

Course Specification

Name of institution	Mahidol University
Campus/faculty/department	International College

Section 1 General Information

1. Course code and course title

Thai	ICSS 118 การสื่อสารมวลชนขั้นแนะนำ
English	ICSS 118 Introduction to Mass Communications

2. Number of credits

4 (4-0-8)

(Lecture 4 hours/week; laboratory 0 hours/week; self study 8 hours/week)

3. Curriculum and type of subject

3.1 Curriculum	Offer in all International College undergraduate programs
3.2 Type of subject	General Education course in Social Science

4. Responsible faculty member

Members of faculty of the Social Science Division, MUIC

5. Trimester / year of study

5.1 Trimester	As specified in the SSD annual schedule.
5.2 Number of students	Maximum 40 students per class section

6. Pre-requisites

None

7. Co-requisites

None

8. Venue of study

MUIC

9. Date of latest revision

October 2013

Section 2 Goals and Objectives

1. Goals

To give students an understanding of mass communications and development of media

To introduce students to some basic elements of modern media

2. Objectives of development/revision

After successful completion of this course, students should be able to

- understand the functions of the mass media in society.
- understand the historical development of the mass media.
- understand the process of mass communication.
- understand the possible effects of mass media on society.
- begin building media literacy skills.
- think critically and creativity about mass media in their daily life.

Section 3 Course Management

1. Course descriptions

ความรู้เบื้องต้นเรื่องสื่อสารมวลชนและสื่อมวลชน การพัฒนา ขอบเขต และหน้าที่ของสื่อมวลชน ทฤษฎีสื่อสารมวลชนขั้นพื้นฐาน บทบาทและความสำคัญของสื่อในด้านความสัมพันธ์ระหว่างปัจเจกบุคคลและสังคม

An introduction to mass communication and the mass media; the development, scope and functions of the mass media; basic mass communication theories; the role and significance of the media in relationship to the individual and society.

2. Credit hours / trimester

Lecture	Additional class	Laboratory / field trip/ internship	Self study
44 hours (4 hour x 11 weeks)	None	None	88 hours (8 hours x 11 weeks)

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

1 hour / week

Section 4 Development of Students' Learning Outcome

1. Expected outcome of students' skill and knowledge

Students will be better able to understand human development.

2. Teaching methods

Lecture and group including class participation

3. Evaluation methods

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Have personal discipline, integrity and responsibility
- (2) Have professional ethics
- (3) Be aware of and appreciate cultural differences
- (4) Have academic honesty

1.2 Teaching methods

- 1) Discussion of issues to make students informed
- 2) Individual and/or group assignments and discussion

1.3 Evaluation methods

- 1) Written examinations and assignments
- 2) Class attendance, class participation and behavior
- 3) Quality of individual and/or group assignments

- 4) Academic honesty behavior during the examination period and individual responsibility for work.

2. Knowledge

2.1 Expected outcome on knowledge development

- (1) Understanding of key principles and theories relating to the course or field of social science
- (2) Knowledge of the process and techniques of research in order to solve problem and add up to the knowledge in the career
- (3) Ability to integrate the knowledge from social science to other related field of study

1.2 Teaching methods

- 1) Lectures which involve questions and class discussion on certain topics and special lecture sessions conducted by experience practitioners from related field
- 2) Project assignments and presentations
- 3) Field trips

1.3 Evaluation methods

- 1) Written examinations and assignments
- 2) Quality of individual and/or group projects/assignments
- 3) Presentation of knowledge synthesis
- 4) Class attendance and class participation

3. Intellectual development

3.1 Expected outcome on intellectual development

- (1) Ability to think critically, systematically and creatively
- (2) Ability to search, consolidate and evaluate ideas and evidence for problem solving
- (3) Ability to integrate knowledge and skills to appropriately solve problems in social science

3.2 Teaching methods

- 1) Lecture
- 2) Class and Group discussion

3.3 Evaluation methods

- 1) Written examinations and assignments
- 2) Presentation of knowledge synthesis
- 3) Class attendance and class participation

4. Interpersonal relationship and responsibility

4.1 Expected outcome on interpersonal relationship and responsibility

- (1) Have ability to effectively articulate to other people who may come from diverse backgrounds
- (2) Have ability to work, and be responsible for own assigned work, duties and roles in the workgroup appropriately, including participating in helping work colleagues and solving group problems
- (3) Respect of others, sense of personal discipline, willingness to listen to a variety of points of view

4.2 Teaching methods

- 1) Group projects and assignments
- 2) Class participation

4.3 Evaluation methods

- 1) Written examinations and assignments
- 2) Group presentation of knowledge synthesis
- 3) Class attendance and class participation

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 select and apply appropriate statistical and mathematical methods to research problem
- (2) Development of analytical thinking and communication skills
- (3) Good use of English communication skills including speaking, listening, reading, writing and presentation skills.

5.2 Teaching methods

- 1) Lecture and discussion
- 2) Assignments and presentations

5.3 Evaluation methods

- 1) Written examination
- 2) Presentation of the knowledge synthesis
- 3) Class attendance and class participation

Section 5 Teaching and Evaluation Plans

1. Teaching plan: A series of lectures, discussion and group work

Week	Topic	Hours	Teaching methods/ multimedia	Instructor
1	Introduction to the course: mass communication and mass media	4	Lecture, discussion Powerpoint and video	SSD Faculty
2	Various forms of communication: mass and inter-personal communications	4	"	"
3	Mass media's functions and roles in society. People's use of mass media.	4	"	"

4	Historical development of human communication.	4	"	"
5	Print media: newspapers.	4	"	"
6	Mid-term Exam	2+2	Exam(2)+Lecture(2)	"
7	Electronic media: radio	4	Lecture, discussion Powerpoint and video	"
8	Electronic media: television	4	"	"
9	The Internet and the World Wide Web. News gathering and reporting	4	"	"
10	Regulations of the mass media: relationships between government and the mass media.	4	"	"
11	Social effects of mass communication: relationships between the mass media and individual	4	"	"
12	Final Exam	2	Exam	"

2. Evaluation plan

Expected outcomes	Methods / activities	Week	Percentage
1.1 (1)-(2) -(3)-(4) 2.1 (1)-(2)-(3) 3.1 (1)-(2)-(3) 4.1 (1)-(2)-(3) 5.1 (2)-(3)	Class Attendance/ Participation	1-11	
1.1 (1)-(2) -(3)-(4) 2.1 (1)-(2)-(3) 3.1 (1)-(2)-(3)	Assignments	4	10

4.1 (1)-(2)-(3) 5.1 (2)-(3)			
1.1 (1)-(2) -(3)-(4) 2.1 (1)-(2)-(3) 3.1 (1)-(2)-(3) 4.1 (1)-(2)-(3) 5.1 (2)-(3)	Quiz	5	10
1.1 (1)-(2) -(3)-(4) 2.1 (1)-(2)-(3) 3.1 (1)-(2)-(3) 4.1 (1)-(2)-(3) 5.1 (2)-(3)	Mid-Term Exam	6	40
1.1 (1)-(2) -(3)-(4) 2.1 (1)-(2)-(3) 3.1 (1)-(2)-(3) 4.1 (1)-(2)-(3) 5.1 (2)-(3)	Final	12	40

Conditions subject to change based on class situation.

Section 6 Teaching Materials and Resources

1. Texts and main documents

Dominich, J. R. (2002). *The Dynamics of Mass Communication: Media in the Digital Age, Seventh Edition*, McGraw Hill (ISBN 0-07-240766-2)

Severin, W.J., & Tankard, J. W., Jr. (2001), *Communication Theories: Origins, Methods and Uses in the mass Media, Fifth Edition*, Addison Wesley Longman (ISBN 0-8013-3335-0)

Baran, S. J. (2002), *Introduction to Mass Communication: Media Literacy and Culture, Second Edition*, McGraw-Hill (ISBN 0-7674-2190-6)

2. Documents and important information

3. Documents and recommended information

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- 1.1 Student evaluations of content covered
- 1.2 Student suggestions for improvements to the course

2. Evaluation strategies in teaching methods

- 2.1 Student evaluations of content covered
- 2.2 Student suggestions for improvements to the course

3. Improvement of teaching methods

- 3.1 Workshop for all Divisional faculty

4. Evaluation of students' learning outcome

- 4.1 Examinations

5. Review and improvement for better outcome

- 5.1 Review of all Divisional examination papers by the Divisional Standards Committee