



**Language Institute
Thammasat University
EL271 English for Mass Communication 1
Course Outline
Semester 2/2020**

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*

To obtain the textbook:

1. You can order **the print book** from Thammasat Press, and it will be delivered to your address. Please visit:
http://www.thammasatpress.tu.ac.th/wp_tupress/?s=english+media
2. You can also make a purchase with TU bookstore LINE account

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

Course Evaluation:

Attendance & Participation	20 points
Assignments	90 points
Midterm Discussion	40 points
Final Discussion	50 points

Total **200 points**

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

Assignment 1 – Online Group Newspaper 30 Points

In groups students are required to brainstorm ideas for, plan and create an online newspaper. Each participant in the group is responsible for creating one article of 250-300 words. The content may be decided individually or in groups.

Assignment 2 – Social Cause Campaign 30 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 present the ad campaign to the class.

Assignment 3 – Group Film Project 30 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.

Online Attendance & Participation 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. Failure to sign-in to the online class will result in 1 point deducted From Attendance. Signing in without attending the online class will result in 1 point deducted from Participation.

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 possibly an F.

Schedule

Add/Drop period: January 25-29, 2021
Drop “W” period: March 24 – May 6, 2021
Final Examination: June 1, 2021 (13.00-16.00)

Instructors, Times and Venues:

Sec/Gr	Day	Time	Room	Lecturer
820001	Mon	13.30-16.30		David A. Young

Tentative Teaching Schedule:

Weeks	Dates	Units	Assignments
1	Jan. 25	Class Introduction Unit 1: Headlines	
2	Feb. 1	Unit 2: Lead	
3	Feb. 8	Unit 3: Style	
4	Feb. 15	Unit 4: Article	Assign Assignment 1
5	Feb. 22	Unit 6: Advertising	
6	Mar. 1	Preparation for Midterm Discussion	Assignment 1 Due (30)
7	Mar. 8	Midterm Group Discussions (40)	
Midterm Week No EL 271 Midterm Examination			
9	Mar. 22	Unit 8: Campaign	Assign Assignment 2
10	Mar. 29	Unit 9: Pitch	
11	Apr.5	Unit 10: Production	
12	Apr. 19	Group Presentations	Assignment 2 Due (30) Assign Assignment 3
13	Apr. 26	Unit 11: Integration	
14	May 3	Unit 12: Future	Assignment 3 Due (30)
15	May 10	No Class	
16	May 17	Class Review	
Final Examination (50): June 1, 2021 (13.00-16.00)			

No Classes on the following holidays:

Friday 12 February	Chinese New Year
Friday 26 February	Makha Bucha Day
Tuesday 6 April	Chakri Day
Monday 12- Friday 16 April	Songkran days
Tuesday 4 May	Coronation Day
Monday 10 May	Royal Ploughing Ceremony
Wednesday 26 May	Visakha Bucha Day