

Department of Communication

As the internet bridges the distance between individuals, the world is undergoing a profound transformation. In response to the evolving era of new technologies and media, the Department of Communications at Fo Guang University has long been preparing to cultivate students for the "future." Our goal is to equip graduates with the adaptability and lifelong learning abilities necessary to thrive in society, enabling them to continuously advance and refine their skills.

Our department comprises three specialized tracks: Digital Media, Advertising & Public Relations, and Popular Music Communication, corresponding to the Digital Media & Advertising Program and the Popular Music Communication & Public Relations Marketing Program. To nurture interdisciplinary competencies, we embrace a flexible, diverse, and student-centered learning approach within the university-wide modular curriculum framework. In addition to acquiring professional knowledge, skills, and attitudes within their respective tracks, students can also engage in cross-disciplinary learning, broadening and deepening their expertise in communication studies. This comprehensive training significantly enhances their competitiveness in the job market.

A Step-by-Step Approach to Building Competitive Advantage

In an era of increasing competition, education must evolve. We recognize that acquiring knowledge alone is no longer the primary goal of teaching. Instead, our focus is on developing students' abilities in application, analysis, evaluation, and creation. From freshman to senior year, we systematically and methodically build high-level competencies, allowing students to construct a holistic understanding of communication through learning and self-discovery.

Our curriculum emphasizes both theory and practice, professionalism and character development, striving for excellence while maintaining a pragmatic approach. To ensure our students are well-prepared for the industry, we have

developed a comprehensive learning pathway:

- Freshman & Sophomore Years: Establish a strong foundation in professional knowledge and skills.
- Junior Year: Strengthen practical skills through hands-on training, supported by media internships within the department and industry placements.
- Senior Year: Showcase capstone projects and performances, demonstrating their learning outcomes through our structured learning platform, ensuring a seamless transition from graduation to employment.

Global Perspective & International Opportunities

As information and communication technologies flatten the world and globalization intensifies, exploring and experiencing the broader world has become an essential part of future-oriented education. Many of our outstanding students, recommended by faculty, have excelled in selection processes and secured exchange opportunities in South Korea, the United States, Mainland China, and other locations. Others have been chosen for internships in Southeast Asian countries or served as international volunteers. These experiences have expanded their global perspectives, enriched their university lives, and enhanced their career competitiveness.

Integrated "Five-Year Bachelor's & Master's Program"

To further support students in their academic and career pursuits, we have designed a five-year integrated bachelor's and master's program. This program allows eligible students to start taking graduate-level courses during their senior year, encouraging them to continue their master's studies within the department with financial aid and scholarships. This pathway is efficient, cost-effective, and highly competitive, offering exceptional value for students looking to enhance their qualifications.

As a bachelor's degree has become the standard in higher education, pursuing a master's degree adds significant value to one's career. Our graduate program provides a convenient and comprehensive pathway for both recent graduates

and working professionals seeking further education. To shorten the time required for degree completion, we also welcome professionals to enroll in our Master's Credit Program, allowing them to take preparatory courses before formally entering the graduate program. This phased yet seamless approach enables individuals to achieve their master's degree dreams while continuously enhancing their professional advantages and career prospects.

Educational Goals

In alignment with the university's mission and objectives, the Department of Communications aims to cultivate professionals in journalism, advertising, broadcasting, television, and digital media. We strive to develop top-tier communication leaders and professionals who can create content for both print and electronic media while embracing global perspectives and local cultural awareness.

1. Cultivating professionals in communication creativity and technological applications.
2. Developing talent for media and communication marketing industries.
3. Nurturing professionals who uphold ethical standards and social responsibility in communication.
4. Training creative thinkers and media integration specialists.

Department of Sociology and Social Work

Establishing a sociology department in the Lanyang region is a deeply meaningful endeavor. This area is known for its rich cultural heritage and strong community spirit. Throughout our department's development, we have been grateful for the contributions of numerous local organizations and social elites. Their dedication has enriched our program with local awareness, heartfelt connections, intellectual discourse, and the transmission of invaluable experience.

Guided by the university's humanistic values, our department focuses on

sociological research that fosters reflections on life's values. In addition to aligning with the university's overall development strategy, we have also developed a distinct identity that sets us apart from other sociology programs. Furthermore, our commitment to supporting disadvantaged groups, social work, and welfare services is a key aspect of our mission. As the Lanyang region lacks social welfare-related programs at the higher education level, training professionals in this field has been a significant challenge.

To address local needs and the growing demand for interdisciplinary education, we have integrated social work into our program. With the university's curriculum reform, we have invited experts and scholars in social work to teach. Students who complete 15 social work courses (45 credits) and 400 hours of social work internships are eligible to take the national examination for the Social Work Professional License, effectively preparing them for their future careers.

Educational Goals

Cultivating individuals capable of analyzing social phenomena using sociological perspectives and methodologies.

Developing professionals with a deep passion and commitment to the Lanyang community.

Training students with specialized skills in helping professions.

Department of Public Affairs

Public affairs is an essential field that influences both government and nonprofit sectors. Professionals in public affairs planning and management play a crucial role in driving social reform. To excel in this field, individuals must possess a strong academic foundation, high ethical standards, broad perspectives, and a commitment to public service. Public affairs managers must not only understand governmental operations but also apply corporate management strategies and technological advancements to effectively integrate social and

economic resources for the public good. This discipline encompasses a wide range of fields, including management, law, politics, sociology, psychology, and economics. Given the increasing complexity of public affairs and the rapid pace of global change, professionals must possess interdisciplinary integration skills, adaptability, and a global outlook.

With the growing economic cooperation between Taiwan and Mainland China, political tensions have given way to closer economic ties. However, China's unique political, social systems, and cultural traits differ significantly from Taiwan's. Similarly, Southeast Asian economies have been rapidly developing, yet Taiwan's understanding of these regions remains limited. Therefore, our program emphasizes cross-strait and international studies, equipping students with the knowledge to navigate global affairs while maintaining a strong foothold in Taiwan.

Academic & Career Development

The Department of Public Affairs at Fo Guang University offers a well-structured curriculum and has established a Public Opinion Research Center and a Center for International & Cross-Strait Affairs to train specialized professionals. Beyond classroom learning, we encourage students to participate in industry collaborations, international exchange programs, overseas internships, and experiential learning opportunities to enhance practical experience and industry knowledge.

Our curriculum also includes career-oriented training, offering guidance for public service examinations, tour guide certification, and related employment pathways. Students interested in government careers can take civil service exams to secure positions in various government agencies. Outside of public service, our graduates also have diverse career options in nonprofit organizations, international affairs, and private-sector public relations roles.