國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：鍾玉玲

Instructor:Yu-Ling Chung

課程名稱：語言與文化

Course Title：Language and Culture

2026/11/3

課程代號： FL1012301 Course Code 學分數： 2 Credits	必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites
節次教室： M3(TR-310-1) M4(TR-310-1) Time/Location	
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	In today’s multilingual and digital world, language proficiency is no longer just about grammar and vocabulary. What matters is the ability to recognize cultural expectations, navigate social norms, and position one’s identity appropriately across contexts. This course uses highly relatable real-world genres—online reviews and business emails—to help students develop practical intercultural literacy through authentic language data.
課程大綱： Outline of Lectures	The course is strongly skills-based and transferable. Students will learn to interpret digital public discourse critically, write clearer and more respectful evaluations, and communicate across cultural differences—competencies directly relevant to tourism and hospitality, service communication, international business, branding/PR, and customer feedback management. In short, this course turns “language and culture” into an applied, real-world toolkit—helping students see culture in language, understand differences through analysis, and communicate with clarity and respect.
授課方式： Method of Instruction	講授 Lecture：30% 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：30% 講授 Lecture：%
教科書： Textbooks	第一堂課公布
參考書目： References	第一堂課公布
修課須知： Notice	有助教
評量方式： Grading	第一堂課公布

備註說明： 第一堂課公布
Notes