Language Institute Thammasat University
EL 271 English for Mass Communication 1
Course Syllabus Semester 1/2023

Course Description

Students enrolled in English for Mass Communication 1 will practice using language skills common to the field of mass communication. They will learn to identify the features of writing for media and gain the necessary skills to construct their own news articles. Students will learn the features of a successful media campaign and practice conducting one of their own. Vocabulary specific to the mediums of print media, radio, podcasts, film, and television will be practiced in appropriate contexts. Students will also exercise their critical thinking skills in reviewing and producing content

Course Objectives and Learning Outcomes (COLOs)

Objective 1: Produce a news article following journalistic guidelines.

Learning Outcome 1.1: Students can effectively use language devices when writing headlines.
Learning Outcome 1.2: Students can produce unbiased and relevant information in a 4-paragraph news article using quotes and photos.

Objective 2: Become skilled in utilizing various components of a media campaign.

Learning Outcome 2.1: Students can put forth a clear message by utilizing a consistent and effective strategy.
Learning Outcome 2.2: Student can produce components of a media campaign with a high level of originality and creativity

Objective 3: Attain knowledge regarding various aspects of a film production.

Learning Outcome 3.1: Students can explain the various aspects of pre-production with examples.
Learning Outcome 3.2: Students can successfully use the vocabulary related to film production and critique.

Objective 4: Use critical thinking skills in discussing media topics.

Learning Outcome 4.1: Students can conduct a discussion on various aspects of the media.
Learning Outcome 4.2: Student can relate knowledge and skills gained to topics related to current media.

Objective 5: Know media-related vocabulary.

Learning Outcome 5.1: Students can define media-related vocabulary.
Learning Outcome 5.2: Students can use media-related vocabulary in a wide range of contexts.

Course Contents
1. **Headlines**: language and technique
2. **News Articles**: organization, content, and quotes
3. **Radio**: interviews and podcasting
4. **Comics**: history, purpose, and impact
5. **Media Campaign**: purpose, message, and components
6. **Film**: pitches, pre-production, and critique

Course Materials
Young, D. (2020). English for Media Studies. Thammasat University Press.

Students enrolled in the course will receive a code to join [a Google Classroom], which provides access to course materials and assignment details. Your instructor may provide supplemental materials during the course.

Students are strongly encouraged to purchase a book from the TU Bookstore. Any student using a previous edition may be penalized.

Suggested readings
Nick Ceramella & Elizabeth Lee: Cambridge English for the Media (2008)
Brian Ott & Robert L. Mack: Media Studies: An Introduction (2nd Edition) (2013)
Ziauddin Sardar and Borin Van Loon: Introducing Media Studies: A Graphic Guide (2010)

Course evaluation / Grading criteria

Course evaluation	Grading criteria
Digital Newspaper Project **20 points** • In groups, students brainstorm, plan and create a newspaper.	A = 85% and above
	B+ = 81% - 84%
	B = 76% - 80%
Media Campaign **25 points** • In groups, Students develop and create an advertising campaign for a social cause of their choice.	C+ = 70% - 75%
Oral Film Critique **25 points** • Individually or in pairs, students choose 2 films and compare them.	C = 60% - 69%
	D+ = 56% - 59%
Media Quiz (2) **30 points** • Two 15-point quizzes will be given.	D = 50% - 55%
All assignments are to be submitted on time. Late submission in any cases will affect students' score. Make-up quizzes are not allowed.	F = Below 50%

Instructor, time and venue

Section/Group	Day	Time	Room	Instructor
810001	Mon	9.30-12.30	LI 210	David A. Young david.y@litu.tu.ac.th
810002	Mon	9.30-12.30	SC2 203	Nuntapat Supunya *nuntapatsupunya@gmail.com*
820001	Mon	13.30-16.30	SC2 304	Nuntapat Supunya nuntapatsupunya@gmail.com

Assignments

Tasks		What to do	What to submit
Assignment 1 (Newspaper Project) **COLO:** 1.1, 1.2 **SDG: 4.7** Quality Education / Global Citizenship / **SDG 1-17** Based on subject of article		In groups, students are required to brainstorm, plan and create an online newspaper. Each participant in the group is responsible for creating one article of about 300-350 words. The content may be decided individually or in groups.	Digital newspaper with bylines for each article.
Assignment 2 (Media Campaign) **COLO:** 2.1, 2.2 **SDG: 4.7** Quality Education / Global Citizenship / **SDG 1-17** Based on theme of campaign		Students are required to develop and create an advertising campaign for a social cause 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.	Informal group media campaign presentation followed by a classroom discussion of the different components.
Assignment 3 (Oral Film Critique) **COLO:** 3.1, 3.2, 4.1, 4.2 **SDG: 4.7** Quality Education / Global Citizenship		Individually or in pairs, students produce a film or filmmaker critique in terms of genre, story, characters, cinematography, special effects, and other outstanding features. A short Q&A with the teacher follows.	Live discussion.

Plagiarism policy

Thammasat University students 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 their assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade. Please refer to Thammasat University's regulations on students' disciplines <u>here</u> and examination <u>here</u>.

Active Learning Activities

1. Language exercises, group discussions/feedback, workshops
2. Lectures and videos
3. Online research assignments
4. Presentations (live and video)

Important dates

* Semester start :	Tuesday 15 August 2023
* Semester end:	Monday 4 December 2023
* Midterm week:	1 - 8 October 2023
* Final Examination:	start from Wednesday 6 December 2023
* Add-drop period:	15 - 28 August 2023
* Drop W period:	4 September - 22 October 2023
* Holiday:	Friday 13 October - King Rama IV memorial day
	Monday 23 October - King Rama V memorial day

Day/time	Learning outcomes/ activities	Topics/ contents	Self-Directed / Group Learning
Aug. 21 Unit 1: Headline Pgs. 8-10	• Writing headlines • Identifying types of articles • Reading an article on clickbait • Deciphering base forms of verbs and adjectives	• The language of headlines • Language devices • Types of articles • Grammatical features of headlines	• Pgs. 11-14*
Aug. 28 Unit 2: Lead Pgs. 15-17	• Determining bias from texts • Reading an article on fake news • Determining relevant information from a reporter's notes • Developing a headline and lead from relevant information	• Structure and relevance of the lead • Characteristics of a good lead and conclusion • Subjectivity vs. Objectivity • Identifying good and bad leads	• Pgs. 18-21 • **Do:** Group Practice p. 21 • **Submit**: Group Practice Lead Assignment (Pg. 21) • **Assign:** Assignment 1: Group Newspaper
Sep. 4 Unit 3: Style Pgs. 22-24	• Determining bias from texts • Reading an article on fake news • Spotting fake news • Determining bias from spoken accounts • Discussion of the term "echo chamber"	• Purpose of news articles • Lead styles • Media Bias	• Pgs. 25-27 • **Do**: Choose a topic for your News Story • **Present:** Your topic to the teacher for approval
Sep. 11 Unit 4: Article Pgs. 29-32	• Selecting quotes for a news article • Changing Direct Speech to Reported Speech • Qualities of a Good Reporter • Outlining a news article • Writing a news article	• Use of quotes • Interviewing techniques • Rules of Reported Speech	• Pgs. 33-35 • **Do:** Lead outline for News Story (5 W's) • **Present**: Your outline to the teacher

Sep. 18 Unit 6: Advertising Pgs. 44-46	• Reading about effective slogans • Writing effective product slogan • Designing an effective product logo • Presenting a service • Understanding how slogans and logos convey a message • Determining unique benefits of a service Analyzing the language of advertising	• Identifying types of advertising • Determining effective advertising slogans and logos • Presentation structure	• Pgs. 47-49 • **Submit:** Assignment 1: Group Newspaper
Sep. 25 Unit 5: Comics Pgs. 37-39	• Identifying messages in comics • Filling in an information table • Building a glossary	• Creating a comic • Reading about comics as social commentary • Reading about a comic book legend	**Quiz 1**
Oct. 1-8	**Midterm Examination Break**		
Oct. 9 Unit 8: Campaign Pgs. 58-61	• Reading about ingredients of a successful media campaign • Planning a website • Writing about Activism • Conducting a Media Campaign • Analyzing effective social cause ads • Discussion of effective commercials	• Aims, strategies, and features of a social cause • Using powerful language • Tips for conducting a media campaign	• Pgs. 62-64 • **Assign:** Assignment 2: Group Media Campaign
Oct. 16	• Media Campaign Workshop		• **Do:** Choose a topic for your media campaign and delegate responsibilities • **Present:** Media topic for teacher approval
Oct. 30 Unit 9: Pitch Pgs. 66-68	• Determining sub-genres • Mixing genres • Reading about the steps of pitch-writing • Creating a pitch for a TV show or film • Deconstructing a TV show based on Harmon's Story Structure • Analyzing a TV Show	• Analyzing & writing movie pitches • Classifying film genres	• Pgs. 69-72 • **Present:** Group Media Campaign to the class
Nov. 6 Unit 10: Production Pgs. 73-76	• Discovering basic camera angles • Reading about camera angles and emotion • Storyboarding a scene	• Vocabulary of pre-production stages • Parts of a script • Storyboard analysis • Analysis of camera angles	• Pgs. 77-79 • **Assign:** Assignment 3: Individual, Pair, or Group Live Podcast, Live Pitch, Short Film
Nov. 13 Unit 11: Integration Pgs. 81-83	• Reviewing social media sites • Classifying video game genres • Determining language of trends	• Conducting research on social media sites • Making inferences	• Pgs. 84-86

	• Reading about the video game industry • Reading an interview with an app designer		
Nov. 20 Unit 12: Future Pgs. 88-91	• Reflecting on an article • about AI • Finding concluding • statements to quotes • Determining author • opinions • Reading about AI, AR and the media	• Researching companies using blockchain • Classifying features and benefits	• Pgs. 92-94
Nov. 27	Final Presentations: Assignment 3 / Quiz 2		
	Final Examination Period		

* Pages in the **Self-Directed / Group Learning** section may not be covered in class but should be reviewed by students as material from these pages may appear in the Midterm & Final Exam.