

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96644020	Course Title	English for Media				
Total Credits	3	Semester / Year of Study	1/2569	Section		Date- Time	Thursdays 09:00 – 12:00
Course Description (English)	Study English in various types of mass media such as newspapers, magazines, advertisements, website, radio, and television in order to understand news and information.						
Course Coordinator	-						
Course Instructor	Mr. Pipat Peerayawattana						
Counselling Schedule	By appointment only			Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Main Communication Channel	MS Teams						

By the end of the course, students will be able to

1. identify the features of writing for media,
2. utilize various components of a media campaign,
3. use critical thinking skills in discussing media topics,
4. define and contextualize media vocabulary, and
5. exercise their critical thinking skills in reviewing and producing media content.

General Education Learning Outcome: GE-LO	
GE-LO	Value
☐ GE-LO-1 Analytical and Critical Thinking	
☐ GE-LO-2 Complex Problem Solving	
☐ GE-LO-3 Creativity	
☒ GE-LO-4 Interpersonal Skills	2
☒ GE-LO-5 Integrity and Perseverance	2
☒ GE-LO-6 Active Learning and Learning Strategies	3
☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility	
☐ GE-LO-8 Leadership and Social Influence	
☒ GE-LO-9 Communication	4
☐ GE-LO-10 Entrepreneurship and Startup	
☒ GE-LO-11 Digital Quotient Literacy and Digital Media Production	4
Total Value	<u>15</u>
Career Readiness Modules	
☒ Employee ☒ Self-employed ☒ Business Owner ☒ Investor ☐ None	

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Materials/Remarks
Week 1 – Jul 2	Course Introduction: Digital Literacy and Media (Studies) in the 21 st Century	Discussing the syllabus Decoding media messages	Course syllabus
Week 2 – Jul 9	Ideological Viewpoints in Media	Analyzing ideological viewpoints in media	
Week 3 – Jul 16	Newspapers – Headlines and Styles	Headlining your own story	
Week 4 – Jul 23	Adverts 1 – Language in Advertising	Deconstructing advertising language	
Week 5 – Jul 30	Adverts 2 - Slogans and Logos	Planning your ad campaign	ONLINE
Week 6 – Aug 6	Films, Movies, and TV Series 1	Conducting film criticism	<i>Force Majeure (2014)</i>
Week 7 – Aug 13	Films, Movies, and TV Series 2	Analyzing your favorite TV show	<i>Superstore (2015-2021)</i>
Week 9 – Aug 27	Films, Movies, and TV Series 3	What makes a film a horror	<i>The Medium (2021)</i>
Week 10 – Sep 3	ลาดกระบังนิทรรศน์ ¹	AD CAMPAIGN submission	
Week 11 – Sep 10	Song & Podcast 1	Listening comprehension	<i>True Crime Podcast</i>
Week 12– Sep 17	Songs & Podcast 2	Decoding a song	<i>Take Me Home, Country Roads</i> <i>So Am I - Ava Max</i>

¹ details TBA

Week	Topic/Sub-topic	Activities	Materials/Remarks
Week 13 – Sep 24	Interviews & Speeches Part 1	Decoding an interview	<i>My Next Guest Needs No Introduction by David Letterman</i>
Week 14 – Oct 1	Interviews & Speeches Part 2	Decoding a stand-up comedy performance SUMMATIVE QUIZ	<i>Netflix is a Joke</i>
Week 15 – Oct 8	SPEAKING ASSESSMENT		
Oct 15 – Bangkok WFH holidays			
Week 16 – Oct 22	FINAL SHORT FILM PRESENTATION		

Evaluation Plan

Activities	Value	Full Score	Week of Evaluation	Details
Class Attendance and Active Participation	2	8	3-16	All students are expected to punctually attend every scheduled class meeting. There is no late in class attendance in this course; you are either present or absent. 09:00 – 09:15 Roll call (1 point for being present) Before 09:30 Late (0.5 point for being late) After 09:30 Absent (0) - <u>Absence</u> means you earn a 0 for both attendance and participation for that session. You do not need to submit any of the work done during that session. - <u>Full attendance</u> means you are both physically and mentally in class. Your class participation must align with your class attendance. Participation means the completion and successful submission of <u>ALL</u> in-class activities in that session. Your attendance will not be taken during the first TWO weeks of the course. - You are allowed to take <u>ONE</u> free leave of absence during the semester (a get-out-of-jail free card).
Ad Campaign	4	16	10	Students are to create an advertising campaign (a digital poster) to increase awareness and communication for <u>a social cause</u>. The cause includes serious problems in society or issues that annoy you e.g., discrimination in workplace, public etiquette, etc. This ad campaign will educate the public on the issue in question. Originality is key. They will also have a chance to pitch their work in class. Guide and rubric will be provided.
Short Film + Presentation	4	16	16	Students are to produce a short film <u>addressing the same social cause in their Ad Campaign assignment (see above)</u>. The film must not exceed <u>ONE</u> minute. Originality is key. Students will also

				have a chance to pitch their work in class. Guide and rubric will be provided.
Speaking Assessment	4	16	15	Students in pairs/groups draw on a random type of media and discuss the given questions among themselves. Students are evaluated both individually and collectively.
Impromptu Quiz	1	4	14	Students are to complete <u>ONE</u> unannounced quiz during the course. The quiz aims to test students' understanding of core principles of media studies and language use in various media contexts.
Total	15	60		

*NO midterm and final written examination.

**In cases of absences on assessment days (Speaking Assessment and/or Impromptu Quiz), students are required to inform the instructor in advance or within 5 business days to arrange make-up sessions.

Evaluation criteria

☒ Group-based								
☐ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)								
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

เกณฑ์การให้คะแนนตามผลการเรียนรู้

กิจกรรมการวัดผล	ทักษะ	ค่าน้ำหนัก	ระดับคะแนน			
			Excellent	Very Good	Good	Need Adjustments
1. Punctual Attendance + Active Participation	GE-LO 5	2	See Class Attendance and Active Participation policy			
2. Ad Campaign	GE-LO 4	1	See attached rubric			
	GE-LO 6	1				
	GE-LO 9	1				
	GE-LO 11	1				
3. Short Film	GE-LO 4	1	See attached rubric			
	GE-LO 6	1				
	GE-LO 9	1				
	GE-LO 11	1				
4. Speaking Assessment	GE-LO 9	2	See attached rubric			
	GE-LO 11	2				
5. Impromptu Quiz	GE-LO 6	1	See attached rubric			
TOTAL		15				

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Punctual Attendance and Participation	GE-LO 5	2	Attend 95% of classes	Attend 75% but below 95% of classes	Attend 50% but below 75% of classes	Attend less than 50% of classes
Ad Campaign	GE-LO 4	1	Students attend <u>THREE</u> progress check-ins with the lecturer. The ad campaign shows significant cooperation among teammates.	Students attend <u>TWO</u> progress check-ins with the lecturer. The ad campaign shows significant cooperation among teammates.	Students attend <u>ONE</u> progress check-ins with the lecturer. The ad campaign shows significant cooperation among teammates.	Students do not attend progress check-in with the lecturer. The ad campaign shows little to no cooperation among teammates whatsoever.
	GE-LO 6	1	The ad campaign integrates old and new sets of knowledge and connects to experiences of the audience.	The ad campaign either only integrates old and new sets of knowledge or only connects to experiences of the audience.	The ad campaign minimally integrates old and new sets of knowledge and does not connect to experiences of the audience.	The ad campaign does not integrate old and new sets of knowledge and does not connect to experiences of the audience.
	GE-LO 9	1	Language is appropriate for a poster campaign. No grammatical, punctuation, or spelling errors.	Language is appropriate for a poster campaign but there are one or two grammatical, punctuation, or spelling errors.	Language is appropriate at times for a poster campaign but there are more than two grammatical, punctuation, or spelling errors.	Language is inappropriate for a poster campaign and there are too many grammatical, punctuation, or spelling errors which are distracting to audiences.
	GE-LO 11	1	The ad campaign shows at least <u>FIVE</u> elements of digital media production skills discussed in class to communicate positive messages with no prejudice or discrimination.	The ad campaign shows <u>3-4</u> elements of digital media production skills discussed in class to communicate positive messages and/or with some prejudice or discrimination.	The ad campaign shows <u>fewer than 3 elements</u> of digital media production skills discussed in class to communicate positive messages and/or with some prejudice or discrimination.	The ad campaign shows <u>NONE</u> of digital media production skills discussed in class to communicate positive messages and/or contains prejudice or discrimination.
Short Film	GE-LO 4	1	Students attend progress check-in with the lecturer. The ad campaign shows significant cooperation among teammates.	Students attend <u>TWO</u> progress check-ins with the lecturer. The ad campaign shows significant cooperation among teammates.	Students attend <u>ONE</u> progress check-ins with the lecturer. The ad campaign shows significant cooperation among teammates.	Students do not attend progress check-in with the lecturer. The ad campaign shows little to no cooperation among teammates whatsoever.
	GE-LO 6	1	The film integrates old and new sets of knowledge and connects to experiences of the audience.	The film either only integrates old and new sets of knowledge or only connects to experiences of the audience.	The film minimally integrates old and new sets of knowledge and does not connect to experiences of the audience.	The film does not integrate old and new sets of knowledge and does not connect to experiences of the audience.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO 9	1	Language is appropriate for a short film. No grammatical errors.	Language is appropriate for a film but contains one or two grammatical errors.	Language is appropriate at times for a film but contains more than two grammatical errors.	Language is inappropriate for a film and contains too many grammatical errors which are distracting to audiences.
	GE-LO 11	1	The film shows at least FIVE elements of digital media production skills discussed in class to communicate positive messages with no prejudice or discrimination.	The film shows 3-4 elements of digital media production skills discussed in class to communicate positive messages and/or with some prejudice or discrimination.	The film shows fewer than 3 elements of digital media production skills discussed in class to communicate positive messages and/or with some prejudice or discrimination.	The film shows NONE of digital media production skills discussed in class to communicate positive messages and/or contains prejudice or discrimination.
Speaking Assessment	GE-LO 9	2	Actively contributes insightful, relevant ideas; consistently drives the discussion. AND/OR Responds appropriately to others; builds on peers' ideas; listens and engages attentively.	Shares relevant ideas and responds to peers; helps keep the discussion going. AND/OR Shows awareness of others; responds and interacts respectfully.	Shares some ideas; contribution is basic or occasionally off-topic. AND/OR Limited interaction or response to peers; listens but doesn't engage much.	Rarely contributes; ideas are minimal, off-topic, or missing. AND/OR Minimal interaction; interrupts or ignores others; poor group collaboration.
	GE-LO 11	2	Demonstrates strong understanding of digital media concepts and literacy discussed in the course.	Shows basic understanding of digital media concepts and literacy discussed in the course.	Demonstrates a weak or incomplete understanding of digital media concepts discussed in the course.	No demonstration of digital media understanding discussed in the course.
Impromptu Quiz	GE-LO 6	1	The student scores 8-10 in the quiz.	The student scores 6-7 in the quiz.	The student scores 4-5 in the quiz.	The student scores 3 or below in the quiz.

Please sign your name on this line and submit the signed document to your professor to certify that you have acknowledged the information above and will act accordingly.