

**Institute of International Studies, Ramkhamhaeng University**

**Course Syllabus**

**Part 1**

1. Course Code: MCS 1150

Course Title: Introduction To Mass Communication

1. Number of Credit: 3 Credits
2. Curriculum: BA Mass Communication
3. Major:
4. Faculty:
5. Semester: 1st Semester
6. Academic year: 2019
7. Classroom:
8. Course Description: ศึกษาความหมาย องค์ประกอบ กระบวนการ แนวคิด ทฤษฎีเกี่ยวกับการสื่อสาร บทบาท และหน้าที่ของการสื่อสาร ประเภทและระดับของการสื่อสาร วิวัฒนาการของการสื่อสาร อิทธิพลและผลกระทบของการสื่อสารระดับต่าง ๆ โดยเฉพาะการสื่อสารระดับมวลชน To study the meanings, factors, processes, concepts, communicative theories, roles and functions of communication, types and levels of communication, evolution of communication, influence and impacts of every level of communication, especially mass communication.

*MCS 1150 Introduction to Mass Communication is an entry level course designed to help students understand the concepts of mass communication and how they may be applied in the modern day.*

1. Lecturer: Gareth Finch
2. Course Objectives:
3. To understand the concepts of mass communcation
4. To see how social media has changed the world
5. To understand the importance of different types of social media
6. To set up different profiles used for mass communication
7. Understand how communication has changed in recent years
8. Contribute to class discussions
9. Work as part of a team to complete a group project/presentation

**Part 2**

**Implementation of instruction and assessment.**

1. Hours per week: 12
2. Course Materials: Introduction To Mass Communication
3. Study Topics: Each class day is divided into two sessions: Morning Session & Afternoon Session. (8 class days = 16 sessions)

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| --- | --- | --- | --- | --- | --- |
| Session | Topics of the Study | Hours | Teaching Methods | Activities | Lecturer name |
| 1 | Introduction, overview | 3 |  |  | GEF |
| 2 | Introduction to Course, Social Media | 3 | Lecturing | Book exercises, Video | GEF |
| 3 | Twitter | 3 | Lecturing, Discussion | Book exercises | GEF |
| 4 | Communication In The Year 2019 | 3 | Lecturing | Video | GEF |
| 5 | Twitch | 3 | Lecturing, Discussion | Book exercises | GEF |
| 6 | Twitch | 3 | Lecturing | Video | GEF |
| 7 | Facebook | 3 | Lecturing, Discussion | Video | GEF |
| 8 | Facebook | 3 | Lecturing | Book exercises, | GEF |
| 9 | Instagram | 3 | Lecturing, Discussion | Video | GEF |
| 10 | Instagram | 3 | Lecturing | Video | GEF |
| 11 | How Will Mass Communication Change? | 3 | Lecturing, Discussion | Book exercises | GEF |
| 12 | Summary | 3 | Lecturing | Book exercises, Video | GEF |
| 13 | Presentations | 3 |  |  | GEF |
| 14 | Presentations, Re-cap | 3 |  |  | GEF |
| 15 | Review preparation for exam | 3 |  |  | GEF |
| 16 | Final Exam | 3 |  |  | GEF |

**Part 3**

**Class Evaluation**

1. Evaluation
   1. Examination:

hgxxg

Midterm Examination Final Examination Others

* 1. Type of Examination

Multiple Choice Subjective Test mix of Multiple Choice & Subjective

1. Evaluation Percentage: Attendance 10%, Presentations 20%, Group Work 30%, Final Exam 40%

Lecturer Name & Signature Gareth Finch