

JOURNALISM & MASS  
COMMUNICATION PROGRAM



# 2020-2021 Graduation Thesis or Production Guidelines

- General guidelines on thesis writing
- General guidelines on production
- Outstanding graduation project seminar
- Student work from year 2010-2019

April 29, 2020  
International College  
Ming Chuan University



## General Guidelines on Graduation Thesis

### I . Principle for writing thesis:

1. The thesis should be done in English on a topic relevant to journalism or mass communication.
2. Be clear with your study purposes, concept, method and structure.
3. Thesis can be conducted by individual student or in a group of 2-4 students.
4. The minimum requirement for thesis by individual student is 8,000 words and 12,000 words for group work. (No more than 15,000 words.)
5. Thesis advisors should be full-time or part-time faculty members at Ming Chuan University.
6. Students need to find his or her advisor and discuss with the advisor on the purposes, methods, and expecting findings or conclusion of his or her thesis. Fail to do so, you will not get any credit on the course “Graduation Thesis I (27411)” or “Graduation Thesis II (27421)”.

### II . Key elements:

1. Choose your team members and find your advisor.
  2. Select the topic with great care and have a deep discussion with your advisor before you make the final decision.
  3. Hand in the application form (see appendix A) to IC office before the second week of the first semester. Be sure to have your advisor’s signature before turning in the application form.
  4. Work intensively with the advisor to have your thesis or project properly finished on schedule.
- Suggested proceeding schedule:

Senior Year	Week	Progress (Suggested schedule)	Grading Policy
1 <sup>st</sup> Semester (18 weeks)	Week 1~2	Hand in the application form to IC office (with Supervisor’s signature)	Mid-term 10% & Final-term 90%
	Week 3~9	- Extended Outline (with title and descriptions) - Chapter 1: Introduction	
	Week 10~18	- Chapter 2: Literature Review - Chapter 3: Methodology	
2 <sup>nd</sup> Semester (14 weeks)	Week 1~8	- Chapter 4: Research Analysis and Results - Chapter 5: Discussion and Conclusions - List of References - Abstract	Mid-term 70% & Final-term 30%
	Week 9 (around the end of April)	Hand in final draft to the advisor (This is for the advisor to decide if your work can be recommended to join outstanding graduation project seminar later on.)	
	Week 10-11	➤ For everyone: Keep revising the work ➤ For the recommend/outstanding person or groups: you need to prepare a 15-20 minutes presentation	
	Week 12	“2020 Outstanding Graduation Project Seminar” will be arranged around the beginning of May	
	Week 13-14 (Around the end of May)	Hand in the <b>final copy</b> to IC office	

5. By the end of 2<sup>nd</sup> semester of the senior year, two major requirements need to be accomplished:
  - (1) Make sure your thesis is graded by the advisor.
  - (2) The color of your thesis cover page should be decided universally by the whole class and please follow the structural for the printing format. (See appendix B)
  - (3) Two to three final copies of the thesis should be ready. One for yourself, one for IC office, and one for the advisor (optional).

### III. Structure and Content for Thesis:

1. Cover sheet: Degree, Name of Department, Thesis topic, Name of the student and Advisor and Finished Date.(See appendix B)
2. Main page: Same as the cover sheet.
3. Abstract:
  - An abstract should include research questions, research purposes, methodology, and research findings with no more than 500 words.
4. Acknowledgement:
  - Acknowledgement will be to Advisor and those who help you during your study process.
  - One A4 Size page will be acceptable.
5. Table of Contents: Including chapters, figures, charts, references and appendix.
6. Main body:

Chapter	Key Points
Chapter 1: Introduction	<ul style="list-style-type: none"> <li>➤ Research content.</li> <li>➤ Research motivation, purposes, and research questions.</li> </ul>
Chapter 2: Literature Review	<ul style="list-style-type: none"> <li>➤ Review and discuss journal articles, theories that would be related to your research.</li> </ul>
Chapter 3: Methodology	<ul style="list-style-type: none"> <li>➤ Research design, methods, steps and data analysis method.</li> <li>➤ Contributions of this study</li> </ul>
Chapter 4: Research Analysis and Results (Thesis title of chapter 4 is for students who adopt quantitative research method.)	(If you adopt a qualitative research method, you can arrange the title of chapters according to your research findings.)
Chapter 5: Discussion and Conclusions	<ul style="list-style-type: none"> <li>➤ Base on your study and sum up the conclusion and contribution to practical implication.</li> <li>➤ Describe your research limitation.</li> </ul>

7. Reference: APA/MLA format.
8. Appendix: Questionnaires, statistics, and so on.

### IV. Format instructions:

1. Introduction:
  - Two lines for introduction.
  - Introduction should be short and clearly.
  - Translate the work from the original language into Chinese, including notes where necessary.

- Original reference should be note clearly please follow those samples:
    - a 傳播內容必須要符合個人所處團體的價值觀和利益，才會為個人所接受 (Festinger, 1957)。
    - b 鄭貞銘(1987:15)指出不同媒介的差異應以媒介不同的特色，以不同的角度來分析。
    - c 對於電子媒介而言，廣播聲響的干擾，也有常見的兩種障礙情況：一種是人為的，另一種是大氣壓的(黎世芬，1977：23-24)
2. Indent:
- Thesis topic should be in the middle of one paragraph, justify the right and left sides.
  - Chapter title should be in the middle of one paragraph.
  - Each chapter should be in new page, indent one tab for each paragraph.
  - Indent the block quotation two tabs on the left side and justify them.
  - Make each chapter clearly.
3. Typeface:
- Formatting Instruction:
    - a. A4 paper size, 36 words per line, 26 lines per page.
    - b. Margins: 2.5cm up and down; 3cm left, 2.5cm right.
    - c. Single printed.
    - d. Pagination: put the page number at the center/bottom of each page.
  - Typeface: 12-point Times new Roman.
4. Text: From left to right, up to down.
5. Numbers:
- In your text, numbers should be in order and with layer as follow:
    - A、xxx
    - (A)、xxx
    - a、xxx
    - (a)、xxx
  - Note mark should be clearly with note 1、note 2.
6. Figures: Figures' with text. Figures title should be under the figures. Charters' title should be above the charter.
7. Footnotes:
- Please use footnotes only to provide further information or discussion, not merely bibliographic information. Place the note at the bottom of the page from which it is cited.

## General Guidelines on Graduation Production

壹、原則 I . General Guidelines	
一、實施目的 Purpose	為使新聞與大眾傳播學位學程（以下簡稱本學程）學生能藉由畢業作品（以下簡稱作品），整合所學專業知識及技能，並將學習成果具體呈現，特訂本實施辦法  This general guidelines is created to enable students to integrate their professional skills and knowledge which they have learned in class into their graduate work.
二、作品製作類別 Graduation Production Categories	(一)新聞專題報導 News feature stories (二)平面攝影作品 Graphic photography (三)廣播、電視節目、影片製作 Radio program, TV program and film production (四)微電影、音樂錄影帶製作 Micro-film or Music video production (五)廣告影片製作 Advertisement production (六)雜誌作品 Magazine work (七)行銷類企劃書撰寫 Proposal writing (八)網站類作品 Website work
三、作品製作內容 Structure and content for graduation production	(一) 每個作品的主題規劃，須經搜集相關資料及整理後，再與指導老師溝通討論，而後訂定主題。作品之主題概念及目標應清楚明白 Select your project topic with great care and have discussions with your advisor before you make final decision. The concept and goal of your work need to be clarified.  (二) 作品引用之非原創性內容，皆須尊重原著作者智慧財產權之權益 If you use non-original works as a reference, make sure you follow the author's intellectual property right.  (三) 廣播、電視影片製作類作品繳交以 1 集為原則，每集長度為 30 分鐘；微電影類作品以 25 分鐘為限；音樂錄影帶類作品依歌曲長度決定；廣告作品類繳交以 3 集為原則，每集長度為 1 分鐘以內；新聞報導、攝影作品類以 25 張及 3000 字報導為原則 For Radio and TV program production, no more than 1 episode, 30

	<p>minutes per episode. For Micro-film production, no more than 25 minutes per work. Music video production will based on music length. For advertisement production, no more than 3 episodes, maximum 1 minutes per episode. For news feature stories, no more than 3000 words. As for Graphic photography, no more than 25 sheets.</p> <p>(四) 除前述作品之外，學生另應繳交畢業製作報告書一份，其內容包括以下，並須打字印刷與作品/光碟裝訂成冊 In addition to the aforementioned works, students need to hand in a report of your graduation production. This report needs to include the following content and should be printed and bound with CD of your work.</p> <table data-bbox="574 739 1356 1344"> <tr> <td data-bbox="574 739 718 828">策略面 Strategy</td> <td data-bbox="718 739 1458 828">1. 創作動機(概念發想) Motivation (concept)</td> </tr> <tr> <td data-bbox="574 828 718 985"></td> <td data-bbox="718 828 1458 985">2. 內容說明(若為影視作品，需附上作品腳本) Description (If it is a film related work, it must be accompanied by the script)</td> </tr> <tr> <td data-bbox="574 985 718 1075"></td> <td data-bbox="718 985 1458 1075">3. 製作方法 Method</td> </tr> <tr> <td data-bbox="574 1075 718 1164">執行面 Execution</td> <td data-bbox="718 1075 1458 1164">4. 製作過程 Process</td> </tr> <tr> <td data-bbox="574 1164 718 1254"></td> <td data-bbox="718 1164 1458 1254">5. 心得感想(含評估得失及改進方式) Self-assessment</td> </tr> <tr> <td data-bbox="574 1254 718 1344"></td> <td data-bbox="718 1254 1458 1344">6. 作品呈現 Final work</td> </tr> </table>	策略面 Strategy	1. 創作動機(概念發想) Motivation (concept)		2. 內容說明(若為影視作品，需附上作品腳本) Description (If it is a film related work, it must be accompanied by the script)		3. 製作方法 Method	執行面 Execution	4. 製作過程 Process		5. 心得感想(含評估得失及改進方式) Self-assessment		6. 作品呈現 Final work
策略面 Strategy	1. 創作動機(概念發想) Motivation (concept)												
	2. 內容說明(若為影視作品，需附上作品腳本) Description (If it is a film related work, it must be accompanied by the script)												
	3. 製作方法 Method												
執行面 Execution	4. 製作過程 Process												
	5. 心得感想(含評估得失及改進方式) Self-assessment												
	6. 作品呈現 Final work												
<p>貳、進度及相關規定</p> <p><b>II. Schedule and Rules</b></p>													
<p>一、前製作業 Preparation</p>	<p>學生個人/組別選定作品類別、題目及指導老師 Students need to decide individual or group members, graduation production topic, category and the advisor.</p>												
<p>二、指導教師 Advisor</p>	<p>以校內專/兼教師為原則 This supervisor should be full-time or part-time faculty members at Ming Chuan University.</p>												
<p>三、討論過程 Discussion Process</p>	<p>過程中學生必須與指導老師保持密切聯繫，定期討論（詳細時程需自訂），製作進度及評分標準應根據本學程及指導老師規定辦理，未依規定完成者，該學期成績以零分計算 Students need to find the advisor and discuss with him/her on the purposes, methods, and expecting findings or conclusion of the graduation production. Fail to do so, you will not get 0 grade on this subject.</p>												

<p>四、作品進度 Working progress</p>	<p>1. 第一學期：建議完成策略面內容 Students need to finish part of their production which includes motivation, description and method in the first semester of the senior year.</p> <p>2. 第二學期：需完成執行面內容，並繳交 1 份畢業製作報告書裝訂本（含封面、內容、作品集/光碟等） In the second semester of the senior year, students need to finish the rest of their production which includes process, self-assessment and the final work (portfolio). And the report needs to be printed and bounded. (Including cover, content, and the work)</p> <table border="1" data-bbox="507 562 1409 1379"> <tr> <td rowspan="2">1<sup>st</sup> Semester (18 weeks)</td> <td>Week 1-2</td> <td>Hand in the application form to IC office.</td> </tr> <tr> <td>Week 3-18</td> <td>Finish part of the production: - Motivation - Description - Method</td> </tr> <tr> <td rowspan="5">2<sup>nd</sup> Semester (14 weeks)</td> <td>Week 1-8</td> <td>Finish the rest of the production: - Process - Self-assessment - The final work</td> </tr> <tr> <td>Week 9 (Around the end of April)</td> <td>Hand in <u>final draft</u> to the advisor (This is for the advisor to decide if your work can be recommended to join outstanding graduation project seminar later on.)</td> </tr> <tr> <td>Week 10-11</td> <td>➤ For everyone: Keep revising the work ➤ For the recommend/outstanding person or groups: you need to prepare a 15-20 minutes presentation</td> </tr> <tr> <td>Week 12</td> <td>“2021 Outstanding Graduation Project Seminar” will be arranged around 2<sup>nd</sup> week of May</td> </tr> <tr> <td>Week 13-14 (Around the end of May)</td> <td>Hand in <u>complete work</u> and the report to IC office</td> </tr> </table>	1 <sup>st</sup> Semester (18 weeks)	Week 1-2	Hand in the application form to IC office.	Week 3-18	Finish part of the production: - Motivation - Description - Method	2 <sup>nd</sup> Semester (14 weeks)	Week 1-8	Finish the rest of the production: - Process - Self-assessment - The final work	Week 9 (Around the end of April)	Hand in <u>final draft</u> to the advisor (This is for the advisor to decide if your work can be recommended to join outstanding graduation project seminar later on.)	Week 10-11	➤ For everyone: Keep revising the work ➤ For the recommend/outstanding person or groups: you need to prepare a 15-20 minutes presentation	Week 12	“2021 Outstanding Graduation Project Seminar” will be arranged around 2 <sup>nd</sup> week of May	Week 13-14 (Around the end of May)	Hand in <u>complete work</u> and the report to IC office
1 <sup>st</sup> Semester (18 weeks)	Week 1-2		Hand in the application form to IC office.														
	Week 3-18	Finish part of the production: - Motivation - Description - Method															
2 <sup>nd</sup> Semester (14 weeks)	Week 1-8	Finish the rest of the production: - Process - Self-assessment - The final work															
	Week 9 (Around the end of April)	Hand in <u>final draft</u> to the advisor (This is for the advisor to decide if your work can be recommended to join outstanding graduation project seminar later on.)															
	Week 10-11	➤ For everyone: Keep revising the work ➤ For the recommend/outstanding person or groups: you need to prepare a 15-20 minutes presentation															
	Week 12	“2021 Outstanding Graduation Project Seminar” will be arranged around 2 <sup>nd</sup> week of May															
	Week 13-14 (Around the end of May)	Hand in <u>complete work</u> and the report to IC office															
<p>五、成績佔比 Grading policy</p>	<p>第一學期成績比重：期中 10%、期末 90% 1<sup>st</sup> Semesters: Midterm 10% &amp; Final 90%</p> <p>第二學期成績比重：期中 70%、期末 30% 2<sup>nd</sup> Semesters: Midterm 70% &amp; Final 30%</p>																
<p>參、畢業製作報告書架構規定 <b>III. Structure and Content of Graduation Production Report</b></p>																	
<p>學生必須依照以下章節順序編排並完成裝訂 Students must organized their work according to the following sections and complete the binding.</p>	<p>一、封面 Cover 二、主題 Theme 三、摘要 (包括創作理念作及品介紹，文長不超過五百字) Abstract (includes creative ideas and introduction of projects, maximum 500 words.) 四、內容目次 (目次、表次、圖次、附錄目次) Table of content (Table of content, list of figures, list of tables, and appendixes.) 五、主體：應包括以下各部分(章節及名稱自訂) Main subject:</p>																

	<p>(一) 創作動機 Motivation of your creation</p> <p>(二) 內容說明 Introduction of the content</p> <p>(三) 製作方法與過程 Method and Process</p> <p>(四) 心得感想 Self-assessment</p> <p>(五) 作品集(或光碟) Final work (portfolio)</p> <p>六、參考書目或資料 Reference</p>
肆、畢業製作撰寫格式說明	
<b>IV. Typeface</b>	
一、文體 Language	限用英文(可另附註中文)，須打字印刷並裝訂妥當 English only (Chinese note is available), must be typed, print and binding properly.
二、格式 Format	<p>(一) 版面為 A4 大小 A4 paper size</p> <p>(二) 版面上、下留邊 2.5 公分；左、右邊各留 3 及 2.5 公分，裝訂在左 Margins : 2.5cm up and down; 3cm left; 2.5cm right; binding on the left</p> <p>(三) 單面印刷 Single printed</p> <p>(四) 每頁須編頁碼，本文頁碼以阿拉伯數字 (1, 2, 3, ...) 編碼，並自 1 起編，標於每頁下方正中位置 Pagination: put the page number at the center/bottom of each page.</p>
三、字型、字級 Font	<p>(一) 以「Times New Roman」字形、12 點字級為原則 12-point Times New Roman</p> <p>(二) 寫法：一律橫書，自左而右，由上而下 From left to right, up to down</p> <p>(三) 數字方面：正文中須使用數字以標明先後順序時，應有層次之分。圖表應隨文，圖之標題應置圖下方，表之標題應置表上方 Numbers: numbers should be in order and with layer as follow:  甲、 xxx  i. xxx  1. xxx  甲、 xxx  Figures' with text. Figures title should be under the figures.  Charters' title should be above the charter.</p> <p>(四) 註釋方面：註釋之目的在與本文非直接相關，但可補其不足者，應置於章節末或頁底，參考書目及附錄放在本文之後 Footnotes: Please use footnotes only to provide further information or discussion, not merely bibliographic informat ion. Place the note at the bottom of the page from which it is cited.</p>



**Appendix A: Application Form**

**Journalism & Mass Communication Program  
International College of Ming Chuan University  
Graduation Thesis/Graduation Production  
Application Form**

**1. Applicants (1 person or group of maximum 4 people)**

<b>Name</b>	<b>ID No#</b>	<b>E-mail Contact</b>	<b>Remarks</b>
			<b>Leader</b>

**2. Work type**

**Graduation Thesis**

**Graduation Production**

**(e.g. News feature stories, Graphic photography,  
audio/video/film production, Music video, Website design,  
Magazine work, Advertising work, Marketing proposal etc.)**

**3. Topic:**

**4. Summary of the work**

**(1) Thesis: Research content, research steps, and data analysis method etc.**

**(2) Production: Work category, concept of the work, process & schedule plan**

**5. Signature & Date of the Advisor**



**International College**

**Journalism and Mass Communication Program**

**Graduation Thesis or Graduation Production**

**<Topic>**

**Student Name: △△△△ (in English)**

**Student Number: △△△△△△△△**

**Supervisor's Name: △△△△**

**Finished Date (Date/ Month/ Year)**

## Appendix C: Sample formats for individual references

### ※Chinese Reference:

#### I. Punctuation Mark:

- 「 」 : For casual quotation using.
- 『 』 : For second level quotation. (using inside the 「 」 )
- 《 》 : For books 、 Journals and PhD./B.A thesis, for example:  
《新聞學研究》
- 〈 〉 : For single thesis or one chapter of the book, for example:  
〈閱聽人研究的新趨勢〉

#### II. Table of Content:

In your text, numbers should be in order and with layer, for example:

壹、一、(一)、1、(1)、甲、(甲)

#### III. Citations:

1. One tab for each paragraph.

2. \* Using 「 」 when you quote the article, put your quoted article in your text directly if that article is short.

\* If the quoted article is too long please quoted with two tabs on the left side and one tab between left and right side.

3. Mark page number if quoted from original article directly.

- 羅文輝 (1991 : 27-34) 主張.....。

Mark edition if quoted from newspaper.

- 聯合報，(1997.2.8 : 22)

Page number don't need in the indirectly quotation.

- (陳百齡，1996；鍾蔚文，1992)。

#### IV. Footnotes:

1. Please use footnotes only to provide further information or discussion, not merely bibliographic information. Place the note at the bottom of the page from which it is cited.

2. Using Arabic numerals.

#### V. Short Title:

Put on the full title of your reference when you mention it at very first time.

#### VI. Charts:

1. Charts should be in black and write.

2. Put your words under the chart with Ball pen. And write down the Author's name and code of the chart with pencil.

3. Put the scale on it.

4. Those your charts should put in the end of your thesis.

#### VII. Figures:

1. Using figures if it will be better than words.

2. Figures should put on the A4 size paper and accompany with thesis and number. Title should put above the figures, and put notes under the figures.

3. Those your figures should put in the end of your thesis.

## VIII. Acknowledgments:

Your acknowledgment should be put after study body and foot notes, before charts.  
Acknowledgement should be clear and concise.

## IX. References:

The following are sample formats for individual references:

### 1. Journal paper or Conference paper:

汪琪、臧國仁(1996)。〈成長與發展中的傳播研究〉，《新聞學研究》53：61-84。金溥聰(1995年8月)。〈從選舉聲刺(soundbite)看台灣電視新聞的公平性〉，「政治大學新聞教育六十週年慶論文研討會」論文。台北，木柵。

Note:

◇ The author's last name first, then first name (needs abbreviation). Underline the title of the thesis. Capitalize first words in thesis topic and journal.

◇ Thesis in Chinese quotes with angle brackets. Journal quotes with double-angle brackets.

◇ Above number means volume: start page—end page. If there is no volume, avoid it.

### 2. Published book or Ph.D./ M.A. thesis:

彭芸(1994)。《各國廣電政策初探》。台北：財團法人廣播電視視業發展基金會。陳

雪雲(1991)。《我國新聞媒體建構社會現實之研究---以社會運動報導為例》國立政治大學新聞研究所博士論文。

Note: Last name of the author, then first name (needs abbreviation)

### 3. Article in a scholarly journal:

林芳玫(1996)。〈地方新聞與社區參與〉，蘇蘅(編)《台灣地方新聞》頁1-12。台北：國立政治大學新聞系。

鍾蔚文等(1996)。〈框架理論的再探〉，翁秀琪、馮建三(編)《政大新聞教育六十年慶論文集》頁181-223。台北：國立政治大學新聞系。

### 4. Article in Newspaper / Magazine:

彭家發(1994年7月1日)。〈台灣翻譯市場新變〉，《信報》(香港)，頁B6。

《聯合報》(1996年4月2日)〈省新聞處編「社論」經費，省議員斥為新聞史笑話〉，第4版。

Note: If there is no author's name, just put the name of reporter.

### 5. Translation:

馮健三(1995)。《電視：科技與文化形式》，台北：遠流。(Original: Morley D. [1974]. Television: Technology and cultural form. London Fontana.)

Note: If there are no author's name、book's name or published year, you don't have to put them in.

### 6. Electronic Sources:

Website:

McCullagh, D.B. (1996, May, 1). Singapore providers may block access [Online]. Available: <http://fight-censorship.dementia.org/top/>

E-mail:

Funder, D.C.(1994, March). Judgmental process and content: Commentary on Koehler on base-rate[9 paragraphs]. Psycholquy [On-line serial], 5(17). Available E-mail: [psyc@pucc](mailto:psyc@pucc)  
Message: Get psyc94-\*\*\*\*

FPT:

Funder, D.C.(1994, March). Judgmental process and content: Commentary on Koehler on

base-rate[9 paragraphs]. *Psychology* [On-line serial], 5(17). Available FTP: Hostname: Princeton. Edu Directory: pub/harnad/Psychology/1994. Volume.5File:psychology.94.5.17. base-rate.12.funder 7.

7. All published date should turn to dominical year.

8. Published date should follow priority.

9. References or books with Chinese and English, please follow: Chinese->Japanese->English. Alphabetized by authors' last name.

## ※English Reference:

### I .Periodicals

#### 1. Articles in a Journal

Anderson, J.E., & Valentine, W.L. (1994). The preparation of articles for Publication in the journals of the American Psychological Association  
*Psychological Bulletin*, 41, 345-376.

#### 2. Un-press Article

- (1) Year 、 volume number 、 page numbers are not necessary only shows “in press”  
Zuckerman, M., & Keiffer, S.C. (in press). Race difference in face-ism: Does Facial prominence imply dominance? *Journal Personality and Social Psychology*.  
(2) In your thesis, shows name of Author and “in press”.

#### 3. Magazine 、 Newspaper 、 Newsletter

Posner, M.I. (1993, October 29). Seeing the mind. *Science*, 262, 673-674

#### 4. Publisher without Author

Write down name of article directly.

The new health-care lexicon. (1993, August/September). *Copy Editor*, 4, 1-2

#### 5. Translation Book

##### (1) Book in English

Laplace, P. -S. (1951). *A philosophical essay on probabilities* (F.W. Truscott & F.L. Emory, Trans.). New York: Dover. (Original work published in 1814)

##### (2) In the study, write down original published date, then translated date.

(Laplace, 1814/1951)

#### 6. Edited Book

Massare, D. (1992). Broadcasting the domain of the fuzzy logical model of perception. In H.L.Pick, Jr., P. van den Broek, & D.C. Knill (Eds.),

*Cognition: Conceptual and methodological issues* (pp.51-84).

Washington, DC: American Psychological Association.

### II . Books

#### 1. One Author

Mullins, C.J. (1977). *A guide to writing and publishing in the social and behavioral science* (3<sup>rd</sup> ed.). New York: Wiley.

#### 2. Edited Book

Gibbs, J.T., & Huang, L.N. (Eds.). (1991). *Children of color: Psychological interventions with minority youth*. San Francisco: Jossey-Bass.

#### 3. Book in a series, published more than 1 year

Koch, S. (ED.). (1959-1963). *Psychology: A study of science* (Vols. 1-6). New York: McGraw-Hill

### III. Articles in the Book

1. An article or one chapter in a book  
Massaro, D. (1992). Broadening the domain of the fuzzy logical model of perception. In H.L/ Pick, Jr., P. van den Broek, & D.C. Knill (Des.), *Cognition: Conceptual and methodological issues* (pp.51-84). Washington, DC: American Psychological Association.
2. An article or one chapter in a series book  
Macoby, E.E., & Martin, J. (1983). Socialization in the context of the family: Parent-child interaction. In P.H. Mussen (Series Ed.) & E. M. Hetherington (Vol. Ed.), *Handbook of child psychology: Vol.4. Socialization, personality, and social development* (4<sup>th</sup> ed., pp.1-101). New York: Wiley.

### IV. B.A. and Ph.D. Thesis

1. Material from CD-Rom  
Bower, D.L. (1993). Employee assistant programs supervisory referrals: Characteristics of referring and nonreferring supervisors. *Dissertation Abstracts International*, 54(01), 534B.(University Microfilms No. AAD93-15947)
2. Unsigned Thesis  
Wifley, D.E. (1989). *Interpersonal analyses of bulimia: Normal-weight and obese*. Unpublished doctoral dissertation, University of Missouri, Columbia.

### V. Criticism

1. Book Reviewer  
Baumeister, R.F. (1993). Exposing the self-knowledge myth [Review of the book *The self-knower: A hero under control*]. *Contemporary Psychology*, 38, 466-467
2. Movie Reviewer  
Webb, W.B. (1984). Sleep, perchance to recall a dream [Review of the film *Theater of the night: The science of sleep and dreams*]. *Contemporary Psychology*, 29, 260.

### VI. Audio-visual

1. Television or Radio Program  
Crystal, L. (Executive Producer). (1993, October 11). *The MacNeil / Lehrer new hour*. New York and Washington, DC: Public Broadcasting Service.
2. One piece from TV Series  
Restak, R.M. (1989). Depression and mood (D. Sage, Director). In J. Sameth (Producer), *The Mind*. New York: WNET.
3. Sound Recording (compact disk, record, cassette)  
Writer, A. (Date of copyright). Title of song [Recorded by artist if different from writer]. On *Title of album* [Medium of recording: compact disk, record, cassette, etc.]. Location: Label. (Recording date if different from copyright date)

### VII. Internet Sources

Author, I. (date). Title of article. *Name of Periodical* [On-line], xx. Available:  
Specify path

### VIII. Other sources



Publication Manual of the American Psychological Association (4<sup>th</sup> ed.). (1994). Washington, DC.

## AppendixD: Grading Form

### Journalism & Mass Communication Program of International College Graduation Thesis or Graduation Production Evaluation Form

學生姓名 Name		時間 Date		
學號 ID Number		指導教授 Advisor		
題目 Topic				
評分標準 Grading Standards  項目 Items	<b>優</b> Excellent	<b>可</b> Fair	<b>需改進</b> Need Improvement	<b>分數</b> Grades
	20分 20 Points	15分 15 Points	10分 10 Points	
主題與整體架構 Topic & Overall Structure (20%)	架構完整、選題適當 complete structure, appropriate topic	整體架構稍顯不完整、選題尚可 nearly complete structure, acceptable topic	架構不完善、鬆散、選題不合宜 loose or incomplete structure, inappropriate topic	
研究方法、參考資料與作品原創性 Research Method, References Production Originality (20%)	取樣適當、資料有豐富性，並且分析得宜；作品主題具原創性 proper sampling, comprehensive and reliable data, objective data analysis; production with original theme	取樣方式未能獲致合宜資料、資料分析較鬆散、嚴謹度較缺；作品主題具原創性較為不足 improper sampling, relevant data analysis; production lack of originality	取樣不足、資料未能合宜的處理分析；作品主題與其他研究重疊、原創性有瑕疵 Improper data analysis caused by improper sampling; production theme overlap with other studies, originality flawed	
評分標準 Grading Standards  項目 Items	<b>優 Excellent</b>	<b>可 Fair</b>	<b>需改進</b> Need Improvement	<b>分數</b> Grades
	30分 30Points	20分 20Points	10分 10 Points	
文字與結構、執行完整度 Text and Structure Execution Integrity (30%)	論文：詞句通暢，語意明確 Thesis: appropriate and precise wording 專題製作：創意、圖像、影音及意境完美呈現 Production: clear-presented ideas, well-presented images	論文：詞句、語意有部份闕漏 Thesis: vague wording 專題製作：內容較無明確表達主要意境 Production: obscure ideas or images	論文：詞句不通、詞意不明 Thesis: ambiguous or unsuitable wording 專題製作：結構缺乏邏輯性、重要部分闕漏 Production: lack of logic structure, missing important content	
學術與應用價值、俱實用價值 Academic and application value & Practical application value (30%)	論文研究主題與結果具原創性、學術性或應用價值；專題製作具實務應用價值 creative research, useful practical application value	論文研究主題與結果較無明確的學術與應用價值；專題製作隱含實務應用價值 no clear practical application value	論文研究主題與結果在學術與應用上都鮮有價值；專題製作鮮有實務應用價值 no practical application value	
評語 Comments :	Advisor's signature: _____			<b>總分</b> Total

## JMC Outstanding Graduation Project Seminar

Time	Awardee List	
1st (2016)		
	Name	Project Title
1	Jamie (England) Monica (Guatemala) Gabriela (El Salvador)	Unseen- Micro film
2	Venus (Paraguay) Renata (Paraguay)	Be Together- Mucis video
3	Robin (Belize) Cindy (Belize)	A Comparative Analysis of Independent and Party-owned Newspapers' Coverage of the 2015 General Elections in Belize - Thesis
4	Lily (Taiwan) Huan (Taiwan) Ann (Taiwan) Renee (Taiwan)	“MEAT you at home”- Marketing proposal of Tan Zuo Ma Li
5	Keryn (Saint Lucia)	Defining the IC Experience- Documentary
2nd (2017)		
	Name	Project Title
1	Stephanie (Honduras) Ana (Dominican Rep.)	Mr. Wiggles- Narrative short film
2	Amy (Taiwan) Lynda (Taiwan)	Illusion- Micro film
3	Stella (Thailand) Ying (Thailand)	Adore (Traditional dress in four regions of Thailand)- Photographer portfolio
4	Karla (Guatemala) Boris (Panama)	Real Human Beings/ Taiwan, Hong Kong, Japan- Street photography



3rd  
(2018)



	Student Name	Project Title
1	Adriana (El Salvador) Michelle (El Salvador)	IC Magazine & IC Website- Marketing proposal
2	Sofia (Guatemala)	Migrant workers in Taiwan- Documentary
3	Stanley (Taiwan) Carol (Taiwan) Jesslyn (Indonesia) Kylie (Brunei)	The Passage- Short film
4	Andy (Vietnam)	Wanhua District- Photography work
5	Camila (Guatemala)	UnDifferent: The Story- Graphic photography

4th  
(2019)



No.	Student Name	Project Title
1	Annie (Taiwan)	舞序(Prologue)- Documentary
	Sunny (Taiwan)	
	Erieen (Taiwan)	
	Tina (Taiwan)	
2	Sunny (Taiwan)	反噬(The Sinking Love)- Microfilm
	Evy (Taiwan)	
	Bonnie (Taiwan)	
	Jason (Taiwan)	
3	Adam (Taiwan)	Gaomei Wetland- Documentary
4	Zee (Eswatini)	Social media, public participation , and news reporting: A study on the journalistic practices in Eswatini- Thesis

## Student Work from year 2010-2019

Academic Year: 107 (2018-2019)

<b>No.</b>	<b>ID No.</b>	<b>Title</b>	<b>Type</b>	<b>Advisor</b>
1	04273016	An Analysis of the Nicaraguan Social Political Crisis of 2018: Human Rights Violations and Media Censorship	Thesis	Karen Lin
2	04270146	Getting sick in a foreign land: An exploratory study of migrant workers' experience of healthcare seeking in Taiwan	Thesis	Karen Lin
	04270130			
	04270155			
3	04310062	舞序 (Documentary)	Production	Ben Chen
	04420455			
	04421246			
	04450472			
4	04330226	The Sinking Love (Microfilm)	Production	Ben Chen
	04422543			
	04570124			
	04422595			
5	04110724	Gaomei Wetland-Documentary Film	Production	Ben Chen
6	04260126	Spleen and Ideal (micro-film)	Production	Ben Chen
7	04270191	Social media, public participation , and news reporting: A study on the journalistic practices in Eswatini	Thesis	Sophie Chang
8	04160321	Red in Another Language (Photography work)	Production	Chia-Chi Chuang
	04270023			
9	04270050	Women (Photography work)	Production	Chia-Chi Chuang
10	04270121	Reading Mindscapes (Travel Photobook)	Production	Chia-Chi Chuang
11	04270014	The Storybook for Children- The Baby Hawksbill Turtle's Adventure to the Sea	Production	Jonathan Furnival
12	04270103	Feature Story: The Evolution of the Videogame Industry	Production	Jonathan Furnival
<b>No.</b>	<b>ID No.</b>	<b>Title</b>	<b>Type</b>	<b>Advisor</b>
13	04270173	Rainbow City's "Jim & Jan"- An illustrated, pocket-sized children's book series)	Production	Jonathan Furnival
14	04573162	News about jobs that normal but less people concern	Production	Jonathan Furnival
15	05270136	Hot Sun, Cold Wind: A Short Story Collection	Production	Jonathan Furnival
16	04260196	Hong Kong Pocket Travel Book	Production	Karen Yun
17	03090796	The Armoured Project- video series	Production	Pei Lun
18	03270183	JMC Career Guide (short video)	Production	Yu-Chieh Wu

Academic Year: 106 (2017-2018)

No.	Student ID	Topic	Advisor
1	01131533	Cultural Orientations, Power Distance, and the Perception about school bullying in adolescence: A Survey from a culturally diversified group	His-Ping Nieh
2	03270104	IC Magazine & IC Website - Marketing Proposal	Karen Yun
	03270060		
3	03420511	Social Media Marketing Strategies of Universiade 2017	Sophie Chang
4	03270042	Aesthetic Taipei- Street Photography	Pei Lun
5	03270202	Commercial Video of Taiwan Railways System	Pei Lun
	03290162		
	03330635		
6	03421416	Feature Story: A Hundred Days to Say Goodbye	Jonathan Furnival
7	03270033	Wanhua District- Photography Work	Jonathan Furnival
8	03270113	Magazine:Taiwan Explorer	Chia-Chi Chuang
	03270165		
9	03270131	unDifferent: The Story- Graphic Photography	Chia-Chi Chuang
10	03270076	Backpacking Europe On A Budget	Chia-Chi Chuang
11	03421372	Photography Work: Ours Cat	Chia-Chi Chuang
	03330555		
	03340035		
12	03420581	20 <sup>th</sup> Anniversary Yearbook: Dear Mayor of Taipei	Chia-Chi Chuang
	03420616		
13	03230164	Graphic Photography- Rainbow	Chia-Chi Chuang
14	03270140	Short Film- Angoland	Ben Chen
15	02450643	Documentary- Taiwan from the eyes of foreigners	Ben Chen
16	03320341	Documentary- Migrant Workers in Taiwan	Ben Chen
17	03320181	Microfilm- Trust me one last time	Ben Chen
	03320216		
18	03270015	Short Film- The Passage	Ben Chen
	03560973		
	03270024		
	03570186		

Academic Year: 105 (2016-2017)

No.	Student ID	Final Topic	Advisor
1	01270231	Keep Climbing (Graduation Magazine)	Jonathan Furnival
	02270086		
	02270061		
2	02270052	Feature news story/ The Struggles of Creativity	Jonathan Furnival
3	02270150	International College Student Handbook	Karen Yun
4	02270095	A Social Commentary Episode on an Airbnb Hoax Story and Third-Wave Feminism	Sophie Chang
5	02301713	How to Make a Successful Personal Branding Through Social Media	Sophie Chang
6	00130574	Behind the Asylum (Documentary)	Ben Chen
7	02270175	Short film- Mr. Wiggles (Micro Film)	Ben Chen
	02270132		
8	02270184	When you are watching me (Music Video)	Ben Chen
	02270123		
9	02300815	稚愛 (Micro Film)	Ben Chen
	02300283		
10	02301792	Illusion, 完美幻象 (Micro Film)	Ben Chen
	02301633		
11	02421364	Road Trip Around the U.S.A. (Photography)	Chia-Chi Chuang
12	02300461	My Exchange Life in Wuhan, China (Photography)	Chia-Chi Chuang
13	02270034	ADORE- Traditional Dresses in Four Regions of Thailand (Photography)	Chia-Chi Chuang
	02270105		
14	02270070	Nature within us (Photography)	Chia-Chi Chuang
	02270043		
15	02270193	Real Human Beings: Tokyo, Hong Kong, Taiwan (Street photography)	Chia-Chi Chuang
	02270141		

Academic Year: 104 (2015-2016)

No.	Student ID	Topic	Advisor
1	01270106	Celebrating Ramadan in Taiwan (Documentary)	Pei Lun
	01270010		
2	01450220	Life is just like this	Pei Lun
	01301005		
3	01270240	Unseen (Microfilm)	Pei Lun
	01270062		
	01270071		
4	01302274	No Fish No Gain	Pei Lun
	01301306		
5	01270185	Full House (Microfilm)	Pei Lun
	01270124		
6	01420344	Oh! Taiwanese! (Radio Program)	Ben Chen
	01300072		
	01421356		
7	01270265	TV Cooking Show- "Hociak Oi"	Ben Chen
8	01270026	On Both Sides (Microfilm)	Ben Chen
	01270256		
	01270222		
9	01450521	Superficial (Music Video)	Ben Chen
	00300383		
	01422165		
	01420645		
10	01270204	Be Together (Music Video)	Ben Chen
	01270176		
11	01270115	A Comparative Analysis of Independent and Party-owned Newspapers' Coverage of the 2015 General Elections in Belize	Sophie Chang
	01270080		
12	01561333	『MEAT you at home』 - Marketing Proposal of TAN ZUO MA LI	Sophie Chang
	01450085		
	01300656		
	01420406		
13	01270213	The role of ICT's in the development of education in the public high schools of El Salvador	Sophie Chang
14	01270142	Love Stories in Taiwan	Chia-Chi Chuang
	01270035		
15	03270192	A Study of Smartphone Preference among college student	Karen Lin
16	01270053	Defining the "IC" Experience	Karen Lin

Academic Year: 103 (2014-2015)

No.	Student ID	Topic	Advisor
1	00300942	Café , 耍廢 Café makes you a day	Chia-Chi Chuang
	00301573		
2	00421792	Sexual Content in the New Media- Youtube Content Analysis	His-Ping Nieh
	00423021		
	00270125		
3	00270063	Music Video- Letting go by Tanya Chua	Pei Lun
	00270205		
4	00300933	Music Video- The Light of Dawn	Pei Lun
	00300196		
	00301316		
5	00301635	Commercial for Niao Niao	Ben Chen
	00301254		
	00270161		
6	00131196	Commercials for Café	Ben Chen
7	00420434	Bear Milk Tea	Ben Chen
8	00161170	How Social Media Affects 2014 Taipei Mayoral Election- A case study of PTT	Karen Lin
	00270090		
9	00060581	Taipei Explorer	Karen Lin
	00420142		
10	00270036	The Influence of Social Media on Political Campaigns. A case study of the 2014 Scottish Referendum.	Karen Lin
11	00301343	The Study of the product placement in Korean drama	Karen Lin
12	00420363	The study of Korean variety show- The case of Running Man.	Karen Lin
13	00420194	Deceive in Social Media Communication	Sophie Chang
14	00270100	The Media's Power to Expose: How the media is used to ensure human rights violations don't go unnoticed	Sophie Chang

Academic Year: 102 (2013-2014)

No.	Student ID	Topic	Advisor
1	99270012	Differences between attitudes toward MOODLE and social media among university students	Rolando Chang
	99423065		
2	98300803	A Comparative Study on Runtable program and talkshow in Public Television	Ke-Jen Chuang
3	99301752	New “way” for “Games”-Propagate game with “Nintendo” way	Pei Lun
4	99301982	U-bike trip program	Chung-Yang Liu
	99301663		
5	99270055	Interrelationship of advertising and culture	His-Ping Nieh
6	99270101	A Story telling that love must deliver in time; appreciate what you have before it turn into what you had	Ray-Chun Lu
7	99270064	Mass Communication as a whole	Ralph Jennings
8	99270082	A Study of Standpoints on the Causes of Low Birth Rate in Taiwan	Yu-Sheng Li
	99270182		
9	00270021	Mass Media and the fear of crime in St. Lucia	Tzu-Shan Tseng
10	00270152	Online tourism journal-operation and marketing strategy	Tzu-Shan Tseng
11	99131571	“Blink” magazine-senior year	Chia-Chi Chuang
	99301921		
	99421253		
12	99301574	My own book	Chia-Chi Chuang
13	99571613	Goodwill Ambassador Life in MCU	Chia-Chi Chuang
14	99631293	My exchange student life	Chia-Chi Chuang
15	99420604	Li ho Taipei	Karen Lin
	00270143		
	99423074		
16	99450735	The media image of foreign workers in Taiwan	Karen Lin
17	99422311	Communication in interracial/culture relationships	Karen Lin
18	99201386	Why marathon is getting popular in Taiwan	Karen Lin
19	99201484	The impact of citizen journalism via the society and culture	Karen Lin
20	99160645	Cooking show	Sophie Chang
	99130771		
21	99270215	It's only entertainment: A study of audience interaction with media and its impact on individual moral attitudes	Sophie Chang
22	99300774	Self-Branding of a Political Figure	Sophie Chang
23	99301946	The media strategy of Taipei Ubike	Sophie Chang
24	99450824	Integrated marketing communication and effects of Maydy in Taiwan	Sophie Chang
25	99270046	A small business selling greeting cards online and in stores to a Canadian audience	Sophie Chang
	99300562		
26	99270144	The Effects of Digitalization on the Dissemination of News	Sophie Chang
27	99160654	The Process of an EP	Sophie Chang
	98160302		
28	97273620	Converse Marketing Plan & Strategy	Sophie Chang

Academic Year: 101 (2012-2013)

No.	Student ID	Topic	Advisor
1	98270111	The influence of advertising in the consumer behavior	Tzu-Shan Tseng
2	98301956	Efforts for Love/ Film Project	Pei Lun
	98270102		
3	98300235	Street Art for the People	Pei Lun
	98160566		
	98270225		
4	98270022	Magic and Communication	Pei Lun
	98422426		
	98301010		
5	98270154	Halal Food in Taipei	Pei Lun
	99270153		
6	98570973	Smartphone and human society	Pei Lun
	98420650		
7	98270092	Promoting Mongolia Tourism (via print, TV & audio CD) Traveler's Guide (Mongolia)	Pei Lun
8	98300723	Eternal moment	Chia-Chi Chuang
9	98270120	The Analysis of China's Propaganda Machinery: An alternative view	Sophie Chang
10	98270083	Understanding Social Movement and Media as Interacting Systems	Sophie Chang
	98270110		
	98270243		
11	98072514	The effects of social media content on cultural globalization	Sophie Chang
12	98420012	The analysis of news entertainment orientated in Taiwan	Karen Lin
13	98130054	Shock Adverse/ Radio Project	Karen Lin
	98422143		
	98270234		
14	98420196	The Analysis of Citizen Journalism	Karen Lin
15	98270136	The Virtual Construction of Reality: Building a Conceptual Framework to Enhance Social Constructionism	Karen Lin
16	98270013	The impact of culture in addressing HIV/AIDS in Taiwan	His-Ping Nieh



Academic Year: 100 (2011-2012)

No.	Student ID	Topic	Advisor
1	97270050	Radio Segment	Andrew Ryan
	97300423		
2	97273611	Corporate Social Responsibilities for Estee Lauder Companies	His-Ping Nieh
3	97270066	Global Negotiations	Karen Lin
4	97300316	The relationship between the video game and	Karen Lin
	97300192		
	98270252		
5	97300343	The influence of gossip news on college student	Karen Lin
	97300466		
6	97480036	A movie analysis/study based on teachers as role models. What type of position does each teacher have in school and what role they display toward their student	Michael Stein
7	97270014	Short film	Michael Stein
8	97270023	A movie analysis/study based on teachers as role models. What type of position does each teacher have in school and what role they display toward their student	Michael Stein
	97270032		
	97270112		
9	97270103	A TV program: Obtrusive Curiosity:How Ladyboys' Are Seen Today Rate:TV-MA	Michael Stein
10	97301072	TV episode 30 mins	Michael Stein
	97301364		
	97070073		
11	97300760	Shadow of greatness (Story of Taipei Homeless)	Michael Stein
	97270210		
	97270075		
12	97270084	The Brass Monkey in Taipei	Michael Stein
13	96440861	One year abroad in Germany & Europe	C. Stone Shih

Academic Year: 99 (2010-2011)

No.	Student ID	Topic	Advisor
1	96270051	Oxfam Co-op: Choice for People- Integrated Advertising Campaign	Jacqueline Lai
2	96270156	The effect of Social Media Marketing Strategies on Company's Image and Consumer Purchasing Preferences	C. Stone Shih
3	96300105	Tattoo	C. Stone Shih
4	96270174	Media, Economy, and the Public Interest	Tzu-Shan Tseng
5	96273035	Research Effect of Mass Media in Modern Society	Tzu-Shan Tseng
6	96300761	Campus All in One/ Radio Project	Karen Lin
	96300574		
	96300371		
7	96273621	Journey of Backpackers	Michael Stein
	96273630		
	96273612		
8	96270165	Exploring Causes and Strategies to help Taiwanese MCUDAE Students Cope with Speaking English	Michael Stein
9	96270122	A Documentary on Taiwan's Stray Dogs	Michael Stein
	96300814		
10	96270183	Hip Hop Is Something You Live- A documentary on the hip hop culture	Michael Stein
11	96270085	The Perception of Women by the Media in Swaziland	Michael Stein
12	96270042	The Impact of 'Bad News' on Guatemalan Media and Society	Michael Stein
13	96270015	The Impact of the Liberalisation of Radio on Democracy in St. Vincent and the Grenadines	Michael Stein
14	95302353	The Pacific Islands Students Association: A Unique Experience in Taiwan	Michael Stein

Academic Year: 98 (2009-2010)

No.	Student ID	Topic	Advisor
1	95301872	Self Radio Program Show & News Videos	Tzu-Shan Tseng
2	95302273	East-West Fusions: Portrayals of Asian American Actresses in Relation to Cinema	Michael Stein
3	95302310	The study of the impact of Facebook on Ming Chuan University students	Ching-Hui Chen
4	95473031	Twitter on Business	Tzu-Shan Tseng
5		A look at e-publishing in certain developed countries and its effect on audience as well as the market	Tzu-Shan Tseng
6	95302230	As Requirement for the Fulfillment of the Degree of BACHELOR OF ARTS	Eva Salazar
7	95302355	Examining the difference in approach and view between two local Taiwanese newspapers, covering the same issue: Dalai Lama's recent visit to Taiwan	Walter Wang
7	95131115	Exploring Yahoo Taiwan Online Shopping Promotion	Walter Wang
8	95302326	Human Resource Management of Minority Media-Taiwan Indigenous Television (TITV)	Walter Wang
9	96270131	An advertisement design based on Adobe Illustrator CS4	C. Stone Shih
10	95302344	The Culture of Tattoos in Taiwan- Video Documentary	Michael Stein
	95302380		
11	95420060	The Effect of Movie Marketing Strategies and Audiences' Consumption Behavior on Box Office in Taiwan	Walter Wang
	95161086		
12	95302362	Three-in-One FM Radio	Andrew Ryan
	95302390		
	94040353		