

Student Work from year 2010-2016

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		

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: 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 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: 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: 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: 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

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	01131533	Cultural Orientation and Perception of Bullying	His-Ping Nieh
16	03270192	A Study of Smartphone Preference among college student	Karen Lin
17	01270053	Defining the "IC" Experience	Karen Lin