of theory and research in our field; 4. to establish an appreciation of/need for theory-driven research in our professional and academic discipline so that you understand that “theoretical” and “practical” are consistent, rather than contradictory, in meaning.				
Course Description	This course acquaints students with the fundamental concepts of theory and provides an introduction to a variety of theories that can be applied to the study of advertising. We review the academic literature in terms of its theoretical relevance as an approach to study marketing communication. Our challenge is to translate theoretical concepts from a number of different fields and relate them to how advertising works. At the end of this course you should be able to identify theoretical linkages and sources.				
<u>5</u> hours of out-of-class student work expected per week					

461941001	Portrayals of Minorities in Media	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	The class will examine how the traditional media transform to new media internationally. The technologies, business models, and policies related to the transformations will be examined and discussed. The students are required to familiarize with digital platforms, contents, distributions and usage behaviors in a digital world.				
Course Description	The class will cover recent developments of digital technologies, such as 5G, IoT, AI, etc. The business models of the global brands, including New York Time (news), Disney (entertainment), Spotify (music), Netflix (production), etc. will be studied. And the regulatory agencies, environments around the world will also be discussed.				
<u> 5 </u> hours of outside student work expected per week					

461891001	New Media Convergence	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	Students will learn how to use analytical lenses to understand new media convergence phenomenon at individual, organizational, and industry levels. Next, it will examine how various emerging technologies such as artificial intelligence and social bots affect media, Internet, and mobile industries. In the end of semester, students will complete a research article regarding new media convergence.				
Course Description	This graduate seminar class will introduce students a range of fundamental issues about new media convergence by examining the impacts of SoLoMo technologies on fast-changing media landscape. The socio-political, economic, and cultural issues involved in media transformation and diffusion of emerging information communication technologies will be investigated.				
<u>5</u> hours of outside student work expected per week					

461880001	Seminar on Digital Media	Elective	Spring Semester	3 credits	1 st year, 2 nd year
Course Objectives	This course aims to enhance media literacy through various minority issues, including racial and sexual discrimination, represented via media in Taiwan and other countries. By comparisons, discourse analyses and case studies, it helps learners reconsider the representations cast by media and recognize the potential difference between the digital and the real world. The class practices and discussions are designed for learners to acquire (i) higher literacy skills and critical thinking towards the rise of new media and (ii) sensitivity and empathy to deal with minority issues prudently. Through the role-taking from the mainstream to the minorities, the empathy acquired and understanding manifested may also help learners reduce a potential issue of cognitive dissonance, resulting from contradicting perspectives in prejudiced media. In other words, after finishing the course, students are expected to learn how to recognize/understand stereotypes on each minority group, how to avoid/break stereotypes, and how to develop sensitivity and empathy for minorities and for reducing potential cognitive dissonance of their own.				
Course Description	This course approaches media literacy with media portrayals of various minority groups worldwide. By comparing how minorities are represented via media to how they project themselves, the difference revealed through class discussion and term projects may enhance learners' media literacy and qualify them for sensitive issues in general or even in their own life experience.				
<u>5</u> hours of outside student work expected per week					

461942001	Internship	Elective	Spring Semester	2 credits	1st year, 2nd year
Course Objectives	The goal of the internship credit is to encourage IMICS students to gain experience in working environments so that they may have the chance to put the communications theories and principles learned in class into practice. The objective of the internship course is to guide students towards accomplishing their career goals after graduating from the program.				
Course Description	Every spring semester, IMICS offers an internship course with credits. The internship must be related to communications and you must acquire prior approval from Professor Tsung-Jen Shih before beginning the internship. Students can register for the internship course before or after completing the actual internship. If students register for the internship course but do not complete the internship within the spring semester, they will receive an "incomplete" mark on the transcript. Students must complete (1) a journal of your daily work recording the tasks and responsibilities, (2) a report about your achievement and the things you have learned, (3) internship photos, and (4) 300-word abstract. Each student's direct supervisor should offer an evaluation, including a score and a written description of your performance. The duration of the internship should be at least one month, full-time (i.e., 8 hours per day and 5 days a week).				
<u>8</u> hours of out-of-class student work expected per week					

VI. Course curriculum planning worksheet

IMICS

Name : _____

Student ID number : _____

Course Title		Course Time	Type	Credits
Communication Theory		10:00-12:00, Friday	Required	3
Research Methods		13:00-16:00, Thursday	Required	3
			Elective	
			Elective	
			Elective	
			Elective	
			Elective	
			Elective	
			Elective/ Outside Course	
			Elective Outside Course	
			Elective/ Outside Course	
No. of Credits Currently Completed		No. of Credits Remaining		
Total Required Credits to Graduate	32		Required: 6 Elective: 26	

VII. Faculty Introduction

Professor's Name	Course Title	Academic Background	Latest Publications
Dr. Su-Mei, Wang	Communication Theory	Sociology Department Lancaster University	Sumei Wang*, 2018.08, 'Playful photography: Travel selfies with smartphones and social media,' 15th EASA Biennial Conference, Stockholm University. (*為通訊作者) 王淑美*, 2018.07, '網路速度與新聞—轉變中的記者時間實踐及價值反思,' 中華傳播學刊, Vol.33, pp.65-98.(TSSCI)(*為通訊作者), 418419 Sumei Wang*, 2018.03, 'Domesticating the foreign: Remaking Coffee in Taiwan,' Journal of International Economic Studies, Vol.32, pp.89 – 102.(National Diet Library, Japan)(*為通訊作者), 418364 王淑美*, 2018.03, '網路速度與新聞文化—時間、實踐與價值,' 文化研究學會年會, 文化研究學會. (*為通訊作者) Sumei Wang*, 2018.02, 'Radio and Urban Rhythms in 1930s Colonial Taiwan,' Historical Journal of Film, Radio, and Television, Vol.38, No.1, pp.147-162.(AHCI)(*為通訊作者), 418401 王淑美*, 2017.01, '從傳播的偏向到 S T S : 再探 Harold Adam Innis 傳播理論中的關鍵元素,' 傳播研究與實踐, Vol.7, No.1, pp.289-301.(TSSCI)(*為通訊作者), 412503

Professor's Name	Course Title	Academic Background	Latest Publications
			Sumei Wang*, 2016.10, 'The Connected Flaneurs: Exploring Smartphone Mediated Urban Experiences and the Co-Construction of City Image, ' MediAsia 2016 The Asian Conference on Media, Communication & Film, The International Academic Forum (IAFOR).(*為通訊作者) Sumei Wang*, 2016.08, 'Green practices are gendered: Exploring gender inequality caused by sustainable consumption policies in Taiwan, ' Energy Research & Social Science, Vol.18, pp.88-95.(SSCI, SCOPUS)(*為通訊作者), 409888 Sumei Wang*, 2016.07, 'Mass Media and the Modern Girl in 1930s Colonial Taiwan, ' Asian Studies Conference Japan 2016, Institute of Asian Cultural Studies.(*為通訊作者) 王淑美*, 2016.04, '媒體科技與現代性 - 回溯三零年代臺灣的廣播經驗與都會生活, ' 新聞學研究, No.127, pp.1-37.(TSSCI)(*為通訊作者), 409269
Dr. Tsung-Jen Shih	Controversial science, Media, and the Public	Journalism and Mass Communication University of Wisconsin-Madison, U.S.A.	施琮仁*, 2019.07, 'Exploring the antecedents and behavioral outcomes of scientific consensus on climate change: An extension of the Gateway Belief Model, ' Annual Conference of the International Association for Media and Communication Research, IAMCR.(*為通訊作者)

Professor's Name	Course Title	Academic Background	Latest Publications
			施琮仁*;陳雯維, 2018.08, 'Facebook use, emotions, and pro-environmental behaviors: The mediating role of hope and worry, ' Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 施琮仁*, 2018.08, 'Perceived scientific agreement as a gateway belief leading to pro-environmental behaviors: The role of balanced reporting and conflicting comments on Facebook, ' Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 徐美苓*;施琮仁;楊意菁, 2018.05, 'Trends of public support concerning nuclear energy in Taiwan (2009-2017), ' Annual Conference of World Association for Public Opinion Research Asia Chapter, WAPOR-Asia.(*為通訊作者) 施琮仁*, 2017.12, '台灣青少年網路霸凌現況、原因與影響,' 中華傳播學刊, Vol.32, pp.203– 240.(TSSCI)(*為通訊作者), 415385 施琮仁*, 2017, '以公眾認知為中心的氣候變遷風險溝通：理論與實踐,' 傳播文化, Vol.16, pp.4-41.(*為通訊作者), 424907 施琮仁*, 2017.06, 'Can Facebook promote pro-environmental behaviors?, ' Annual Conference of the Society of Risk

Professor's Name	Course Title	Academic Background	Latest Publications
			Analysis — Europe, Society of Risk Analysis—Europe.(*為通訊作者) 吳承穎*;施琮仁, 2017.06, 'Facebook use and public participation in science: A comparison between the general public and users of a science Facebook fan page, ' International Telecommunication Society Regional Conference, International Telecommunication Society.(*為通訊作者) 徐美苓*;施琮仁, 2017.04, 'What motivates people to engage in individual vs. civic level of pro-environmental actions in a time of climate change, ' What's Life Conference, 波特蘭大學.(*為通訊作者) 施琮仁*, 2017.01, '從雙路徑模型探討風險訊息的包裝與呈現對環境友善行為意圖的影響, ' 傳播研究與實踐, Vol.7, No.1, pp.5-36.(TSSCI)(*為通訊作者), 415387 Shih, T.J., & Lin, C.Y. (2016). Developing Communication Strategies for Mitigating Actions Against Global Warming: Linking Framing and a Dual Processing Model. Environmental Communication. DOI: 10.1080/17524032.2016.1154886 (SSCI) 施琮仁、林宜平、鄭尊仁 (2016)。〈奈米科技發展與政策之常民認知〉，《中華傳播學

Professor's Name	Course Title	Academic Background	Latest Publications
			刊 》，29，1-37。(TSSCI)
Dr. Jhih-Syuan Lin	Social Media and Marketing Advertising Effectiveness Research	Advertising (Emphasis in Consumer Psychology) The University of Texas at Austin	施琮仁*，2019.07，'Exploring the antecedents and behavioral outcomes of scientific consensus on climate change: An extension of the Gateway Belief Model，' Annual Conference of the International Association for Media and Communication Research, IAMCR.(*為通訊作者) 施琮仁*;陳雯維，2018.08，'Facebook use, emotions, and pro-environmental behaviors: The mediating role of hope and worry，' Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 施琮仁*，2018.08，'Perceived scientific agreement as a gateway belief leading to pro-environmental behaviors: The role of balanced reporting and conflicting comments on Facebook，' Annual Conference of the Association for Education in Journalism and Mass Communication, AEJMC.(*為通訊作者) 徐美苓*;施琮仁;楊意菁，2018.05，'Trends of public support concerning nuclear energy in Taiwan (2009-2017)，' Annual Conference of World Association for Public Opinion Research Asia Chapter, WAPOR-Asia.(*為通訊作者) 施琮仁*，2017.12，'台灣青少年網路霸凌

Professor's Name	Course Title	Academic Background	Latest Publications
			現況、原因與影響,' 中華傳播學刊, Vol.32, pp.203- 240.(TSSCI)(*為通訊作者), 415385 施琮仁*, 2017, '以公眾認知為中心的氣候變遷風險溝通: 理論與實踐,' 傳播文化, Vol.16, pp.4-41.(*為通訊作者), 424907 施琮仁*, 2017.06, 'Can Facebook promote pro-environmental behaviors?', ' Annual Conference of the Society of Risk Analysis — Europe, Society of Risk Analysis—Europe.(*為通訊作者) 吳承穎*;施琮仁, 2017.06, 'Facebook use and public participation in science: A comparison between the general public and users of a science Facebook fan page, ' International Telecommunication Society Regional Conference, International Telecommunication Society.(*為通訊作者) 徐美苓*;施琮仁, 2017.04, 'What motivates people to engage in individual vs. civic level of pro-environmental actions in a time of climate change, ' What' s Life Conference, 波特蘭大學.(*為通訊作者) 施琮仁*, 2017.01, '從雙路徑模型探討風險訊息的包裝與呈現對環境友善行為意圖的影響,' 傳播研究與實踐, Vol.7, No.1, pp.5-36.(TSSCI)(*為通訊作者), 415387 Shih, T.J., & Lin, C.Y. (2016). Developing

Professor's Name	Course Title	Academic Background	Latest Publications
			Communication Strategies for Mitigating Actions Against Global Warming: Linking Framing and a Dual Processing Model. Environmental Communication. DOI: 10.1080/17524032.2016.1154886 (SSCI) 施琮仁、林宜平、鄭尊仁 (2016)。〈奈米科技發展與政策之常民認知〉，《中華傳播學刊》，29，1-37。(TSSCI)
Lin, Trisha	New Media Convergence	Communication and Information Technology University of Hawai'i at Manoa	Kwanda, F.;Lin, T. T. C.(林翠絹), 2020.05, 'Fake news practices in Indonesian newsrooms during and after the Palu earthquake: A Hierarchy-of-Influences approach, ' Information, Communication and society,.(SSCI)(本論著未刊登但已被接受), 426702 Lin, T. T. C. (林翠絹);Bautista, J.R.*;Core, R., 2020.04, 'Seniors and mobiles: A qualitative inquiry of mHealth adoption among Singapore seniors, ' Informatics for Health & Social Care,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 426701 Bautista, J.R*;Lin, T. T. C. (林翠絹);Theng, Y. L., 2020.01, 'The influence of organizational issues on nurse administrators' support of smartphones for work purposes in the Philippines: A

Professor's Name	Course Title	Academic Background	Latest Publications
			focus group study., ' JMIR Nursing, Vol.3, No.1, pp.00.(*為通訊作者), 426180 Liew, K. K.*;Lin, T. T. C. (林翠絹);Theng, T. L., 2019.12, 'Skeuomorphic domestic Television' s analogue divide: Television and social stratification in Singapore, ' Television and New Media,.(SSCI)(*為通訊作者)(本論著未刊登但已被接受), 420146 Lin, T. T. C. (林翠絹)*;Chiang, Y., 2019.10, 'Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty, ' Telematics and Informatics, Vol.43, pp.1-12.(SSCI)(*為通訊作者), 422491 Lin, T. T. C. (林翠絹)*, 2019.09, 'Motivation and trust: How dual screening influences offline civic engagement among Taiwanese Internet users, ' International Journal of Communication, pp.4663-4681.(SSCI)(*為通訊作者), 422887 Lin, T. T. C. (林翠絹)*, 2019.08, 'Communicating haze crisis online: Comparing traditional news reports and new media voices in Singapore, ' Environmental Communication, Vol.13, pp.864-878.(SSCI)(*為通訊作者), 418925 Lin, T. T. C. (林翠絹)*, 2019.02, 'Multiscreen social TV system: A mixed method understanding of user attitude and adoption intention, ' International Journal of Human-Computer Interaction, Vol.35,

Professor's Name	Course Title	Academic Background	Latest Publications
			No.2, pp.99-108.(SSCI)(*為通訊作者), 417758 Lin, T. T. C. (林翠絹)*;Kononova, A.;Chiang, Y., 2019.01, 'Screen addiction and media multitasking among American and Taiwanese users, ' Journal of Computer Information Systems., pp.00.(SSCI)(*為通訊作者), 421220 Li, L*;Lin, T. T. C. (林翠絹), 2019.01, 'Smartphones at work: A qualitative exploration of psychological antecedents and impacts of work-related smartphone dependency, ' International Journal of Qualitative Methods, Vol.18, pp.1-12.(SSCI)(*為通訊作者), 421731 Trisha T. C. Lin (林翠絹)*, 2019.01, 'Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire, ' International Journal of Human-Computer Interaction, Vol.35, No.18, pp.1672-1680.(SSCI)(*為通訊作者), 421319 Bautista, J.R.*;Rosenthal, S. B.;Lin, T. T. C. (林翠絹);Theng, Y. L., 2018.12, 'Predictors and outcomes of nurses' use of smartphones for work purposes, ' Computers in Human Behavior, Vol.84, pp.360-374.(SSCI)(*為通訊作者), 418393 Li, L.*;Lin, T. T. C. (林翠絹), 2018.10, 'Examining how dependence on smartphones at work relates to Chinese

Professor's Name	Course Title	Academic Background	Latest Publications
			employees' workplace social capital, job performance, and smartphone addiction., ' Information Development, Vol.34, No.5, pp.289-503.(SSCI)(*為通訊作者), 415261 Lin, T. T. C. (林翠絹);Bautista, J. R. R*, 2018.03, 'How do content-related factors influence perceived value of location-based mobile advertising?', ' Journal of Computer Information Systems, pp.00.(SSCI)(*為通訊作者), 418249 Lin, T. T. C. (林翠絹)*, 2018.01, 'Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times' online news practices (數位優先新聞室: 海峽時報網路新聞匯流與轉型分析), ' 傳播與社會學刊 (Communication & Society), Vol.43, pp.73-102.(TSSCI)(*為通訊作者), 415260
Dr. Chyungly Lee	International Organization	Political Science University of Maryland U.S.A.	李瓊莉(Chyungly Lee)*, 2019.07, 'Defense Diplomacy in Shaping Regional Security Order, ' IDSS-ISA / KAIS Joint Conference, ISA-IDSS and KAIS.(*為通訊作者) 李瓊莉*, 2019.06, '美國與東協不對稱戰略夥伴關係之研究,' 台灣東南亞研究學會年會, 淡江大學東協研究中心.(*為通訊作者) 李瓊莉*;張顥瀚, 2018.05, '越南與菲律賓對中國南海軍事化行動的回應,' 戰略安全研析, No.150 期, pp.79-89.(*為通訊作者)

Professor's Name	Course Title	Academic Background	Latest Publications
			李瓊莉*, 2018.04, 'Comparing China's Approaches to BRICS and ASEAN,' 2018 ISA Annual Convention, International Studies Association. (*為通訊作者) 李瓊莉*, 2017.12, '從 2017 年東協系列峰會成果展望亞太多邊秩序之發展,' 亞太經濟合作評論, Vol.第 24 期, pp.10-17. (*為通訊作者) 李瓊莉*, 2017.11, 'ASEAN's Relevancy to Asia's Regional Architecture,' 2017 年 APEC 學術討論會, APEC 研究中心. (*為通訊作者) 李瓊莉*, 2017.06, '中國大陸在東協地區的「高鐵外交」,' 東協瞭望, Vol.第 015 期, pp.5-10. (*為通訊作者) 李瓊莉*, 2017.02, 'Reshaping a US-Led Political Economic Order in the Asia-Pacific?', 'ISA's 58th Annual Conference, International Studies Association. (*為通訊作者) 李瓊莉 (2016)。〈萬隆會議的國際政經合作意涵〉, 中共研究, 49 (7), 145-150。 李瓊莉*;張顯瀚, 2016.12, '國際油價崩跌對沙烏地阿拉伯政治經濟衝擊,' 台灣與中東產油國的經濟能源與技術合作學術研討會, 政大中東與伊斯蘭研究中心. (*為通訊作者) 李瓊莉*, 2016.12, '東協在歐巴馬政府亞太政策中的戰略地位,' 『歐巴馬第二任

Professor's Name	Course Title	Academic Background	Latest Publications
			美中台關係與未來每台新政府之展望』學術研討會，中央研究院歐美研究所.(*為通訊作者) 李瓊莉*, 2016.10, 'The Relevancy of Non-TPP ASEAN Members to the “New” Asia-Pacific Political-Economic Order, ' The Conference on TPP, RCEP, AIIB: Shaping a New Political-Economic Order in the Asia-Pacific, UC Berkeley Center for Southeast Asia Studies.(*為通訊作者) 李瓊莉 (2015)。〈亞太區域經濟構築中的「東協中心性」〉，遠景基金會季刊,16, 4, 113 (TSSCI) 李瓊莉 (2015)，〈美、「中」、日戰略競逐對我方參與東協網絡之啟示〉，中共研究, 49 (10), 101-105。
Ralph Jennings	News Reporting and Writing	International Master's Program in International Communication Studies, National Chengchi University	FREELANCE NEWS CORRESPONDENT Nov. 2010-present Correspondent based in Taiwan regularly covering political, economic and financial news in Asia for: Associated Press, Christian Science Monitor, Voice of America, South China Morning Post, Forbes Media, Institutional Investor magazine group, Los Angeles Times and TheStreet THOMSON REUTERS (international news wire) July 2006-Nov. 2010

Professor's Name	Course Title	Academic Background	Latest Publications
			Foreign correspondent covering Taiwan politics, relations with China and the economy KYODO NEWS (Japanese international wire service) Sept. 2003-May 2006 Foreign correspondent covering China SOUTH CHINA MORNING POST (Hong Kong daily) Nov. 2000-Aug. 2003 Foreign correspondent covering business, IT, education, entertainment, Beijing city news and general assignment in the Beijing bureau (under the bylines Michael Jen-Siu and Staff Reporter); Trained local reporters to gather news for SCMP.com
Dr. Yih-Jiun Liu	Political Communication	Department of Political Science University of Chicago IL. U.S.A.	劉義鈞、賴銘鴻 (2012)。〈雪山隧道通車後宜蘭縣外來竊盜犯罪模式與防治之研究〉。 劉義鈞、賴銘鴻(2012)。〈北宜高通車對宜蘭縣產業變遷之評析〉，宜蘭研究論文集，365-388。 劉義鈞 台灣原住民政治參與—以宜蘭縣泰雅族為例 宜蘭學，(宜蘭產業發展與社會變遷之評析，413-431。
Dr. Jih-Hsuan Tammy	Digital Games and Society	Media and Information Studies	林日璇 Lin, J.-H.*;Dai-Yun Wu, 2020.03, 'Newsgames for the greater good: The effects of graphic realism and geographic

Professor's Name	Course Title	Academic Background	Latest Publications
Lin		Michigan State University U.S.A.	proximity on knowledge acquisition and willingness to help, ' Journalism and Mass Communication Quarterly, Vol.97, No.1, pp.30-51.(SSCI)(*為通訊作者), 421218 林日璇*;Bowman, N.;Lin, Shu-Fang;Chen, Yen-Shen, 2019.08, 'Setting the digital stage: Defining game streaming as an entertainment experience, ' Entertainment Computing, Vol.31, pp.tbd.(*為通訊作者), 422881 林日璇 Lin, J.-H. Tammy*, 2019.05, 'Strategic social grooming: Emergent social grooming styles on Facebook, social capital and well-being, ' Journal of Computer-Mediated Communication, Vol.24, No.3, pp.90-107.(SSCI, SCOPUS)(*為通訊作者), 421734 Banks, J.*;Bowman, N.;Lin, J.H.;Pietschmann, D.;Wasserman, J. 所有作者共享第一作者, 2019.03, 'The common player-avatar interaction scale (cPAX): Expansion and cross language Validation, ' International Journal of Human-Computer Studies, Vol.129, pp.64-73.(SSCI, SCOPUS)(*為通訊作者), 422296 林日璇*, 2019.01, 'Because Jimmy Kimmel wants to know: Motivations for watching game streaming as predictors of viewing time and enjoyment, ' The journal of information society, Vol.36, pp.39-74.(*

Professor's Name	Course Title	Academic Background	Latest Publications
			為通訊作者), 418904 林日璇*, 2018.11, 'Permanently online and permanently connected: Taiwanese university students' attachment style, mobile phone usage, and well-being, ' Chinese Journal of Communication, pp.TBD.(SSCI, SCOPUS)(*為通訊作者)(本論著未刊登但已被接受), 418905 林日璇 Lin, J.-H.*;Wu, D.-Y.;Tao, C.-C., 2018.09, 'So scary, yet so fun: the role of self-efficacy in enjoyment of a virtual reality horror game, ' New Media and Society, Vol.20, No.9, pp.3223-3242.(SSCI)(*為通訊作者), 417613 Wu, D.-Y.;Lin, Jih-Hsuan 林日璇, 2018.09, 'Ways of Seeing Matter: The Impact of a Naturally Mapped Perceptual System on the Persuasive Effects of Immersive Virtual Reality Advertising, ' Communication Research Reports, Vol.Accepted, pp.in press.(SCOPUS), 419950 Skoric, M.*;Zhu, Q.-F.;Lin, J.-H., 2018.07, 'What Predicts Selective Avoidance on Social Media? A Study of Political Unfriending in Hong Kong and Taiwan, ' American Behavioral Scientist, Vol.62, No.8, pp.1097-1115.(SSCI)(*為通訊作者), 417626 Wu, D.-Y.*;Lin, Jih-Hsuan 林日璇, 2018.05, 'Beyond the Controllers: The

Professor's Name	Course Title	Academic Background	Latest Publications
			Impact of Natural Mapping on the Persuasive Effects of Immersive Virtual Reality Advertising, ' International Communication Association Annual Conference, ICA.(*為通訊作者) Lin, Jih-Hsuan 林日璇*;Wu, D.-Y., 2018.05, 'Are newsgames children's games? Examining the effects of graphic realism and issue proximity on players' willingness to forward and donate and the underlying mechanisms, ' International Communication Association Annual Conference, ICA.(*為通訊作者) 林日璇 Lin, J.-H.*, 2017.07, 'Fear in Virtual Reality (VR): Fear elements, coping reactions, immediate and next-day fright responses toward a survival horror zombie virtual reality game, ' Computers in Human Behavior, Vol.72, pp.350-361.(SSCI)(*為通訊作者), 413503 Jaime Banks*;林日璇;Daniel Pitschmann;Nick Bowman, 2017.05, 'Expansion and CrossCultural Validation of the Common PlayerAvatar Interaction Scale (cPAX), ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*;Bowman, N.;Lin, S.-F.;Chen, Y.-S., 2017.05, 'Setting the Digital Stage: Defining Game Streaming in the Scope of

Professor's Name	Course Title	Academic Background	Latest Publications
			Game Studies, ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*;Wu, D.-Y.;Tao, C.-C., 2017.05, 'So scary yet so fun: Unraveling a threefactor model of enjoyment of mediated fright through a virtual reality survival horror game, ' International Communication Association Annual Conference, International Communication Association.(*為通訊作者) 林日璇*, 2017.01, 'How do You Connect on Facebook? The Associations of Facebook Connection Strategies with Perceived Social Support and Psychological Well-being, ' Information Society Research, Vol.32, pp.113-150.(*為通訊作者), 413504 林日璇*, 2016, 'Need for Relatedness: A self-determination approach to examining attachment styles, Facebook use, and psychological well-being, ' Asian Journal of Communication, Vol.26, No.2, pp.153-173.(SSCI)(*為通訊作者), 408773 Lin, J.H. (2016). Identification. International Encyclopedia of Media Effects, Wiley, pp.TBD. 林日璇. (2016). Differential Gains in SNSs: Effects of Active vs. Passive Facebook Political Participation on Offline

Professor's Name	Course Title	Academic Background	Latest Publications
			Political Participation and Voting Behavior among First-time and Experienced Voters. Asian Journal of Communication, Vol.26, pp.278-297.(SSCI) 林日璇. (2016). Need for Relatedness: A self-determination approach to examining attachment styles, Facebook use, and psychological well-being. Asian Journal of Communication, Vol.26, No.2, pp.153-173.(SSCI)
Dr. Shiaw-Chian Fong	Globalization and Transnationalism	Sociology Department The University of Chicago	方孝謙*, 2019.07, '台北再生計畫中的政治論述：初階的葛蘭西霸權,' 新聞學研究, No.140, pp.81-125.(TSSCI)(*為通訊作者), 424865 方孝謙*, 2017.06, 'Overcoming Internal Disparities: Imagining Taipei in Contemporary Novels,' The Asian Conference on Cultural Studies 2017 Official Conference Proceedings, The International Academic Forum.(*為通訊作者) 方孝謙*, 2016.05, '媒體與意識形態,' 新聞傳播, 揚智, pp.205-242.(*為通訊作者), 410389, 2016/05 方孝謙*, 2014.12, '從大溪繞境到跨國婚姻--台灣社群的互信與合作探微,' 巨流.(*為通訊作者), 406179, 2014/12 方孝謙*, 2013.03, '敘事身分與互信機制的分析：研究台籍與馬華女性的離散家

Professor's Name	Course Title	Academic Background	Latest Publications
			族,' 文化越界, Vol.1, No.9, pp.1-42.(THCI)(*為通訊作者), 399149 方孝謙, 2008.01, '殖民地台灣的認同摸索：從善書到小說的敘事分析, 1895-1945, 增訂版,' 巨流圖書公司., 143950, 2008/01
Dr. Yi-Hsing, Han	Research Methods	Communication Studies Florida State University	韓義興*;HSU, S., 2019.08, 'Just a bystander? The effects of internet use, bystander experiences, and moral disengagement on online privacy violation among children and adolescents, ' 2019 Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者) 韓義興*;Hsu, S, 2018.06, 'Perceived bias in immigration news coverage and active control of detectable prejudice, ' 2018 Annual IAMCR Conference, International Association for Media and Communication Research.(*為通訊作者) 韓義興*, 2017.12, 'The Effects of News Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences, ' Advances in Journalism and Communication, Vol.5, No.4, pp.256-277.(*為通訊作者), 425615 Hsu, S*; 韓義興;Johnson, T, 2017.08, 'Revisiting the privacy paradox: Exploring the mediating effect of privacy management and self-disclosure on social capital, ' 2017

Professor's Name	Course Title	Academic Background	Latest Publications
			Annual AEJMC Conference, Association for Education in Journalism and Mass Communication.(*為通訊作者) 韓義興*, 2017.05, 'The higher EQ, the better news selection? Exploring the moderating effect of anger-expression on news selection, ' 2017 ICA Annual Conference, International Communication Association.(*為通訊作者) 韓義興*;Arpan, L., 2016.06, 'The effects of news bias-induced anger, anxiety, and issue novelty on subsequent news preferences, ' 2016 ICA Annual Conference, International Communication Association.(*為通訊作者) 翁秀琪*;戚桐僊;韓義興;劉致廷, 2016.06, '情緒和社交網聯經驗對知識建構的影響: 以健康體適能知識建構為例, ' 2016 中華傳播學會年會學術研討會, 中華傳播學會.(*為通訊作者)
Dr. Chian-Chi Lu	Media and Entertainment Law in the Digital Age	School of Law University of California Berkeley	Chien-Chih Lu*, 2019.12, 'New Copyright Governance on Subscription Video-On-Demand (SVOD), ' Subscription Video-on-Demand in East Asia: Its Impact on Regional Production and Distribution of Media Contents, Department of Society, Culture and Media, International Christian University.(*為通訊作者) Chien-Chih Lu*, 2019.03, 'Economic Freedom and Copyright Incentives:

Professor's Name	Course Title	Academic Background	Latest Publications
			Innovative Technology and Licensing Reforms in the Mandarin Music Market, ' Penn Symposium on Contemporary China, Center for the Study of Contemporary China.(*為通訊作者) Chien-Chih Lu*, 2018.08, 'Evolution in Copyright and Licensing Models: Snapshot from the U.S. and Mandarin Music Markets, ' University of Maryland Francis King Carey School of Law, Maryland Series in Contemporary Asian Studies, Vol.Number 3, No.2017(230), pp.1-52.(*為通訊作者), 425377 Chien-Chih Lu*, 2018.06, 'Remix Culture and Music Art: New Copyright Reforms in Taiwan, ' PG Research Training Seminar , 2018 Taiwan Studies Summer School, SOAS Centre of Taiwan Studies.(*為通訊作者) Chien-Chih Lu*, 2017.02, 'The Constitutional Crisis between Freedom of Expression and Music Licensing, ' 7th Asian Constitutional Law Forum, Association for Asian Constitutional Studies, Asian Constitutional Law Society.(*為通訊作者)
Dr. Chun-Ming Huang	Pop Culture in Taiwan: Nation, Everyday Life and Performance	Sociology Department University of Edinburgh	黃俊銘*, 2019.07, '音樂如何社會?從阿多諾 (Adorno) 到德諾拉 (DeNora): 閱讀《音樂社會學導論》、《日常生活中的音樂》,' 中華傳播學刊, pp.275-288.(TSSCI)(*為通訊作者), 422802

Professor's Name	Course Title	Academic Background	Latest Publications
			黃俊銘*, 2018.09, '中國人怎麼感受台灣流行音樂？一個關係性(relational)的台灣-中國研究,' 當代中國研究通訊, No.29, pp.2-8.(*為通訊作者), 420528 黃俊銘*, 2018.07, '中國人怎麼感受台灣流行音樂？一種「共同文化是否可能」的提議、重構與異議,' 中華傳播學會年會, 中華傳播學會.(*為通訊作者) 黃俊銘*, 2016, 'Mediated Politics, Nations and Cultural Consumption,' East Asian Popular Culture Conference, White Rose East Asia Centre (WREAC), University of York.(*為通訊作者) 黃俊銘*, 2015, '音樂的文化、政治與表演 (二版),' 華滋文化.(*為通訊作者), 420539, 2015/01 黃俊銘*, 2010, '音樂的文化、政治與表演,' 華滋文化.(*為通訊作者), 420530, 2010/01
Dr. Yi-Chieh, Lin	Cross-culture Communication	Anthropology Department Harvard University	林怡潔*, 2019.11, 'Sustainable Food, Ethical Consumption and Digital Activism: Insights from Slow Food and “Low Carbon Food” Movements in Taiwan,' Food, Culture and Society, pp.0-0.(SSCI)(*為通訊作者), 422724 林怡潔*, 2019, 'Commentary on 'Monsters Created by Capitalism: An Exploratory Study of Concurrent Dualities on Internet Broadcasting Website Afreeca TV., ' Korean

Professor's Name	Course Title	Academic Background	Latest Publications
			Anthropology Review, pp.0-0.(*為通訊作者)(本論著未刊登但已被接受), 422726 林怡潔*, 2019, '書評《世界如何改變我們的網路發文》', '臺灣人類學刊', pp.0-0.(TSSCI)(*為通訊作者)(本論著未刊登但已被接受), 422723 林怡潔*, 2018.12, '飲食文化展示與設計：道地與後現代風土主義', '臺灣人類學刊', Vol.16, No.2, pp.159-178.(TSSCI)(*為通訊作者), 419925 林怡潔*;梁譽昭, 2018.12, 'Digital Food Porn on Instagram in Hong Kong and Taiwan: Body, Autonomy and Digital Femininity.', 'InterAsia Connection IV, Social Science Research Council, USA.(*為通訊作者) Yi-Chieh Lin*;Theodore Bestor, 2018.08, 'Sustainability, Food Heritage and Local Tourism: The Case Study of Tuna Industry in Taiwan, ' International workshop, Dept of Anthropology, Harvard University.(*為通訊作者) 林怡潔*, 2018.06, 'The End of Anti-Aging Industry? An Examination of Gender and Age Relations in Anti-Aging Ads in Chinese, ' International Visual Sociology Conference, UNIVERSITY OF PARIS-SACLAY – UNIVERSITY OF EVRY.(*為通訊作者)

Professor's Name	Course Title	Academic Background	Latest Publications
			Yi-Chieh Lin (Jessica)*, 2018.05, 'Revisiting narratives of sustainable food practices in Taipei: local food, habitus and challenges, ' International APSafe Conference in collaboration with Eursafe: Climate Change and Food: Challenges for the Future, 台灣大學.(*為通訊作者) Yi-Chieh Lin (Jessica)*;Theodore Bestor, 2018, 'Glocalizing ‘tuna’ culture: the role of Japan in the culinary tourism in Donggang, Taiwa, ' International workshop, Reischauer Institute of Japanese Studies, Harvard University.(*為通訊作者) Yi-Chieh Lin*, 2018, 'Resolving the Stakeholder's Perception of Sustainable Food in Taiwan: Government's Low Carbon Food Campaigns vs. Digital Activism of NGOs, ' Transecting “Healthy” and “Sustainable” Food in the Asia Pacific Workshop, NUS-Yale College.(*為通訊作者) 林宜潔;林怡潔*, 2018.04, '異國餐飲品牌之文化中介:以臺北市留法獨立甜點主廚為例, ' 傳播研究與實踐,(TSSCI)(*為通訊作者)(本論著未刊登但已被接受), 418592
Dr. Chia-Hsin, Yeh	Portrayals of Minorities in Media	Linguistics Department Michigan State University	葉嘉, Lin, Yen-Hwei, 2018.01. Tonal Confusion Between High-Falling Tone and Low-Falling Tone in Hai-lu Hakka 葉嘉, Lin, Yen-Hwei, 2016.12.

Professor's Name	Course Title	Academic Background	Latest Publications
			Underapplication and Variations in Hai-lu Hakka Tone Sandhi 葉 嘉 , Lin, Yen-Hwei, 2015.02. Tonal Change Induced by Language Attrition and Phonetic Similarity in Hai-lu Hakka
Dr. Peng-Yun	Seminar on Digital Media	Journalism Department Southern Illinois University Carbondale	彭芸, 2016. 創新、創意、創世紀論文集. ISBN: 9789866893797 彭芸, 2015. 「後」電視時代：串流、競合、政策. ISBN: 9789866893711 彭芸, 2015. 「大數據、新媒體、使用者」論文集. ISBN: 9789866893728