



**Language Institute
Thammasat University
EL271 English for Mass Communication 1
Course Outline
Semester 1/2019**

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**

Assignment Details: (all content must be original)

Assignment 1- 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 – 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 that promote the cause of their choosing. Finally, the students will act as the advertising agency and present the ad campaign to the class.

Assignment 3- 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: 22 - 26 August 2019

Drop "W" period: October - 17 November 2019

Midterm Examination: Sunday, Sep. 29, 09.00-11.00

Final Examination: Wednesday, Dec. 4, 13.00-16.00

Instructors, Times and Venues:

Sec/Gr	Day	Time	Room	Lecturer
810001	Mon	9.30-12.30	SC2 302	David A. Young
810002	Mon	9.30-12.30	SC2 303	Sean M. Ryan
820001	Mon	13.30-16.30	SC2 312	David A. Young

Tentative Teaching Schedule:

Weeks	Dates	Units	Assignments
1	(Monday, August 12: No Class)		
2	Aug. 19	Unit 1: Headlines	
3	Aug. 26	Unit 2: Lead	
4	Sep. 2	Unit 3: Style	
5	Sep. 9	Unit 4: Article	Assign Assignment 1
6	Sep. 16	Unit 5: Comics	
7	Sep 23	Unit 6: Advertising	Assignment 1 Due
8	Sunday, Sep. 29, 09.00-11.00: MIDTERM EXAMINATION		
9	Oct. 7	Unit 8: Campaign	Assign Assignment 2
10	(Monday, October 14: No Class)		
11	Oct. 21	Unit 9: Pitch	
12	Oct. 29	Group Presentations Unit 10: Production	Assignment 2 Due
13	Nov. 4	Unit 10: Production	Assign Assignment 3
14	Nov. 11	Unit 11: Integration	
15	Nov. 18	Unit 12: Future	
16	Nov. 25	Group Presentations	Assignment 3 Due
Wednesday, Dec. 4, 13.00-16.00: FINAL EXAMINATION			

No Classes on the following holidays:

Monday, August 12: The Queen's Birthday

Monday, October 14: Anniversary of the Death of King Bhumibol