

### Course Specification

<b>Name of University</b>	Rambhai Barni Rajabhat University
<b>Faculty/Department</b>	Faculty of Communication Arts/Department of Communication Arts Bilingual

#### Section 1 : General Information

<b>.1 Course code and Title</b>	Course code 8002003 New Media
<b>2. Credits</b>	3(2-2-5)
<b>3. Academic program, Type of course</b>	Academic program: Program in Communication Arts Type of course : A Required course
<b>4. Responsible instructor and Teachers</b>	4.1 Responsible instructor : Asst. Prof. Dr. Chamroen Kangkasri 4.2 Teachers : Group 5 : Miss Sariyapa Kantawan 4.3 Students : Group 5 31 students
<b>5. Course semester/academic year and student Level</b>	Secind semester/ 2020 and 2 <sup>nd</sup> year student level
<b>6. Pre-requisite (if any)</b>	N/A
<b>7. Co-requisite (if any)</b>	N/A
<b>8. Place of study</b>	Group 5 classroom number ๕143
<b>9. Last updated</b>	23 November 2020

## Section 2 : Aims and Objectives

### 1. Course Aims

1. Study principles, concepts, techniques, significance, and evolution of new media.
2. Study the media consolidation. And Internet innovation Social networking And the laws related to the new media.
3. Study the strategy of presenting communication through new media.
4. To provide students with up-to-date knowledge in 21st century education.

### 2. Course Improvement Objectives

To provide students with an understanding of the concepts, techniques, significance, and evolution of new media. Media consolidation And Internet innovation Social networking Laws related to new media Selecting Strategies for Presentation of Communications through New Media.

## Section 3 : Operation

### 1. Course Description: Communication Research for Tourism

To study principles, concepts, techniques, significance and evolution of new media, along with gathering media and media information, internet social network, laws which are related to media, technology for communication and uses technology effectively, as well as selection strategies to present works through new media by using foreign language.

### 2. Number of hours per semester

In1 semester has15 weeks and week 16 is final exam

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, every Wednesday from 13.00 to 16.00 at teacher room, 2nd floor 3 Faculty of Communication Arts, Building number 11

## Section 4 : Learning Outcome Developments

(● Primary responsibilities) (○ Secondary responsibilities)

English for Communication Arts has a standards-based learning Qualifications Framework 5 aspects as follows

### .1 Morals and Ethics

#### 1.1 Morals and Ethics to Be Developed

- (1) Know and understand the communication arts ethics. (●)
- (2) Practice on the communication arts ethics. (○)
- (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. (○)

#### 1.2 Teaching Methods

- (1) Explains about 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.

#### 1.3 Evaluation 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. (○)
- 4) Know and have skills on communication arts research.
- 5) Have experience in communication practitioners. (○)

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

)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.

### 3.3 Evaluation 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. (●)
- 2) Responsible for the individual and group report and assignments. (○)
- 3) Responsible for the learning development both continue on individual and job workplace. (○)
- 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. (○)

### 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.

### 4.3 Evaluation 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. (●)
- )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 t- Power Point Presentation slide - Lecture  
the information technology, mathematic and statistic presentation.

### 5.3 Evaluation 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 <ul style="list-style-type: none"> <li>- Course outline</li> <li>- Teaching activities</li> <li>- Evaluation</li> </ul>	4	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Miss Sariyapa Kantawan
2	<u>Unit I Introduction to New Media</u> <ul style="list-style-type: none"> <li>- meaning of New Media</li> <li>- principle, concept and importance of New Media</li> </ul>	4	<ul style="list-style-type: none"> <li>- Textbook in Unit I</li> <li>Introduction to communication</li> <li>Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Miss Sariyapa Kantawan
3-4	<u>Unit II Evolution of New Media</u> <ul style="list-style-type: none"> <li>- printing press</li> <li>- telegraph period</li> <li>- camera period</li> <li>- movie period</li> <li>- radio period</li> <li>- television period</li> <li>- digital period</li> </ul>	8	<ul style="list-style-type: none"> <li>- Textbook in Unit II</li> <li>Determining problems for communication research</li> <li>- Power Point</li> <li>Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Miss Sariyapa Kantawan
5-6	<u>Unit III Concept of Innovation</u> <ul style="list-style-type: none"> <li>- meaning, importance, principle and concept of Innovation</li> <li>- The different between Innovation and Technology</li> <li>- 21<sup>st</sup> century Innovation</li> </ul>	8	<ul style="list-style-type: none"> <li>- Textbook in Unit III</li> <li>Research Proposal</li> <li>- Power Point</li> <li>Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Miss Sariyapa Kantawan

Week	Topics/Details	Hours	Learning and teaching activities, teaching media (if any)	Lecturer
7-8	<u>Unit IV Concept of Internet</u> - meaning, background, importance, principle and concept of Internet - importance of Internet related to Communication Arts	8	- Textbook in Unit IV Methodology - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan
Midterm exam				
9-10	<u>Unit V Concept of Media Convergence</u> - meaning, background, importance, principle and concept of Media Convergence - Internet of Things - Internet Governance	8	- Textbook in V Data Analysis and Evaluation - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan
11-12	<u>Unit VI Concept of Online Social Network</u> - meaning, background, importance, principle and concept of Online Social Network - Influencer - Facebook - Instagram - Twitter - YouTube - Line	8	- Textbook in Unit VI Writing research reports and evaluating research - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan



Week	Topics/Details	Hours	Learning and teaching activities, teaching media (if any)	Lecturer
13	<u>Unit VII Laws related to New Media</u> - Computer-related Crime Act (No. 2) B.E. 2560 (2017) - Copyright Act (No. 3) BE 2558 (2015) - Criminal Code related to the use of the media - Glossary of terms used to communicate in the online world	4	- Textbook in unit VII Tourism Communication and Research in Tourism Communication - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan
14-15	<u>Unit VIII Communication Arts presentation strategic on New Media</u> - meaning, importance and concept of presentation - Berlo Model - Communication Arts presentation strategic on New Media	8	- Textbook and CD audio in Unit X Development of Research on Tourism Communication - Power Point Presentation slide - Group discussion - Q&A	Miss Sariyapa Kantawan
16	<b>Final exam</b>			
	Total	45		

## 2. Learning Outcome Evaluation Plan

Learning Outcomes	Evaluation Activity	Week	Weight
1.1(1)	Midterm exam	8	30%
2.1(1)	Final exam	16	30%
3.1			

1.1(1)	Attendance and participation in class	all semester	10%
1.1(1) 2.1(1) 3.1(1) 4.1(1) 5.1(2)	- Group reporting and presentation, production title reporting, and presentation of new media perspectives. -Group work and presentation of online analytical work titles related to the law of new media.	12    15	20%    20%

Evaluation criteria

 Standard Level Group Interval Level

Interval Criteria	Grade
80 - 100	A
75 - 79	B <sup>+</sup>
70-74	B
65-69	C <sup>+</sup>
60 - 64	C
55-59	D <sup>+</sup>
50-54	D
00-49	F

## Section 6 : Teaching/Learning Resources

## 1. Core textbook

Sariyapa Kantawan. (2018). New Media. (document). Chanthaburi: Faculty of Communication Arts.

## 2. Documents and important information

กาญจนา แก้วเทพ. (2557). ศาสตร์แห่งสื่อและวัฒนธรรมศึกษา (พิมพ์ครั้งที่ 3). กรุงเทพฯ : ภาพพิมพ์.

กาญจนา แก้วเทพ. (2556). สื่อสารมวลชน : ทฤษฎีและแนวทางการศึกษา (พิมพ์ครั้งที่ 4). กรุงเทพฯ : ภาพพิมพ์.

กาญจนา แก้วเทพ และนิคม ชัยขุนพล. (2555). **คู่มือสื่อใหม่**. กรุงเทพฯ : ภาพพิมพ์.

กาญจนา แก้วเทพ และสมสุข หินวิมาน. (2553). **สายธารแห่งนักคิดทฤษฎีเศรษฐศาสตร์การเมืองกับสื่อสารศึกษา** (พิมพ์ครั้งที่ 2). กรุงเทพฯ : ภาพพิมพ์.

Lenvinson, P. (2013). **New new media** (2<sup>nd</sup> Edition). USA: Pearson.

Holloman, C. (2012). **The social media MBA : your competitive edge in social media strategy development and delivery**. UK: John Wiley & Sons.

Sevinc, S.S. (2012). **Social media for real : Social Media In Marketing Communication**. USA: ICG.

Dewdney, A. and Ride, P. (2014). **The Digital Media Handbook** (2<sup>nd</sup> Edition). UK: Routledge.

### **.3Suggested 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.

## **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 of instructor
- (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**

### **2.1 Student-centered teaching**

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

## **3. The improvement of teaching**

**3.1**After Teaching evaluation in no. 2, there is a teaching improvement by brainstorming and find more information to improve teaching as follows:

**-Program** Requiring instructor to review and improve strategies and methods taught by the results of evaluation in each subject, and prepare a report on the implementation of the course (TQF (5, according to the Office of the Higher Education Commission sets that it must conduct every semester ( 30days/semesters)

**-Program** Encourages lecturer to develop academic skills and/or professional skills at least once a year

**-Program and faculties** Meetings/seminars with instructor to discuss the learning difficulties of students and how to improve/modify or develop even further

## **.4 The verification standard of achievement of the students in the course**

During the process of teaching has a verification of achievement in the subject. As expected, from learning in the course of 5 aspects by asking students or random check student work, including the tests as follows

**4.1 The Committee's verification. To check the results, "Learning Outcome** By checking the learning and teaching process such as TQF 3, the content and teaching media, including documents and textbooks that are used in teaching (as noted in section 6no. (1

**4.2 Check test, check report (work by the black spot)** and how to test scores, the behavior scores, and scoring. Measurement and evaluation of the course requirements as set. The results from the tests or the midterm examination, advising on academic classes

**4.3 Verification of the course. Has verified achievement Learning Course** (random (%25as follows:

(1)**Verification score.** Random check work of students by the verification standard of achievement

(2)**The questionnaire/interview students** to consider the learning course by the standard verification Committee to examine outcomes assessments "5 aspects of learning outcomes" and student behaviors

## **5. Review and planning to improve the effectiveness of teaching**

**From the results of the assessment and verification of effectiveness outcomes** by Program/branch is planned to update the strategy and integrate the content of the course (TQF 3). To achieve greater quality as follows:

**5.1Improving the teaching strategies and the integration of the courses every semester/year,** or according to the suggestion, and examined in detail the standard achievement of students learning according to topic 4

**5.2The invited speakers / instructors other states,** to join other teaching to acquire the knowledge, or with a view to increasing the application of knowledge or experience with issues of research/lecturer's experience

Lecturer

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(Miss Sariyapa Kantawan)

23 November 2020

Responsible Instructor

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(Asst. Prof. Dr. Chamroen Kangkasri)

23 November 2020