



**Language Institute
Thammasat University
EL271 English for Mass Communication 1
Course Outline
Semester 1/2020**

Pre-requisite: EL 172 English Course III or TU 105 Communication Skills in English

Course Description: Practicing language skills used in the field of mass communication; emphasizing listening, speaking, reading and writing skills necessary for journalism, radio and television broadcast, films and advertising.

Learning Outcomes:

Upon successful completion of the course, students will be able to

1. understand and analyse different types of texts in the field of mass communication such as news articles, editorial and magazines
2. master listening, speaking, reading and writing skills necessary for journalism, radio and television broadcast, and films
3. understand vocabulary generally used in the field of mass communications
4. reflect on English the use of mass communication strategies to facilitate a positive impact on society

Textbook/Teaching Materials: *English for Media Studies*

Active Learning Activities: Student-led projects, Discussions, Group work, Role-play etc.

Course Evaluation:

Attendance and Participation	20 points
Midterm Examination	50 points
Final Examination	70 points
Assignments	60 points
Total	200 points

Active Learning Assignment Details: (all content must be original)

Assignment 1 – Group Newspaper 20 Points

In groups students are required to brainstorm ideas for, plan and create a newspaper. Each participant in the group is responsible for creating one article of 200-500 words. The content may be decided individually or in groups.

Assignment 2 – Social Cause Campaign 20 Points

Students are required to develop and create an advertising campaign for a social cause (e.g. anti-smoking, road safety) of their choice. Students must produce a series of short TV, audio and print ads along with a digital marketing scheme that promotes the cause of their choosing. Finally, the students will act as the advertising agency and present the ad campaign to the class.

Assignment 3 – Group Film Project 20 Points

Students are required to create storyboards and write a script of a TV show or short film in groups. The students then work together to film, edit and present.

Attendance Policy:

1. Students are required to attend at least 80% of the total class hours. They cannot be absent more than 3 times before the midterm examination and 3 times before the final examination.
2. For each incidence of lateness 1 point will be deducted. For each unexcused absence 2 points will be deducted. Attendance scores can be reduced for lack of participation despite physical presence.

Plagiarism Policy:

Students of Thammasat University are required to refrain from any kind of plagiarism, i.e. an act of copying other people’s work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources, e.g. websites, books, etc., and pasting them into students’ assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade.

Schedule

Add/Drop period:	August 17-21, 2020
Drop “W” period:	October 12 – November 15, 2020
Midterm Examination:	September 27, 2020 (12.00-14.00)
Final Examination:	December 2, 2020 (13.00-16.00)

Instructors, Times and Venues:

Sec/Gr	Day	Time	Room	Lecturer
810001	Mon	09.30-12.30	SC 1041	David A. Young
810002	Mon	09.30-12.30	SC 1042	Sean M. Ryan
820001	Mon	13.30-16.30	SC 2005	David A. Young

Tentative Teaching Schedule:

Weeks	Dates	Units	Assignments
1	Aug. 10-14	Class Introduction Unit 1: Headlines	
2	Aug. 17-21	Unit 2: Lead	
3	Aug. 24-28	Unit 3: Style	
4	Aug. 31 - Sep. 4	Unit 4: Article	Assign Assignment 1
5	Sep. 7-11	<i>Songkran Holidays</i>	<i>No Class</i>
6	Sep. 14-18	Unit 5: Comics	
7	Sep. 21-25	Unit 6: Advertising	Assignment 1 Due
Midterm Examination: September 27, 2020 (12.00-14.00)			
9	Oct. 5-9	Unit 7: Audio	
10	Oct. 12-16	Unit 8: Campaign	Assign Assignment 2
11	Oct. 19-23	Unit 9: Pitch	
12	Oct. 26-30	Unit 10: Production	
13	Nov. 2-6	Group Presentations	Assignment 2 Due Assign Assignment 3
14	Nov. 9-13	Unit 11: Integration	
15	Nov. 16-20	Unit 12: Future	
16	Nov. 23-27	Group Presentations Course Review	Assignment 3 Due
Final Examination: December 2, 2020 (13.00-16.00)			

No Classes on the following holidays:

Wed 12 August H.M. Queen Sirikit The Queen Mother's Birthday / Mother's Day
 Fri 4 Sep 4-Mon 7 Sep Songkran Holiday
 Tue 13 October H.M. King Bhumibol Adulyadej Memorial Day
 Fri 23 October Chulalongkorn Memorial Day