

COMMUNICATION STUDENT
(noun)
1. like a normal student but cooler.

A blue circular graphic with a white text box containing the text. The graphic is surrounded by a pink geometric pattern.



I'M A CRITICAL THINKER

A teal circular graphic with a white text box containing the text. Below the text is a blue hand holding a microphone with 'JMC' on it.



CREATIVE, BROAD-MINDED AND EMPATHIC INDIVIDUALS

A green circular graphic with a white text box containing the text. In the center is a blue and white JMC logo.



JOURNALISM STUDENT
(noun)
1. a student who gives a voice to the voiceless.

A pink circular graphic with a white text box containing the text. The graphic has a sunburst effect around it. To the right is a blue Wi-Fi signal icon.


2022 FRESHMAN ORIENTATION



Today's Agenda



Key Points:

-  JMC Faculty & Staff
-  Mission/Goal/ Objectives
-  JMC Curriculum Framework
-  Graduation Requirements
-  Semester Schedule
-  Class Meeting/Social Media
-  Q & A

JMC Administrative Staff



Dr. Sophie Chang
Director

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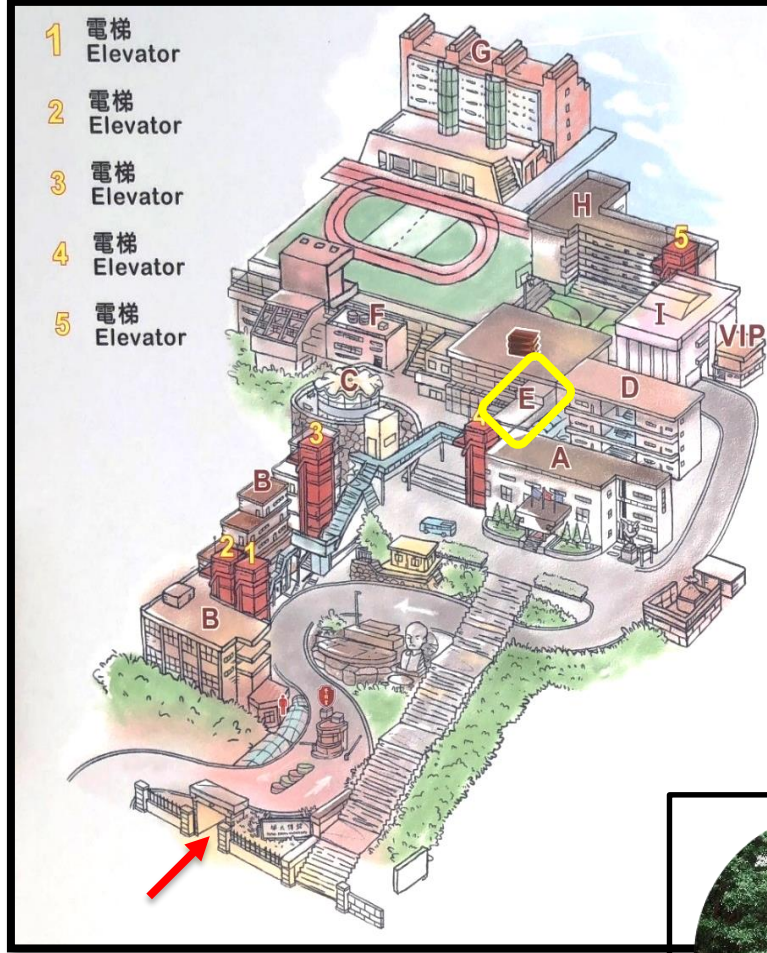
Selena Lin
Secretary

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Scott Lin
ICDF Project Manager

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IC Secretary
Abby Huang



IBT ICDF Project Manager
Sharon Chiang

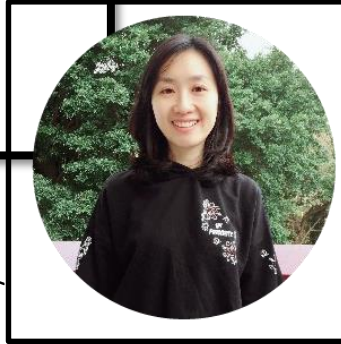


FIM Secretary
Julia Chang

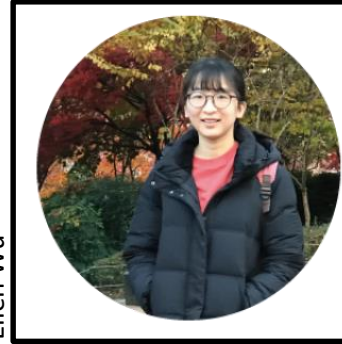


IC Office/ Staff

IBT Secretary
Nicky Chen



IBT ICDF Project Manager
Ellen Wu





Meet the faculty!



Sophie Chang



Karen Lin



Bruno Di Giusto



Roberto Spiezio



Part-time faculty



jonathan (uk)



jonathan (Australia)



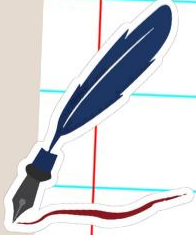
Ben Chen



Walter Wang



Daphne Shih



Mission

藉由新聞與大眾傳播教育，培養有責任心之專業人才，具備專業知識、應用能力與人際溝通技巧，以服務國際社會

To develop responsible professionals with academic knowledge, practical abilities, and people skills to serve the international communities by means of journalism and mass communication.

Goal

1. 藉由提升誠實正直的信念，培養具有責任心之專業人才
2. 傳授學生專業知識與應用能力，以適應不斷求新改變之媒體工作環境，出類拔粹
3. 幫助學生培養溝通能力與人際溝通技巧，以建構人際間之良性互信與關係
4. 鼓勵學生關心並積極服務國際社會

- 1. To develop responsible professionals by promoting the beliefs in honesty and integrity.**
- 2. To educate students academic knowledge and practical abilities to adapt to and excel in the ever-changing media landscape.**
- 3. To help students cultivate communication capabilities and people skills for better mutual understanding and interpersonal relationships.**
- 4. To inspire students to care for and better serve the well-being of the international society.**

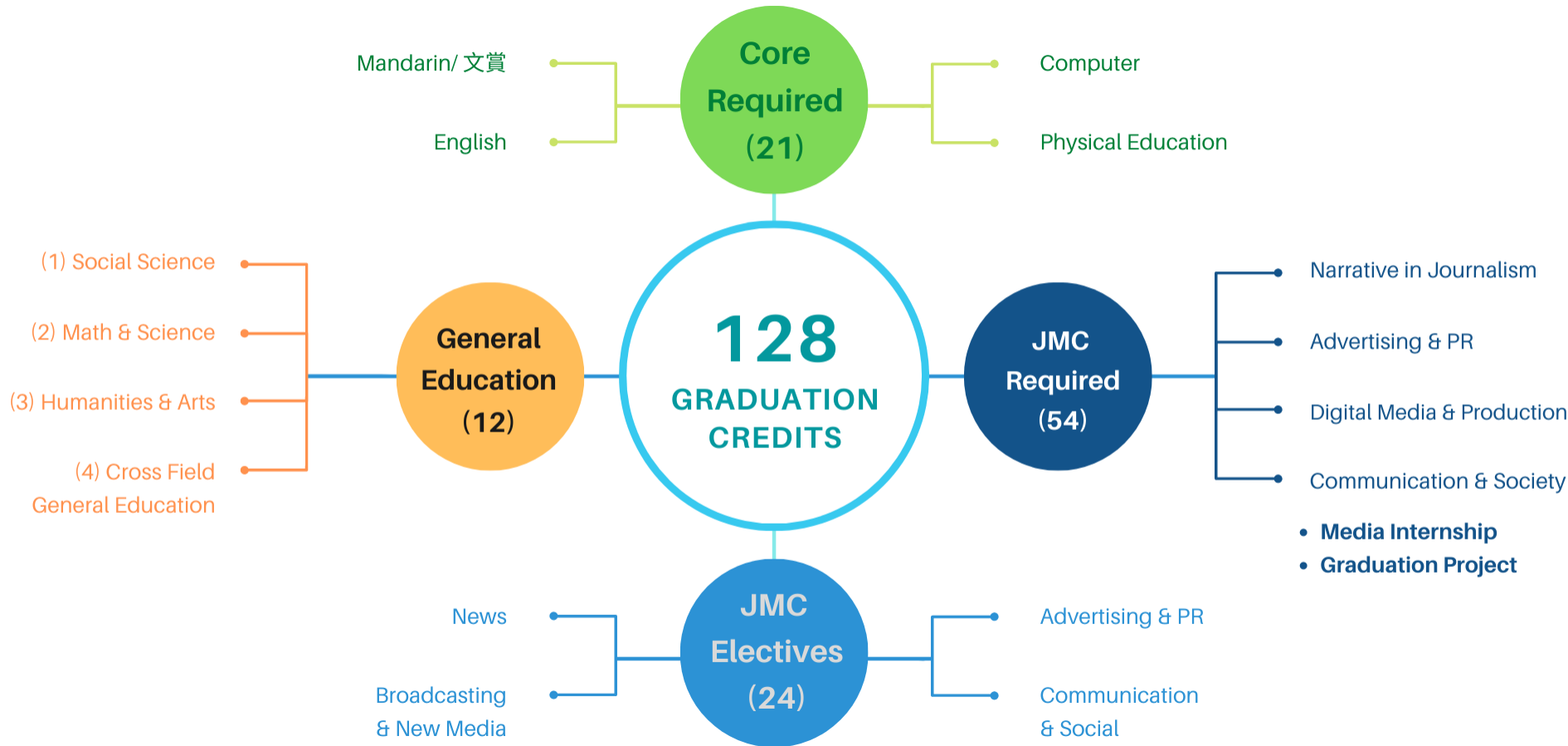
Objectives

我們教導學生學會如何主動學習，使得畢業生能夠：

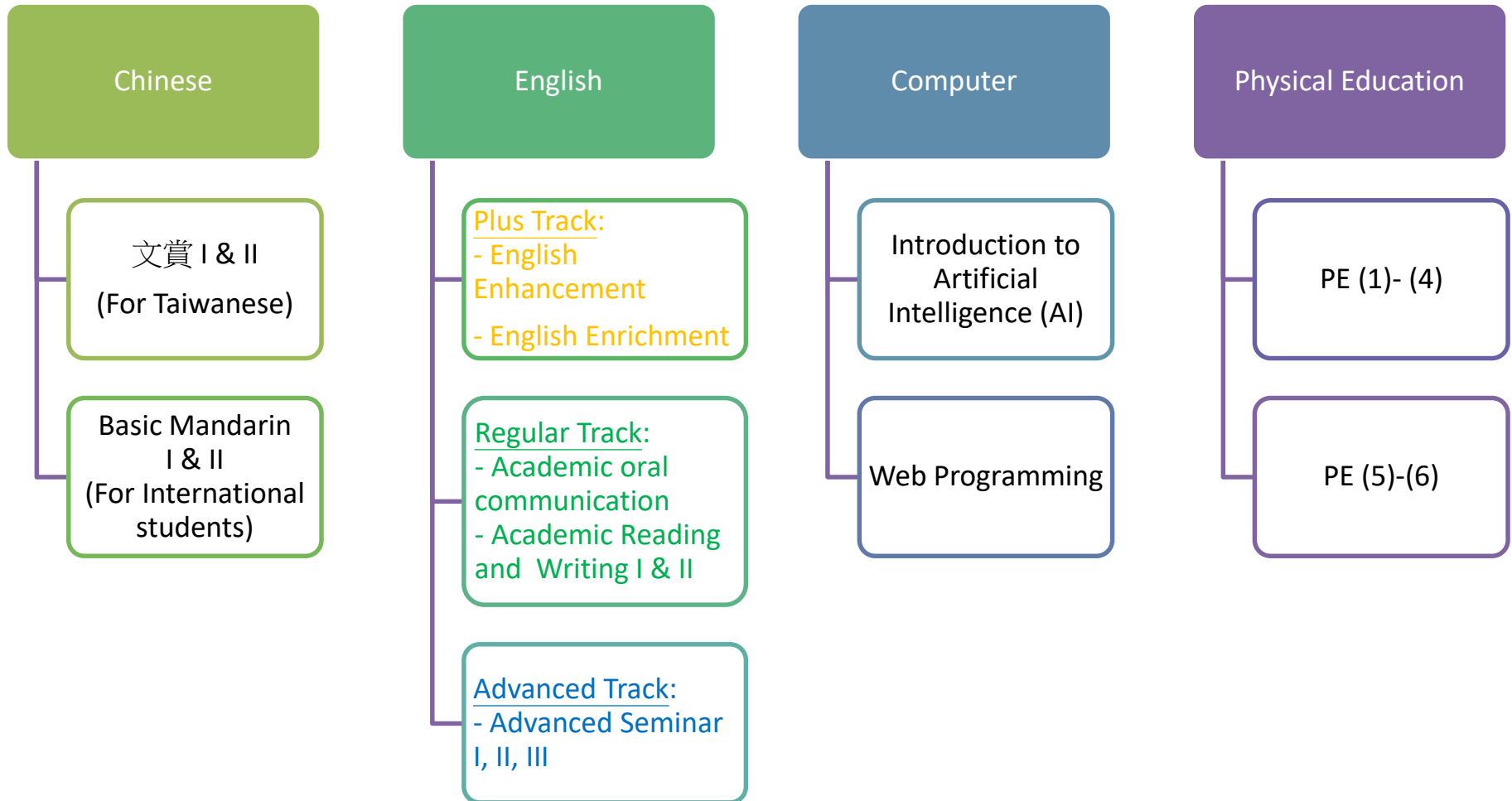
1. 了解新聞與大眾傳播的基本原理
2. 明白新聞工作者的責任與工作倫理
3. 應用先進科技善盡專業職責
4. 專精大眾媒體之溝通技巧

- 1. Understand basic principle of journalism and mass communication**
- 2. Comprehend the responsibilities and ethic of journalist**
- 3. Employ advanced technologies to carry out the professional duties**
- 4. Master useful communication techniques of social media**

Curriculum Framework



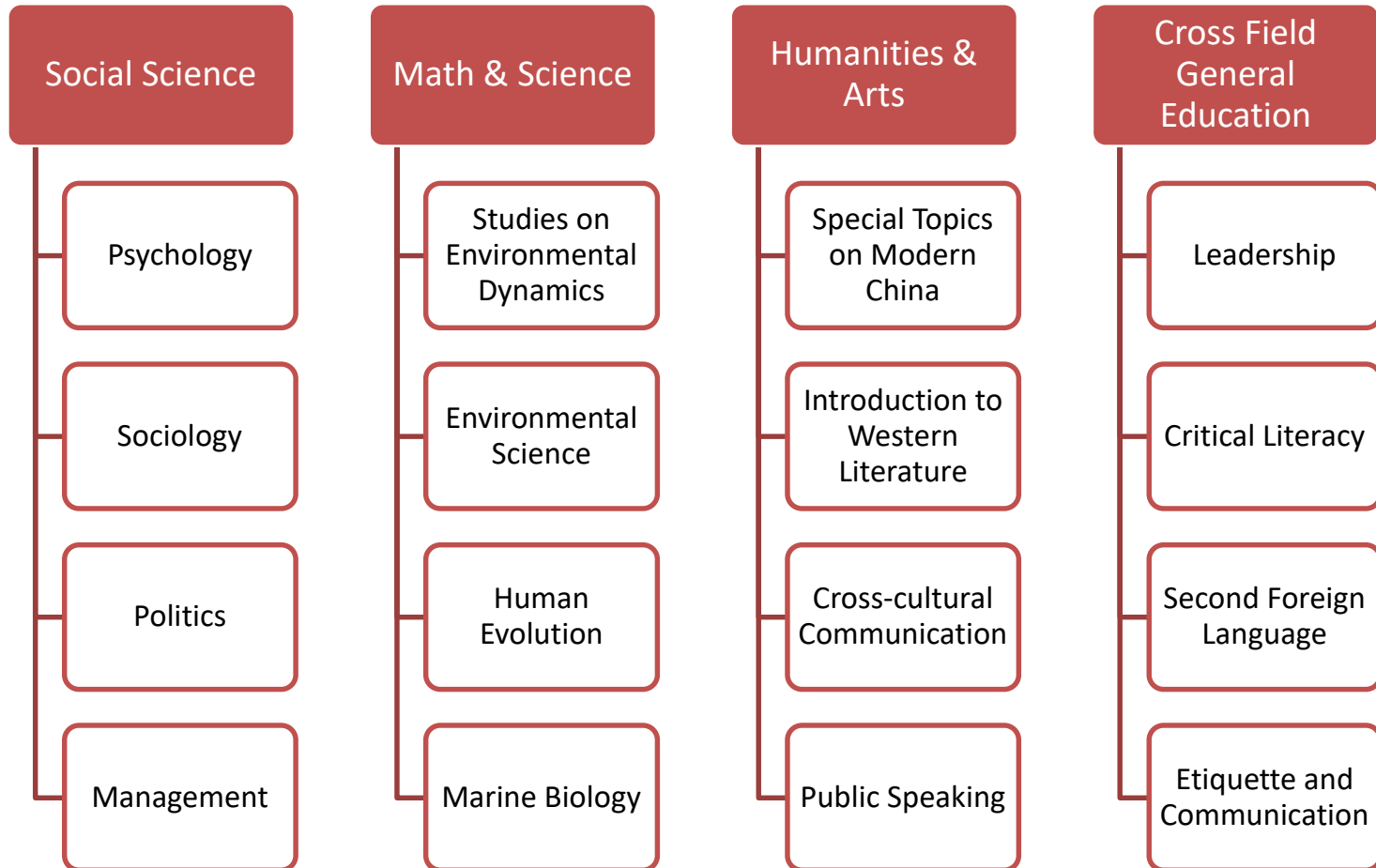
Core Required Courses- 21 credits



IC English Courses- 9 credits

Track (CEFR)	Course Name	Credit	Freshman 1 st year		Sophomore 2 nd year	
			Fall	Spring	Fall	Spring
Plus Track (Online Class)	English Enhancement (TOEIC below 550) English Enrichment (TOEIC 550-785)	0	3			
Regular (B1 level) TOEIC 550+ IELTS 4+ TOEFL ITP 460+ TOEFL iBT 42+	Academic Oral Communication	3		3		
	Academic Reading & Writing I	3			3	
	Academic Reading & Writing II	3				3
Advanced (B2 level) TOEIC 785+ IELTS 5.5+ TOEFL ITP 543+ TOEFL iBT 72+ Native speakers	Advanced Seminar I	3		3		
	Advanced Seminar II	3			3	
	Advanced Seminar III	3				3

General Education- 12 credits



JMC Professional Required- 54 Credits

Narrative in Journalism

- Introduction to Journalism
- Graphics and Design
- News Literacy
- News Reporting and Writing
- Special Topics in Journalism and Practice

Advertising & PR

- Intro. to Advertising and Integrated Brand Communication
- Principles of Public Relations
- Principles of Marketing
- Integrated Marketing Communication

Digital Media & Production

- Intro. To Electronic Media
- Audiovisual Production
- Multimedia Production
- Special Topics in Radio and TV Broadcasting

Communication & Society

- Principles of Communication
- Communication Research Methods

JMC Professional Elective- 24 Credits

News

Advertising & PR

Broadcasting, TV & New Media

Communication & Social



- Photography Skills and Editing
- In-Depth Reporting and Newswriting
- Seminar on News Media Practices
- Advanced Photographic communication
- Creative Writing
- International Affairs Analysis

- Advertising Planning
- Consumer Behavior
- Service Marketing
- Public Speaking and Presentation Skill
- Practices of Advertising Designing
- Integrated Communication Campaigns

- Digital Video and Audio Production
- Techniques of Video Filming
- Micro Film Commercial Production
- Introduction to Film
- Visual Communication
- Electronic Commerce

- International Relations
- Cultural Studies
- Media Sociology
- Political Communication
- International Communication
- Human Resource Management

Free Electives - 17 credits



Courses from International Business and Trade Program



Courses from Fashion and Innovation Management Program



Courses from School of Communication (Chinese Taught)

* Need to be approved in advance *



Extra credits from JMC Program

If you already finished taking the following credits:

1. General education (12 credits required)
2. JMC professional electives (24 credits required)

Graduation Requirements

In accordance with MCU General Provisions for Study, all undergraduate students must pass the following requirements in order to graduate:

- ✓ **Service-Learning** (16 hours & seminars & report)
- ✓ **English Proficiency** (TOEIC/TOEFL/IELTS)
- ✓ **Information Technology Proficiency** (pass the courses)
- ✓ **Chinese Proficiency** (pass the courses)
- ✓ **Sports Ability** (pass the test)
- ✓ **Basic Professional Skills** (Internship & Graduation Project)

Internship (288 hours)



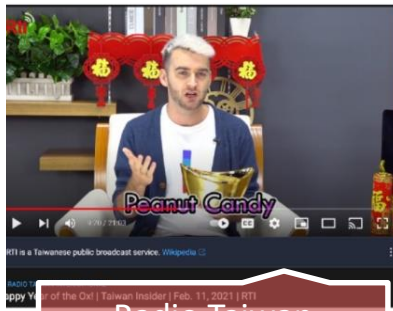
Aerocool Advanced Technologies



Mixmag Asia



IMPCT.Co



Radio Taiwan International



TIMEDIA



Taiwan News

Industries related to...

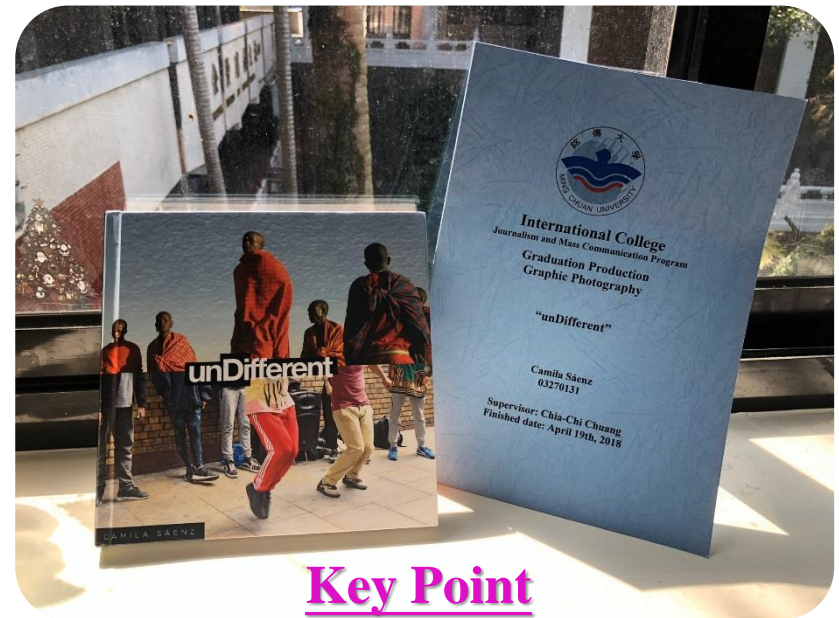
- Magazine
- Newspaper
- TV or Movie
- Radio
- Social Media
- Website
- Advertising
- Marketing
- Public Relations
- Government Department
- Others

Graduation Thesis

1. The topic should be relevant to journalism and mass communication.
2. By individual student or in a group of 2-5 students.
3. The minimum requirement for thesis by individual student is 8,000 words and 12,000 words for group work.
4. Thesis supervisor should be full-time or part-time faculty at MCU.

Graduation Production

1. News feature stories
2. Photography work
3. Radio program or TV program production
4. Micro-film or short film production
5. Music video production
6. Advertisement production
7. Magazine work
8. Proposal writing
9. Website work



Key Point

How this project related to journalism or mass communication field?

JMC Equipment for Loan

- Camera Related
 - Digital Single Lens Reflex Camera
 - DV Camera
 - Digital Camera
 - Steadicam
- Tripod & Video Tripod
- Film Action Board
- Reflector
- IC Recorder & Handy Recorder
- Microphone & Stand
- Lighting Equipment
- Lighting Diffuser

MCU Facilities



銘傳廣播電台
 •Ming Chuan Broadcasting Station



MOL編輯中心
 •Median News on Line Editing Center



虛擬攝影棚
 •Virtual Studio



IC多媒體創意基地
 •IC Creative Hub

4 Years/ 8 Semesters Study

* Enrolled in Fall Semester

	1 st Year Freshman		2 nd Year Sophomore		3 rd Year Junior		4 th Year Senior	
Semester	2022 Fall	2023 Spring	2023 Fall	2024 Spring	2024 Fall	2025 Spring	2025 Fall	2026 Spring
Academic Year	111-1	111-2	112-1	112-2	113-1	113-2	114-1	114-2

* Enrolled in Spring Semester

Year	Freshman	Sophomore	Junior		Senior			
Semester	2023 Spring	2023 Fall	2024 Spring	2024 Fall	2025 Spring	2025 Fall	2026 Spring	2026 Fall
Academic Year	111-2	112-1	112-2	113-1	113-2	114-1	114-2	115-1
	1st Year		2nd Year		3rd Year		4th Year	

2022 Fall Semester Schedule

	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
Morning 9:10-12:00	Basic Mandarin I (Beginner Level) D101 classroom CRSN: 99759 CLSN: 27112 (R.3)	Intro. to Journalism D101 classroom CRSN: 27111 CLSN: 27101 (PR.3)		Cross-culture Communication D101 classroom CRSN: 99716 CLSN: 27152 (E.3)	Intro. to Advertising and Integrated Brand Communication J512 classroom CRNS: 27122 CLSN: 27101 (PR.3)	English Enhancement (TOEIC below 550) (Online) CRSN: 99792 CLSN: 88111 (R.0)
Noon 12:10-13:00				Class Meeting		
Afternoon 13:10-16:00	13:10-15:00 PE (1) (R.0) 15:10-18:00 -Basic Mandarin I (Basic Level) CRSN: 99759 CLSN: 88112 (R.3) 16:10-19:20 -文賞 B301 classroom CRSN: 99773 CLSN: 27111 (R.3)		14:10-17:00 Studies on Environmental Dynamics D101 classroom CRSN: 99747 CLSN: 27151 17:10-21:10 Intro. To Artificial Intelligence F609 classroom CRSN: 99800 CLSN:27101 (E.3)	Oral Communication D101 classroom CRSN: 27441 CLSN: 27153 (PE.3)		English Enrichment (TOEIC 550-785) (Online) CRSN: 99799 CLSN: 88112 (R.0)

Class Meeting

1. Meet with class advisor (Dr. Roberto)
2. Message delivering
3. Discussions
4. Others

Official Line Account
JMC Official
(Optional)



Class Line Group
2022 JMC 1



Social Media:

FB :MCU-JMC of International College

IG : jmc_ic_mcu



Reminders

1. Fill out basic information in the Student System
 2. Hand in your high school diploma (original) & ID (copy) to JMC secretary/ IC office.
 3. E-mail your English Proficiency Test result to JMC secretary.
- ✓ Class schedule– match with Moodle/TEAMS results.
 - ✓ Log in test (Student system/Moodle/TEAMS/mailbox etc.)
 - ✓ Purchase textbooks if needed.
 - ✓ Search for basic information from MCU or JMC website