## Course Specification

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| **Name of University**    Rambhai Barni Rajabhat University |
| **Faculty/Department** Faculty of Communication Arts, Department of Communication Arts Bilingual |

### Section 1: General Information

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| **1. Course code and Title**<br>   Course code8001102TitleEnglish for Communication Arts |
| **2.Credits**3(2-2-5) |
| **3.Academic program, Type of course**<br>   **Academic program:** Program in Communication Arts<br>   **Type of course:** A Required course |
| **4.Responsible instructor and Teachers**<br>   4. 1**Responsible instructor**: Songkasan Miss Pornpimol<br>   4. 2**Teachers**: Miss Sariyapa Kantawan<br>   4.students 18 **1 Group** 3 |
| **5. Course semester/academic year and student Level**<br>   First semester/ 2016 and 1<sup>st</sup>year student level |
| **6. Pre-requisite** (if any)N/A |
| **7. Co-requisite** (if any)N/A |
| **8. Place of study**<br>   classroom number8211 |
| **9. Last updated**<br>   2016July25 |

### Section 2 : Aims and Objectives

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| **1.Course Aims**<br>  1. Listening, speaking, reading and writing English for communication in various situation and communication arts field.<br>  2. Using some suitable words and idioms in English for communication arts field. |

3. Practicing the English communicative skills especially in jobs related to Communication Arts field.

4. Preparing the student for 21$^{st}$ century

**2.Course Improvement Objectives**

In this course aims to approve the communication arts learners to be communicate in English: listening, speaking, reading and writing skills. It's an opportunity for the learners to use English in communication arts field such as mass communication and integrated communication. In the future, this course should be learned by e-learning according to the supporting of x-learning technology and the content of course will be changed to follow the current and evidence based.

## Section 3 : Operation

**1.Course Description**: English for Communication Arts

This course provides students with the opportunity to practice and develop English language skill in speaking, listening, reading and writing in the English language used in everyday life and in the work place, especially in jobs related to newspaper, magazine, journalism, acting, advertising, film, broadcasting, public relations and internet. An English vocabulary and idiom is used in mass communication. This course will focus on the development of English listening skills the use of spoken English in various situation and reading skills for retrieval.

**2. Number of hours per semester**

In1semester has15is final exam 16 weeks and week

| Overall | | Extra Teaching | Field Experience | Self-Study |
|---------|----------|----------------|------------------|------------|
| Lecture | Practice | | | |
| 30 | 30 | If any | N/A | 5 hours per week |

**3.Number of hours per week of teacher-provided individual counselling and academic advice.**

hours per week 3, 13every Wednesday from.16 to 00.at teacher room00, 3rd floor ,Faculty of Communication Arts, Building number 11

## Section 4 : Learning Outcome Developments

(●**Primary** responsibilities((O**Secondary** responsibilities(

English for Communication Artshas a standards-based learning Qualifications Framework5aspects as follows

**1. Morals and Ethics**

    **1.1 Morals and Ethics to Be Developed**

        (1) Know and understand the communication arts ethics.(*O*(

        (2) Practice on the communication arts ethics.(*O*(

        (3) Responsible for the discipline punctuality honesty and responsibility on public relations self-practitioner moral and social ethics.

        (4) Respect on human rights and accept the public opinions in the communication arts' colleague involvement.(●(

        (5) Abide by moral-based in the term of privacy and social public mind.

        (6) Respect on the rule and regulation of organization and society.

    **1.2Teaching Methods**

        (1) Explainsabout the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfillment of learning activity.

        (2 (Discipline punctuality is important according to the deadline and the honesty's activity and assignment.

        )3 (Assigns to participated in public relations working

        )4 (Acts as a good moral model for the students.

    **1.3Evaluation Methods**

        (1)Discipline and readiness class participation, and join the university's activities as a partial fulfillment of learning activity.

        (2) Punctuality in the class, the assignment presenting, the participation in giving, which following the class schedule.

        (3) Behavior on morals and ethics.

**2 Knowledge**

**2.1 Knowledge to Gain**

        )1) Know and understand the English communication in the content of communication arts.(●(

        )2) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge field.

        )3) Able to use the knowledge and communication arts skills to apply in job resolution. (*O*(

        )4) Know and have skills on communication arts research.

        )5) Have experience in communication practitioners.(*O*(

**2.2 Teaching Methods**

        )1) Set the learning by following the course description, which focused on the

knowledge and work skill integration.

)2) Set the learning by synchronizing the reality situation applied to the theory .

)3)Set the special lecture by the keynote speakers who specialized in public relations.

)4)Set the project for organization practicing.

**2.3 Evaluation Methods**The teacher will evaluate the learning effectiveness and the practice of the students in each assignment as:

**)**1) Sub-testing of each unit

)2) Midterm tests and final examination

)3)Report papers/ working plans/ project assignments

)4)Presentation

)5) Organization practice result's evaluation

**3 Cognitive Skills**

**3.1 Cognitive Skills to be developed**

)1)Able to systematically analyze in the body of knowledge of communication arts and related fields, which based on the communication arts effectiveness.($O$(

)2) Use the creative wisdom of body of knowledge of communication, which benefits to self-development society and public.($O$(

)3) Able to create and present on the problem's resolution by thinking of the frame of related theory and the reality experience field

**3.2 Teaching Methods**

)1) Set the learning activity and give the students' skills of thought and new technology.

)2) Set the learning activity by focusing on the reality experience.

)3)Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.

**3. 3Evaluation Methods**

As above assignments and observe the students' practice, thought, new technological skills, and the creatively systematically problem resolution.

**4 Interpersonal Relationship Skills and Responsibility**

**4.1 Interpersonal Relationship Skills and Responsibility to Be Developed**

)1) Able to effectively communicate in the interpersonal and group communication.($\bullet$(

)2)Responsible for the individual and group report and assignments.($O$(

)3) Responsible for the learning development both continue on individual and job workplace.($O$(

)4) Able to adjust and teamwork with the colleague both the leader roles and group members in effectively.

)5) Able to use the knowledge in communication science to suitably lead the social issue.

)6) Behave and opinion acts on suitably role duty and responsibility mind.(*O*(

**4.2 Teaching Methods**

)1) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication.

)2)Teach the topics of responsibility, human relations and the organization culture.

**4. 3Evaluation Methods**

)1) Observing the students' behavior and act during group working.

)2) Group presentations.

)3) Group participation.

)4)Responsibility of the assignments.

)5)Classroom's atmosphere

**5 Numerical analysis skills, communication skills and using IT**

**5.1 Numerical analysis skills, communication skills and using IT to be developed**

)1)Able to effectively communicate both speaking and writing and select the suitable media for presentation.(●(

)2)Able to use the suitable information technology in communication arts job.(*O*(

)3) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research.

)4) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively.

**5.2 Teaching Methods**

(1) Set the learning by focusing on technique skills of statistic, mathematic and information technology.

)2)Set the experience of students by using the information technology, mathematic and statistic presentation.

**5. 3Evaluation Methods**

Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report.

## Section 5 : Lesson and Evaluation Plan

1. **Lesson Plan**

| Week | Topics/Details | Hours | Learning and teaching activities, teaching media *(if any)* | Lecturer |
|---|---|---|---|---|
| 1 | Introduction students and checking students' self confidence | 3 | - Textbook and CD audio<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 2 | Unit I Let's get started<br>- Welcome your audience<br>- Introducing yourself and the topic<br>- Dealing with nervousness | 3 | - Textbook and CD audio in Unit I Let's get started<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 3 | Unit II Newspaper<br>-Writing the headline<br>- Analyzing newspaper articles<br>- Practicing interview skills | 3 | - Textbook and CD audio in Unit II Newspaper<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 4 | Unit II Newspaper<br>(Continue)<br>-Planning and writing a newspaper articles | | - Textbook and CD audio in Unit II Newspaper<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 5 | Unit III Radio<br>- Understanding the language of radio presenters<br>- Understanding the production process | 3 | - Textbook and CD audio in Unit III Radio<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 6 | Unit III Radio (continue) | 3 | - Textbook and CD audio | Miss |

| Week | Topics/Details | Hours | Learning and teaching activities, teaching media *(if any)* | Lecturer |
|------|----------------|-------|-------------------------------------------------------------|----------|
| | - Planning a news lists<br>- Giving post product feedback | | in Unit III Radio<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Sariyapa Kantawan |
| 7 | <u>Unit IV Magazine</u><br>- Composing magazine cover<br>- Planning the contents of a magazine | 3 | - Textbook and CD audio in Unit IV Magazine<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 8 | <u>Unit IV Magazine</u>(continue)<br>- Giving instruction for a photo shoot<br>- Planning and writing true-life story | 3 | - Textbook and CD audio in Unit IV Magazine<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| Midterm exam | | | | |
| 9 | <u>Unit V Television</u><br>- Understanding the pre-production process<br>- Organizing a film schedule | 3 | - Textbook and CD audio in Unit V Television<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 10 | <u>Unit V Television</u>(continue)<br>- Filming on location<br>- Editing a TV documentary | 3 | - Textbook and CD audio in Unit V Television<br>- Power Point Presentation slide | Miss Sariyapa Kantawan |

| Week | Topics/Details | Hours | Learning and teaching activities, teaching media *(if any)* | Lecturer |
|------|----------------|-------|-------------------------------------------------------------|----------|
| | | | - Lecture<br>- Group discussion<br>- Q&A | |
| 11 | Unit VI Film<br>- Writing a screenplay<br>- Pitching successfully | 3 | - Textbook and CD audio in Unit VI Film<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 12 | Unit VII New Media<br>- Briefing a website designer<br>- Analyzing problem and providing solution<br>- Planning and writing blog<br>- Creating a podcast | 3 | - Textbook and CD audio in Unit VII New Media<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 13 | Unit VIII Advertising<br>- Selling your services to a potential client<br>- Creating a print advert<br>- Creating a screen advert<br>- Presenting a finished advert | 3 | - Textbook and CD audio in Unit VIII Advertising<br>- Power Point Presentation slide<br>- Lecture<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 14 | Unit IX Marketing<br>- Analyzing market trends and taking action<br>- Setting up a marketing communication strategy<br>- Organizing the re-launch of a produc | 4 | - Textbook and CD audio in Unit IX Marketing<br>- Power Point Presentation slide<br>- Group discussion<br>- Q&A | Miss Sariyapa Kantawan |
| 15 | *Projects or campaign presentations* | 4 | - Project-based<br>- Students project report | Miss Sariyapa |

| Week | Topics/Details | Hours | Learning and teaching activities, teaching media *(if any)* | Lecturer |
|------|----------------|-------|------------------------------------------------------------|----------|
| | | | | Kantawan |
| 16 | Final exam | | | |
| | Total | 45 | | |

2. Learning Outcome Evaluation Plan

| Learning Outcomes | Evaluation Activity | Week | Weight |
|-------------------|---------------------|------|--------|
| 1.1 (4)<br>2.1 (1) | Midterm exam<br>Final exam | 8<br>16 | 30% |
| 1.1 (4)<br>2.1 (1) | Public speaking<br>Team work assignments | | 20% |
| 3.1 (1),(2)<br>4.1 (1)<br>5.1 (1) | Projects/campaigns<br>    Project proposals<br>    Presentations | | 50% |

Evaluation criteria      ☑Standard Level      ☐Group Interval Level

| Interval Criteria | Grade |
|-------------------|-------|
| 80 - 100 | A |
| 75 - 79 | $B^+$ |
| 70–74 | B |
| 65–69 | $C^+$ |
| 60 - 64 | C |
| 55–59 | $D^+$ |
| 50–54 | D |
| 00–49 | F |

## Section 6 : Teaching/Learning Resources

**1.Core textbook**

Sariyapa Kantawan. (2016). **English for Communication Arts**. (document). Chanthaburi: Faculty of Communication Arts.

**2.Documents and important information**

David Gordon Smith. (2007). **Express Series English for Telephoning**. China : Oxford University Press.

Nick Robinson. (2007). **Express Series English for Marketing**. China : Oxford University Press.

Nick Ceramella. (2010). **Cambridge English for the Marketing**. Italy : Cambridge University Press.

Nick Ceramella and Elizabeth Lee. (2008). **Cambridge English for the Media**. Italy : Cambridge University Press.

Rebecca Chapman. (2007). **Express Series English for Emails**. China : Oxford University Press.

Sylee Gore. (2007). **Express Series English for Marketing & Advertising**. China : Oxford University Press.

**3. Suggested readings and other resources**

Baran, Stanley J. (1995). **Mass communication theory** : Foundations ferment and future. California : Wadsworth.

Berlo, D.K. (1960). **The Process of Communication**. New York: Holt, Rinehart and Winston Inc.

Best, J.W. and *et.al* (1998). **Research in Education**. Boston: Allyn& Bacon.

Defleur, Melvin L. (1988). **Understanding mass communication**.Boston : Houghton Mifflin.

GershonStevent, Mares Chris, & Walker Richard. (2003). **On the go**. Hong Kong: Longman.

Jayutirat, Kalaya. (2007). **Marketing Communication***(Thai version)*.Chantaburi: Faculty of Management Science, RBRU.

Panyaratabandhu, Bhikul. (1999). **Reading for Mass communication**. Bangkok: KU press.

Richards, C. Jack, Hull Jonathan and Proctor Susan. (1997). **Interchange** *(3 edition)*. New York: Cambridge University press.

Rugsavalee, Penchawee and *et.al* . (1999). **Business English I**. Bangkok: Suansunandha Rajabhat University.

Schramm, Wilbur. (1973). **Men,Messages, and Media: a look at human communication**. New York: Harper and Row.

SnitwongnaAyudhya, Busaya. (1998). **Hearts English**. Bangkok: Amarin.

Sriphirom, Charassri and *et.all*.(1999). **English for Communication and Information Retrieval**. Bangkok: SuansunandhaRajabhat University.

Stringer, Ernest T. (1999). **Action research** (second edition). New York: Sage.

Walters, Roger L. (1994). **Broadcast writing principles and practice**. Singapore: McGraw-Hill.

Winkler, Anthony C. (1999). **Writing the research paper**A handbook with both the MLA and APA Documentation Styles. San Diego: Harcourt Brace.

Whetmore, Edward Jay. (1987). **Mediamerica form, content, and consequence of mass communication**.California : Wadsworth.

## Section 7 : Course Evaluation and Improvement

**1. Strategy of the effectiveness of the course by students**

    **1. 1Students evaluate the effectiveness of the course**

        1)) The teaching methods ofinstructor

        2)) The activities in the classroom and outside the classroom

        3)) Teaching support effects on learning and 5 aspects of learning outcomes

        )4 (The suggestion to improve the courses by the university network

    **1.2Instructor evaluates students' learning behaviors**

        )1(Observation of group discussion between instructor and students

        2)) Observation of students' behaviors

    **1. 3Evaluation of teaching and course**

        1)) Assessment of teaching and assessment reports, documents

        2)) Assessment course,document and report the results of the assessment

    **1. 4Web suggestions that the instructor has established channels of communication with students**

        The evidence that will be used to evaluate based on TQF 5  such as line, Facebook, instructor room, E-mail, REG etc.

**2. Teaching evaluation strategies**

    **2.1Student-centeredteaching**

        -A description of the main content and encourage students to explore or understand the details by their self, and/or practicealong with instructions

    **2.2Teaching about principles, theories and rules**

        -To experiment with actual practice and use the tools manually by teaching content/activity evident that promote virtue. We aim to make the learners the skills to

learn,presentation and discussion on using information technology to communicate with other people

**2.3A measurement and evaluation in teaching**

-Determining how Grading. The standards-based, or based on criteria

-Observations by instructors from students who asking for advice

Lecturer

……………………………………………………………

(Miss Sariyapa Kantawan)

Submitted Date…………/…………/…………

Responsible Instructor

……………………………………………………………

(Miss Pornpimol Songkasan)

Submitted Date…………/…………/…………