

Course Syllabus

開課學期	107-2	部別	■日間部 ■進修部
系科	通識教育中心	學制	大學部
課程名稱	媽祖文化與台灣文化產業發展	授課教師	
課程類別	選修	開課班級	博學涵養■人文 □自然 或基本素養
學分數	2	授課時間	
科目代碼		辦公地點	
開課代號		請益時間	
課程描述 Course Description			
開設本課程的目的，為媽祖文化發展至今已有一千多年歷史，至今還是香火鼎盛，尤以台灣民眾對媽祖文化的宏揚已經跨越國際範疇，媽祖文化遂成為文化創意產業建構的理想藍圖，可塑造出「媽祖文化品牌」來發展台灣的媽祖文化創意產業，並營造文化創意產業的再造能量，希望同學在學習過程中能得到啟發，開創生涯階段的文化創意事業，進而響應政府推動的文化創意產業。			
課程目標 Course Objectives			
<p>認知：認識媽祖文化與台灣的歷史的關聯性，並瞭解媽祖文化所擁有的核心經濟價值，以宏觀的視野看待台灣宗教文化與經濟發展。</p> <p>情意：將蘊含無限內涵與智慧的媽祖文化，與生命融合。</p> <p>技能：透過塑造文化品牌發展台灣的媽祖文化創意產業，並營造文化創意產業的再造能量，開創生涯階段的文化創意事業。</p>			
一般能力/專業能力 General/Core Learning Outcomes			
<p>一般能力</p> <p>人文與思維</p> <ol style="list-style-type: none"> 1、能瞭解人文、社會科學的基本概念與理論。 2、能基於人文、社會學的基礎認識，將此知識解釋人文社會的現象，並舉例說明。 3、能在生活中運用人文、社會學的知識，思辨、分析、批判探討人類與社會現象。 4、能覺知人文涵養教育所引發的心靈感動，欣賞、體悟多元文化與人文內涵之美。 <p>內省與關懷</p> <ol style="list-style-type: none"> 1、能進行內觀反省，了解自己的優、缺點，並據此作出適當的行為。 2、能藉由內觀反省，了解周遭人的感受，對群己、環境主動表現出關懷。 3、能對群己、環境的關懷產生價值感，成為態度。 4、能具有持久且一致主動關懷環境、群己，推己及人的品格。 <p>創意與表達</p> <ol style="list-style-type: none"> 1、能有效運用口頭語言、書面文書清楚表達自己的想法和他人的意見。 			

2、能運用適當工具與方式表述資料，且表述的內容論述與結構皆完整。

3、能有創意性的表述，並清楚傳達自己的想法。

4、表述的內容具有獨創見解，並與接收者可以進行有效的溝通與論辯。

四、科學與邏輯

1、能認識科學方法與科學精神的基本論述及主要內涵。

2、能運用多種思考方法，思索事務變化的因果和形式，探討事物間邏輯性關聯。

3、能依據邏輯推理原則，進行批判性思考。

4、能運用邏輯推理、批判性思辨能力，運用於生活與工作之中。

評量標準

Assessment standards

期中考試 _____ % 心得寫作 30 % 平時考 _____ %
 期末未試 _____ % 期末報告 30 % 上課參與度 20 %
 出席 20 % 口頭報告 _____ % 其它 _____ %

教科書（書名、作者、出版社、備註）

Textbook (Title, Author, Publisher, Remarks)

書名 Title	作者 Author	出版社 Publisher	備註 Remarks
自編教材			

參考書目（書名、作者、出版社、期刊、備註）

Reference Materials (Title, Author, Publisher/Journal, Remarks)

書名 Title	作者 Author	出版社/期刊 Publisher/ Journal	備註 Remarks
清代臺灣社會經濟	王世慶	聯經出版事業公司	
台灣經濟發展史	陳添壽、蔡泰山	蘭臺出版社	
文化創意與產業發展	陳添壽、蔡泰山	蘭臺出版社	
探討媽祖文化資源與創意產業發展	蔡泰山	蘭臺出版社	
媽祖信仰與台灣社會	林美容	博陽文化	

授課進度

Course Schedule

週次 Week	科目主題 Course Subject	教學方式 Teaching Method	授課進度 Course Schedule
1	課程介紹	講授	分組、評量方式
2	人身化神： 林默娘、媽祖、聖母	教師講授、影片及 討論	繳交學期報告題目
3			
4	台灣媽祖： 移民拓墾與信仰轉型	教師講授、討論	心得寫作
5			
6	創意與信仰： 當下媽祖信仰的文創呈現	1.講授文創的基本 概念 2.以鎮瀾宮、朝天 宮、奉天宮、萬春 宮等為案；以公 仔、電影、廟宇設 施、紀錄片為例	繳交討論心得 分享心得
7			
8			
9			

		3.請學生討論發想 文創的可能性	
10	報告討論	分組討論、報告	討論分組報告內容
11	田野調查： 南興宮田調與考察	田野調查	參訪記錄、心得寫作
12			
13	分組報告	教師講授、影片欣 賞及分組討論	依據評量尺規同儕互評
14			
15			
16			
17			
18	討論與分享	心得分享	

科目主題對應一般能力/專業能力之涵蓋率（填寫說明）

Coverage Rate of the Course Subject Correspond to the Ordinary Ability and Professional Ability

科目主題	能力指標涵蓋率%									
	專業能力%					一般能力%				
	1	2	3	4	5	1	2	3	4	
人身化神	/	/	/	/	/	25	25	25	25	
台灣媽祖	/	/	/	/	/	25	25	25	25	
創意與信仰	/	/	/	/	/	25	25	25	25	
田野調查與考察						25	25	25	25	
	/	/	/	/	/					

專業能力說明

通識課程以訓練一般能力為主軸

一般能力說明

1. 人文與思維
2. 內省與關懷
3. 創意與表達
4. 科學與邏輯

Central Taiwan University of Science and Technology

Course Syllabus

Academic Year/Semester	107/2	Day/Night School	
Department	General Education Center	Program	University departments
Course Title		Instructor	
Course type	Elective	Class	Development of General Education ■ Humanities
Credit Hour	2	Hour (s)	
Course Code		Office	
Subject Code		Advisory Time	
Course Description			
<p>The purpose of this course set up for the development of Mazu culture has been a thousand years of history, so far still incense, especially the people of Taiwan to promote the Mazu culture has crossed the international context, Mazu culture became the ideal blueprint for the construction of cultural and creative industries, You can create a "Mazu culture brand" to develop Mazu cultural and creative industries in Taiwan and create recycling energy cultural and creative industries, I hope the students in the learning process can be inspired to create a cultural and creative career stage, and then respond to the Government to promote culture Creative Industry.</p>			
Course Objectives			
<p>Cognition: Taiwan Mazu Culture and historical relevance, and understand the core economic value of Mazu culture have to look at the macro vision of Religious Culture and Economic Development of Taiwan.</p> <p>Affection: the connotation and contains infinite wisdom of Mazu culture, integration and life.</p> <p>Skills: Shaping Culture brand development through cultural and creative industries in Taiwan Mazu, energy recycling and create cultural and creative industries, and create a cultural and creative career phase.</p>			
General/Core Learning Outcomes			
<p>Genera Learning Outcomes</p> <p>I. Humanism and thinking</p> <ol style="list-style-type: none"> 1. Can comprehend the basic concepts and theories of humanistic and social sciences. 2. Can use the knowledge acquired from humanistic and social sciences to explain and illustrate humanistic and social phenomena. 3. Can use the knowledge of humanistic and social sciences to discern, analyze, and criticize human and social phenomena in daily life. 4. Can perceive the emotional blast triggered from humanistic nurture and appreciate the beauty of multiple cultures and humanistic spirit. <p>II. Reflection and care</p> <ol style="list-style-type: none"> 1. Can reflect upon oneself, know one's good and bad qualities and thereby act accordingly. 2. Can empathize with people around them through one's reflection, and show their care towards others 			

and the environment.

3. Can create a sense of value and thereby form a positive attitude from their care towards others and the environment.
4. Can become empathetic towards others and develop a virtuous character that cares for others and their environment in an active manner.

III. Creativity and expression

1. Can express oneself or others' opinions in a clear and effective manner, through oral or written presentation.
2. Can use proper tools and methods to verbalize data and produce a logical and organized content.
3. Can convey one's ideas in an original and lucid manner.
4. Can produce insightful thoughts and make effective communication or arguments with the audience.

IV. Science and logic

1. Can comprehend the basic discourse and major contents of scientific spirit and method.
2. Can exercise multiple thinking methods to ponder on the cause and format of issues and explore their correlations.
3. Can make critical thinking based on logical principles.
4. Can apply one's logical rationalization and critical thinking to their everyday life and work.

Assessment standards

- Writing tips 30 %
- Final report 30 %
- Class participation 20 %
- attend 20 %

Textbook (Title, Author, Publisher, Remarks)

Title	Author	Publisher	Remarks
Own teaching materials			

Reference Materials (Title, Author, Publisher/Journal, Remarks)

Title	Author	Publisher/ Journal	Remarks
清代臺灣社會經濟	王世慶	聯經出版事業 公司	
台灣經濟發展史	陳添壽、蔡泰山	蘭臺出版社	
文化創意與產業發展	陳添壽、蔡泰山	蘭臺出版社	
探討媽祖文化資源與創意產業發展	蔡泰山	蘭臺出版社	
媽祖信仰與台灣社會	林美容	博陽文化	

Course Schedule

Week	Course Subject	Teaching Method	Course Schedule
1	Course Introduction	Teaching	Grouping, assessment standards
2	Sublimation people become gods	Teaching, films and discussions	Writing tips
3			
4	Taiwan Mazu	Teaching, films and	Writing tips

5		discussions	
6	Creativity and faith	1. The basic concept of the cultural and creative 2. In temples and cultural creativity, Documentary Case	Writing tips Share
7			
8			
9			
10	The report discusses	Teaching, films and discussions	Writing tips
11	Fieldwork and visits	Teaching, films and discussions	Visit Record
12			Writing tips
13	Group Report	Teaching, and discussions	Writing tips
14			
15			
16			
17			
18	Discussion and sharing	Teaching, and discussions	Share

Coverage Rate of the Course Subject Correspond to the Ordinary Ability and Professional Ability

Course Subject	Learning Outcomes %									
	Core %					General %				
	1	2	3	4	5	1	2	3	4	
Sublimation people become gods	/	/	/	/	/	25	25	25	25	
Taiwan Mazu	/	/	/	/	/	25	25	25	25	
Creativity and faith	/	/	/	/	/	25	25	25	25	
Fieldwork and visits	/	/	/	/	/	25	25	25	25	
	/	/	/	/	/					
	/	/	/	/	/					
Core Learning Outcomes	General Learning Outcomes 1. Humanities and Cogitation 2. Introspection and Solicitude 3. Creativity and Utterance 4. Science and Logic									