

The Department of Mass Communication Creates Elderly Sales Program, Department of Information and Communication Pays Visit to Elderly

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【Reported by An-jia Chen, Yi-jun Yang, Tamkang Times】 The Department of Mass Communication's Professional Knowledge Services and Study group is designing a "Society and Sales Implementation" course with the cooperation of the Federation for the Welfare of the Elderly. A sales planning press conference was held on January 10th, lead by instructor Yu-pei Ma, who invited Secretary General of Federation of the Welfare of the Elderly, Yu-Chin Wu, Supervisor of Circulation Services, Irene Chao, Vice President of Jet-Go Consulting Group Jing-ning Chen and Dean of Mass Communications, Huei-chun Chi. Huei-chun Chi stated, "It's crucial to be able to take the knowledge and information learned in the classroom and implement it into society to help those less fortunate.

Three teachers were designated to select and evaluate 47 students for designing a sales activity plan for the elderly. Rewards were given for three categories: The Especially Outstanding Award, The Award of Excellence and The Encouraging Achievement. Winner of the Especially Outstanding Award and third-year student of the Department of Mass Communications, Shuang Shuang Huang, stated, "Being able to utilize the knowledge obtained in class to create an activity plan for the elderly is really a reward within itself. I hope to be able to utilize more of what I've learn academically to have a positive effect on society."

In related news, a few four-year students of the Department of Information and Communication: Jun-you Guo, Yong-le Wang, Meng-qiao Cai, Jia-qian Gao and Jian-yu Lin headed to the Hwashan Foundation to interview the elderly. The student group known as, "Young Spring" filmed the project that they call "Unaging Knights." In addition to sending them blankets and warm clothing provided by public donations, these students also attended the needs of the elderly through spending time and giving meaningful

conversation. The students also showed them how to use the internet to contact Hwashan Foundation for other needs. Yong Le Wang stated, "Talking with them was much like having a conversation with my own grandparents. It was so touching hearing all of their life experience and understanding what they've been through. It inspires me to continue to work hard."

