

南台科技大學 103 學年度第 1 學期課程資訊

課程名稱	文化創意與生活應用
課程編碼	C0D54401
系所代碼	0C
開課班級	四技英語二甲
開課教師	陳桂容
學分	2.0
時數	2
上課節次地點	二 3 4 教室 E0405
必選修	必修
課程概述	<p>What is culture? What does it encompass? What relevance does it have to our lives and our language learning? This course aims to answer these questions and further expand the learners' awareness of others' world view and cultural norms, behavior and lifestyles. The course also aims to enhance the learners' ability to interact more effectively with people coming from a variety of different cultural backgrounds. What to some extent has been lost in a sea of linguistic syntax and lexicography is the fact that foreign language learning is actually foreign culture learning!</p>
課程目標	<ol style="list-style-type: none"> 1. 認識與運用創意產業理論。 2. 蒐集、分析與解讀創意產業個案。 3. 重視創意產品手工之價值。 4. 鼓勵學生動手創作。 <ol style="list-style-type: none"> 1. Understanding the theory and application of the CCIs. 2. The collection, analysis and interpretation of the creative industry's case. 3. Focus on the value of the creative craft. 4. Encourage students to hands-on creativity.
課程大綱	See English Section below:
英文大綱	<p>Culture is an umbrella term encompassing a huge variety of topics which can be covered, including: philosophy, literature, music, art, drama and history. To stimulate the learners curiosity about these topics and to find out more about other cultures a focus on some of the following issues will be utilized :</p> <ol style="list-style-type: none"> 1. Everyday living, foods, drinks and festivals 2. Interpersonal relations: class structure, family, generation gaps 3. Values, beliefs and attitudes 4. Body language, social conventions (punctuality, dress codes, conversational topics). 5. Rituals, births, marriages, deaths.

	6.Superstitions/religions 7.Pop culture, music, movies, fashion of target countries.
教學方式	
評量方法	
指定用書	文化創意產業概論
參考書籍	1.花建 文化+創意=財富 2.0 版 帝國文化出版社 2006 2.魚夫 創意賺大錢 2005
先修科目	
教學資源	
注意事項	1.按時上課。 2.遵守課堂秩序。
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	