`COURSE SPECIFICATION

Name of institution   Mahidol University

Campus/faculty/department   International College

Section 1 General Information

1. Course code and course title

Thai   ICMC 101

English   ICMC 101 Introduction to Media and Communication

2. Number of credit   4 (4-0-8)

(Lecture 4 hours – Laboratory 0 hours – Self-study 8 hours)

3. Curriculum and type of subject

3.1 Curriculum   Offered in Fine and Applied Arts Division

3.2 Type of Subject   Media and Communication Program Core Course

4. Responsible faculty member   Nunnapan Puathanawat

5. Trimester

5.1 Trimester   1

6. Pre-requisite   None

7. Co-requisite   None

8. Venue of study   Mahidol University International College, Mahidol University, Salaya campus

Section 2 Goals and Objectives

1. **Goals**

   Upon completing this course, students will have

   (1) developed an understanding, knowledge on the concepts and theories of Media and Communication studies,

   (2) developed analytical tools for understanding the changing trends of media environments

   (3) developed critical thinking skills and being able to demonstrate knowledge and understanding through a well-organized, logical essay, analyzing a chosen type of mediated text.

2. **Objectives of development/revision**

   To revise course in order to be up-to-date and relevant to the current situation.

Section 3 Course Management

1. **Course descriptions**

   Introduction to communication, its meaning, theories, content and processes (studies on face-to-face human interaction, mass media, and contemporary digitized format). Analysis of evolving concepts in entertainment, private recreation, leisure activity, and the entertainment industry through case studies from around the world.

2. **Credit hours / trimester**

Lecture (Hours)	Additional class (Hours)	Laboratory/field trip/internship (Hours)	Self study (Hours)
48 hours (4 hours x 12 weeks)	0	0	96 hours (8 hours x 12 weeks)

3. **Number of hours that the lecturer provides individual counseling and guidance**

   4 hours per week as indicated on syllabus and office door or by appointment

Section 4 Development of Students' Learning Outcome

1. **Expected outcome on students' skill and knowledge**
- After completing this course, students will (1) understand the process of communication and the changing trends of media environments (2) demonstrate a critically informed understanding of the historical, social, cultural, and political factors, which have shaped the institution, and structures of communication and media studies. (3) develop their communication skills and being able to work as a team in an appropriate and professional manner.

2. **Teaching methods**
   (1) Lectures
   (2) Discussions
   (3) Self-reflection
   (4) Case studies
   (5) Individual/Group exercises

3. **Evaluation methods**
   (1) Media labs
   (2) Class presentation
   (3) Online discussion boards
   (4) Final Research paper
   (5) Online quizzes

1. **Morality and Ethics**

   1.1 Expected outcome on morality and ethics
   - ● (1) Perceived importance of morality, ethics, and integrity
   - ● (2) Have discipline, self and social responsibility
   - ○ (3) Have a positive attitude in professional and express their morality and ethics
   - ○ (4) Be responsible and participate in activities for development
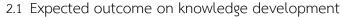
   1.2 Teaching methods
   (1) Lectures
   (2) Discussions
   (3) Individual and group activities

   1.3 Evaluation methods
   (1) Attendance and theory labs

(2) Developing a communication theory presentation

(3) Curating a communication theory project

2. Knowledge development

2.1 Expected outcome on knowledge development

● (1) Knowledge of theories and concepts in evolution of art and sciences in the Thai and global communities

● (2) Analysis of causes and consequences of events/situations/problems and solutions to current case studies

● (3) Analyze impact of work and problems

○ (4) Keep up on academic progress and situations occurring in everyday life and global society

2.2 Teaching methods

(1) Lectures

(2) Discussions

(3) Self-reflection

(4) Case studies

(5) Individual and group exercises

2.3 Evaluation methods

(1) Theory labs

(2) Presentation

(3) Online discussion boards

(4) Final research paper

(5) Online quizzes

3. Intellectual development

3.1 Expected outcome on Intellectual development

● (1) Develop analytical thinking

● (2) Apply theoretical and practical knowledge to real life activities

○ (3) Apply knowledge and skills to solve problems and synthesize solutions

3.2 Teaching methods

(1) Discussions

(2) Self-reflection

(3) Case studies

(4) Individual and group exercises

3.3 Evaluation methods

(1) Theory labs

(2) Presentation

(3) Online discussion board

(4) Final research paper

(5) Online quizzes

4. **Interpersonal relationship and responsibility**

4.1 Expected outcome on Interpersonal relationship and responsibility

● (1) Express tolerant opinions appropriate to the subject matter

○ (2) Can adjust to work in team both as leader or follower

○ (3) Self-development both in academic and professional career and have responsibility for assignment (individual/group)

4.2 Teaching methods

(1) Discussions

(2) Case studies

(3) Group exercises

4.3 Evaluation methods

(1) Media labs, Online Quiz

(2) Develop presentation skill

(3) Develop a well-organized critical media analysis

5. **Mathematical analytical thinking, communication skills, and information technology skills**

5.1 Expected outcome on Mathematical analytical thinking, communication skills, and information technology skills

● (1) Can use effective communication skills (Listening, Speaking, Reading, and Writing) to communicate with others in group meetings project workshops, and presentations

● (2) Can use information technology for communication in appropriate ways

○ (3) Develop analytical skills from case studies

○   (4)   Develop skills to search for information from on-line sources

       (5)   Skill to use information technology for communication such as e-mail and group communication

  5.2 Teaching methods

     (1) Discussions

     (2) Handouts

  5.3 Evaluation methods

     (1) Media labs

     (2) Presentation

     (3) Final Research paper

Section 5 Teaching and Evaluation Plans

1. **Teaching plan**

Class	Topic/Details	Number of hours		Online Session	On-Campus	Instructor	Note
		In-Class session	Lab session				
1	Introduction to course Overview of Media and Communication	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
2	A critical approach to Media and Communication	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
3	Media Power and Influence	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
4	Gender and Communication Follow by online quiz	4		x		Nunnapan Puathanawat	Zoom and Google

Clas	Topic/Details	Number of hours	Online	On-	Instructor	Note
						Classroom
5	Semiotics	4		x		Nunnapan Puathanawat	Zoom
6	Class Presentations	4		x		Nunnapan Puathanawat	Zoom
7	Digital Media and Media Convergence	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
8	Values, Ideals and Power in the digital world – follow by online quiz	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
9	Navigating Social Media: Identity, Privacy and Performativity in the Digital Economy	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
10	Internet Celebrity Culture	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
11	Games, Culture and Technology	4		x		Nunnapan Puathanawat	Zoom and Google Classroom
12	Course summation and class presentation	4		x		Nunnapan Puathanawat	Zoom and Google Classroom

2. Evaluation plan

Expected	Methods / Activities	Week(s)	Percentage

outcomes			
1-5	Media labs	1-12	10%
1-5	Class Presentation	6	20%
2-3	Online discussion board (4 @ 5% each)	3, 7, 9, 10,	20%
1-5	Final presentation along with the submission of paper.	12	30%
2-3	Online quizzes (2 @ 10% each)	4, 8	20%

Section 6 Teaching Materials and Resources

1. **Texts and main documents**
   1) Chalkley, T., Hobbs, M., Brown, A., Cinque, T., Warren, B. and Finn, M., 2015. *Communication, Digital Media And Everyday Life*. 2nd ed. Melbourne: Oxford University Press.
   2) Ott, B. and Mack, R., 2009. *Critical Media Studies An Introduction*. Chicester: Wiley-Blackwell (an imprint of John Wiley & Sons Ltd).

2. **Documents and important information**

   1) Flew, T. (2014). Twenty key concepts in new media." *New Media*. Oxford, UK: Oxford University Press.
   2) Cohen, N. S. (2015). Entrepreneurial journalism and the precarious state of media work. *South Atlantic Quarterly*, 114(3), 513-533.
   3) Abidin, C. (2018). *Internet Celebrity Understanding Fame online*. 1st ed. emerald publishing.

3. **Documents and recommended information**

Readings will be made available to students either as PDF files.

Section 7 Evaluation and Improvement of Course Management

1. **Strategies for effective course evaluation by students**

    1.1 Student evaluations of course

    1.2 Student suggestions for improvements to the course

    1.3 Discussions between professor and students

2. **Evaluation strategies in teaching methods**

    2.1 Observations and reflections by professor

    2.2 Results from examinations and assignments

    2.3 Verification of results from student evaluation of course

3. **Improvement of teaching methods**

    3.1 Workshop for all program faculty members

4. **Evaluation of students' learning outcome**

    4.1 Analysis of students' learning outcomes using scores from participation activities, global media presentations, global media text research project, comprehensive final exam, and one-on-one discussions with students

5. **Review and improvement for better outcome**

    5.1 Meeting of lecturers to review the course before semester starts

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