

Course Syllabus

- 1. Program of Study** Bachelor of Communication Arts
(Media and Communication)
- Faculty/Institute/College** Mahidol University International College
- 2. Course Code** ICMC104
Course Title Audio Communication
Course Section(s) Section I: Friday 13:00 – 17:00
Section II: Saturday 8:00 – 12:00
Section III: Saturday 13:00 – 17:00
- 3. Number of Credits** 4 (Lecture) (0-8)
- 4. Prerequisite(s)** None
- 5. Type of Course** Media and Communication Core Course
- 6. Trimester/Academic Year** Second Trimester

7. Course Description

Introduction to audio communication theory and processes. Exploring basic audio and sound components, and their relation and impact on listeners' and audiences' perception. Examines examples drawn from classical and pop music, advertising, live performances, TV documentaries, films, and interactive media to gain perspectives and better understanding of how audio communication influences society. Learn how to use sound to complement images in the process of communication; explore meanings and feelings experienced by audiences in reaction to various kinds of sounds.

8. Course Objective(s)

Upon completing this course, students should be able to understand the basic concepts of sound and music, how the sound works in various types of media, how the sound in media affects the audiences, and how the media producers apply the sound to their works.

9. Course Outline*

Week	Date	Topic	Instructor
1	Section I & II Friday 8 January 2021 Section III Saturday 9 January 2021	<ul style="list-style-type: none"> ▪ Introduction: Overview of Audio Components in Media ▪ Sound & Music ▪ Elements of Music I ▪ Timbre of Musical Instruments I 	Dr. Thanapol
2	Section I & II Friday 15 January 2021 Section III Saturday 16 January 2021	<ul style="list-style-type: none"> ▪ Elements of Music II ▪ Timbre of Musical Instruments II ▪ Survey of Musical Styles I 	Dr. Thanapol
3	Section I & II Friday 22 January 2021 Section III Saturday 23 January 2021	<ul style="list-style-type: none"> ▪ Elements of Music III ▪ Timbre of Musical Instruments III ▪ Survey of Musical Styles II 	Dr. Thanapol
4	Section I & II Friday 29 January 2021 Section III Saturday 30 January 2021	<ul style="list-style-type: none"> ▪ Elements of Music IV (Form & Structure) ▪ Creating Sound Effects (Homework due Week 5) ▪ History of Sound in Film I ▪ Exploring Media Scores and Composers I 	Dr. Thanapol
5	Section I & II Friday 5 February 2021 Section III Saturday 6 February 2021	<ul style="list-style-type: none"> ▪ Listening from the Audience's Perspective 	Dr. Thatchatham
6	Section I & II Friday 12 February 2021 Section III Saturday 13 February 2021	<ul style="list-style-type: none"> ▪ Quiz: Timbre of Musical Instruments ▪ Intro to Modern Music ▪ History of Sound in Film II ▪ Exploring Media Scores and Composers III 	Dr. Thanapol
7	Section I & II Friday 19 February 2021 Section III Saturday 20 February 2021	<ul style="list-style-type: none"> ▪ Theory of Audio-Visual 	Dr. Thatchatham
8	Section I & II Friday 26 February 2021 Section III Saturday 27 February 2021	<ul style="list-style-type: none"> ▪ Sound in Production ▪ Sonic Art I ▪ Prep for Final Project 	Dr. Thatchatham
9	Section I & II Friday 5 March 2021 Section III Saturday 6 March 2021	<ul style="list-style-type: none"> ▪ History of Sound in Film III ▪ Music in Video Games ▪ Exploring Media Scores and Composers III 	Dr. Thanapol

10	Section I & II Friday 12 March 2021 Section III Saturday 13 March 2021	<ul style="list-style-type: none"> ▪ Sonic Art II 	Dr. Thatchatham
11	Section I & II Friday 19 March 2021 Section III Saturday 20 March 2021	<ul style="list-style-type: none"> ▪ Sounds in Drama and Dance ▪ Prep for Final Project 	Dr. Thanapol
12	Section I & II Friday 26 March 2021 Section III Saturday 27 March 2021	<ul style="list-style-type: none"> ▪ Final Presentation 	Dr. Thanapol

*Please note that order of topics and instructors are subjected to change

10. Teaching Method(s)

Lecture, presentation, discussion, live concert/show attendance

11. Teaching Media

Lecture room, texts and handouts, video and audio clips

12. Measurement and evaluation of student achievement

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

13. Course evaluation

Class attendance and participation	10%
Quiz and Assignments	60%
Final project and Presentation	30%

14. Reference(s)

- 1) Weis, E., & Belton, J. (Eds.). (1985). *Film sound: theory and practice*. Columbia University Press.
- 2) Cooke, M. (2017). *A history of film music*. Cambridge University Press.
- 3) Ferris, J., & Worster, L. (2014). *Music: the art of listening*. McGraw-Hill.
- 4) Alten, S. R. (2014). *Audio in media*. Wadsworth, Cengage Learning.
- 5) Schifrin, L. (2011). *Music composition for film and television*. Berklee P.
- 6) Chion, M., Gobman, C., & Murch, W. (1994). *Audio-vision: sound on screen*. Columbia University Press.

15. Instructor

Dr. Thanapol Setabrahmana

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Dr. Thatchatham Silpsupan

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