



TQF3 Course Specification

TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

Thai: ICSO 282 สื่อระดับโลก และการเปลี่ยนแปลงทางสังคม

English: ICSO 282 Global Media and Social Change

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

3. Program and type of subject

3.1 Program Undergraduate Degree (International Program)

3.2 Type of Subject Major Elective

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator

Dr. Matthew Copeland, Social Science

Matthew.cop@mahidol.ac.th

4.2 Course Lecturer

Matthew Copeland

5. Trimester/ Year of Study

5.1 Trimester As stipulated in the annual Social Science Division course schedule.

5.2 Course Capacity Approximately 40 students

6. Pre-requisite N/A

7. Co-requisites N/A

8. Venue of Study MUIC



Section 2 Aims and Objectives

1. Course Goals

To develop a knowledge and understanding of global media; the history of global media technology and media markets; the impact of global media on society; the consequences of global media and transnational information flows for international relations

2. Objectives of Course Development/Revision

2.1 Course Objectives

Students will better understand the development of the media as a global socializing force. They will also understand how media has contributed to the creation of a global market place, the power of the media in society and politics as well as the impact of new media on global culture. Case study work will help the students to understand and assess the importance of global opinion and discursive politics in shaping debates and policies.

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

1. CLO 1 Provide details on regulation and industry issues of specific global mediums
2. CLO 2 Provide details on the history of global media formats, industries, and economies
3. CLO 3 Assess the current status of the global news industry and information flows
4. CLO 4 Outline the major transformations brought about by digitalization and the rise of new media
5. CLO 5 Discuss the role of media in political representation with particular reference to the management of global public opinion



Section 3 Course Description and Implementation

1. Course Description

(Thai) การพัฒนาสื่อในฐานะแรงขับเคลื่อนทางสังคมระดับโลก การสร้างตลาดโลก ยุคแห่งข้อมูล พลังของสื่อในสังคมและการเมือง วัฒนธรรมสื่อระดับโลกใหม่ นักเรียนจะเข้าใจ วิเคราะห์ และประเมินความสำคัญของความคิดเห็นระดับโลกและการเมืองเชิงพรรณนาในการกำหนดการอภิปรายและนโยบาย

(English) The development of the media as a global socializing force; the creation of a global market place; the information age; the power of the media in society and politics; the new global media culture. Students will understand; analyze; assess the importance of global opinion and discursive politics in shaping debates and policies.

2. Credit hours per trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
48	0	96

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

- 4 hours/week
- Students may make appointments whenever necessary.



Section 4: Development of the expected learning outcomes

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

1. CLO 1 Provide details on regulation and industry issues of specific global mediums
2. CLO 2 Provide details on the history of global media formats, industries, and economies
3. CLO 3 Assess the current status of the global news industry and information flows
4. CLO 4 Outline the major transformations brought about by digitalization and the rise of new media
5. CLO 5 Discuss the role of media in political representation with particular reference to the management of global public opinion

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Readings, lectures, multimedia, discussions	Participation, reading response papers, essay
CLO2	Readings, lectures, multimedia, discussions	Participation, reading response papers, essay
CLO3	Readings, lectures, multimedia, discussions	Participation, reading response papers, essay
CLO4	Readings, lectures, multimedia, discussions	Participation, reading response papers, essay
CLO5	Readings, lectures, multimedia, discussions	Participation, reading response papers, essay



Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1	Tues, 8 Sept, 8-10 Introductions	2			x	Copeland	
2	Thur, 10 Sept, 8-10 Some Theories	2			x	Copeland	
3	Tues, 15 Sept, 8-10 Old media	2			x	Copeland	
4	Thur, 17 Sept, 8-10 National Media	2			x	Copeland	
5	Tues, 22 Sept, 8-10 NWICO Debate	2			x	Copeland	
6	Thur, 24 Sept, 8-10 State Regulation	2			x	Copeland	
7	Tues, 29 Sept, 8-10 New Media			2		Copeland	
8	Thur, 1 Oct, 8-10 Activism and the State	2				Copeland	
9	Tues, 6 Oct, 8-10 Consumer Culture	2			x	Copeland	
10	Thur, 8 Oct, 8-10 Surveillance Capitalism	2			x	Copeland	
11	Tues, 13 Oct, 8-10 Holiday	2			x	Copeland	
12	Thur, 15 Oct, 8-10 Review/ Take Home	2			x	Copeland	
13	Tues, 20 Oct, 8-10 Nation-Branding	2			x	Copeland	
14	Thur, 22 Oct, 8-10 Public Diplomacy	2			x	Copeland	
15	Tues, 27 Oct, 8-10 Media Advocacy	2			x	Copeland	
16	Thur, 29 Oct, 8-10	2			x	Copeland	



Class	Topic/Details	Number of hours	Online	On-	Instructors	Note
	Case Study					
17	Tues, 3 Nov, 8-10 Group Presentations	2		x	Copeland	
18	Thur, 5 Nov, 8-10 Group Presentations	2		x	Copeland	
19	Tues, 10 Nov, 8-10 Media Management	2		x	Copeland	
20	Thur, 12 Nov, 8-10 Power of Entertainment	2		x	Copeland	
21	Tues, 17 Nov, 8-10 Influencers	2		x	Copeland	
22	Thur, 19 Nov, 8-10 Truth decay	2		x	Copeland	
23	Tues, 24 Nov, 8-10 Post-truth	2		x	Copeland	
24	Thur, 26 Nov, 8-10 Review	2		x	Copeland	
	Total	48	2	46		

2. Evaluation of the CLOs

2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

Participation	30%
Midterm Exam	30%
Final Exam	40%

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO 1 Provide details on regulation and industry issues of specific global mediums	Examination	15	20
	Participation	5	
CLO 2 Provide details on	Examination	15	20



the history of global media formats and industries	Participation	5	
CLO 3 Assess the current status of the global news industry and information flows	Examination	15	20
	Participation	5	
CLO 4 Outline the major changes brought about by digitalization and new media	Examination	15	20
	Participation	5	
CLO 5 Discuss the role of media in political representation with particular reference to the management of global public opinion	Examination	10	20
	Participation	10	
Total		100	100

(2) Grading System

Grade	Achievement	Final score (% range)
A	Excellent	90-100
B+	Very Good	85-89
B	Good	80-84
C+	Fairly Good	75-79
C	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60



(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

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Section 6 Teaching Materials and Resources

1. Texts and main documents

1. Lee Artz. (2015). *Global Entertainment Media: A Critical Introduction*. Wiley-Blackwell.
2. *Media: Between Cultural Imperialism and Cultural Globalization*. Routledge.
3. Daya Kishan Thyssu (Ed.). (2010). *International Communication: A Reader*. Routledge.

2. Documents and important information

1. To keep course materials in line with current scholarship on the topics discussed in this course, a reading list with additional recommendations shall be distributed to students in the beginning of each term.

3. Documents and recommended information

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Section 7 Evaluation and Improvement of Course Management

. Strategies for evaluating course effectiveness by students

Written examinations and group presentation

2. Strategies for evaluating teaching methods

Student feedback, course evaluation, peer evaluation

3. Improvement of teaching methods

Student feedback, course evaluation, peer evaluation

4. Verification process for evaluating students' standard achievement outcomes in the course

Written examinations and group presentation



5. Review and plan for improving the effectiveness of the course
 Student feedback, course evaluation, peer evaluation

Appendix

Alignment between Courses and Program

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Global Media, Social Change and Interna- tional Rela- tions	Program Learning Outcomes (PLOs)						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
ICIR 225	✓	✓	✓	✓	✓		✓

Note: Indicate the level of CLOs by letter I, R, P or M. Using the information as shown in the Curriculum Mapping of TQF2

Table 2 The relationship between CLOs and PLOs

ICIR 225	Program Learning Outcomes (PLOs)						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Provide details on regulation and industry issues of specific global mediums	✓	✓	✓	✓	✓		✓
CLO2 Provide details on the history of global media formats,	✓	✓	✓				



industries, and economies							
CLO3 Assess the current status of the global news industry and information flows	✓	✓		✓	✓		✓
CLO4 Outline the major transformations brought about by digitalization and the rise of new media	✓	✓		✓	✓		
CLO5 Discuss the role of media in political representation with particular reference to the management of global public opinion	✓	✓	✓	✓	✓		✓



Table 3 The description of PLOs and Sub Los of the course

PLOs	Sub PLOs
PLO1 Graduates will be able to describe and explain key features of and issues concerning the current world order, with particular attention to the Asia-Pacific region, using appropriate terminology.	1.1 demonstrate an understanding of the principles upon International Relations and the Asia-Pacific region are built
PLO2 Graduates will be able to discuss and apply major theories, approaches and methodologies in the field of international relations and global affairs in order to analyze the current world order and how it has evolved over time.	1.2 identify the national & global challenges associated with current economic, political, and social systems
	2.2 collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problems
PLO3 Graduates will be proficient readers who are able to locate, evaluate, analyze and synthesize different forms of data and source materials relevant to international relations and global affairs.	2.1 identify concepts related to the context of learned issues/topics
	2.2 collect, analyse, synthesize data, & evaluate information and ideas from multiple sources
	3.1 connect, synthesize and/or transform ideas or solutions within a particular framework
	5.1 identify the national & global challenges associated with current economic, political, and social systems
PLO5 Graduates will demonstrate knowledge of and respect for cultural differences, particularly in the Thai context, and be able to work in culturally diverse groups effectively.	5.1 identify the national & global challenges associated with current economic, political, and social systems
	5.2 exhibit characteristics of responsible citizenship



Undergraduate Program

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Division: Social Science

	5.3 work effectively in diverse team (and multi-cultural settings)
PLO7 Graduates will demonstrate knowledge of internationally recognized ethical standards and apply principles of ethical reasoning to decision-making, civic engagement, and research, consistently crediting the work of others	7.1 identify ethical issues and recognize different viewpoint and ideologies
	7.2 guide & lead others
	7.3 apply principle of ethical leadership, collaborative engagement, and respect diversity