

**Institute of International Studies, Ramkhamhaeng University**

**Course Syllabus**

**Part 1**

1. Course Code: MCS 1151

Course Title: Communication Theory

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 1151 Communication Theory* is designed to help students learn about the theory of communication from both individual and media centric viewpoints.

1. Lecturer: Gareth Finch
2. Course Objectives:
3. To understand elements of the different forms of communication
4. Understand the importance of body language in communication
5. Understand the importance of voice and speaking in communication
6. Understand the hidden tricks in music for communication
7. Explain how human communication is impacted by various technology
8. Understand how communication has changed in the year 2019
9. Contribute to class discussions
10. 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: Mass Communication Theory / The Definitive Book of Body Language
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 Communication Theory | 3 | Lecturing | Book exercises, Video | GEF |
| 3 | Body Language 1, Speaking And Voice 1 | 3 | Lecturing, Discussion | Book exercises | GEF |
| 4 | Communication In The Year 2019 | 3 | Lecturing | Video | GEF |
| 5 | Body Language 2, Speaking And Voice 2 | 3 | Lecturing, Discussion | Book exercises | GEF |
| 6 | Communication Theory In Music 1 | 3 | Lecturing | Video | GEF |
| 7 | Technology In Communication Theory 1 | 3 | Lecturing, Discussion | Video | GEF |
| 8 | Communication Theory In Music 2 | 3 | Lecturing | Book exercises, | GEF |
| 9 | Technology In Communication Theory 2 | 3 | Lecturing, Discussion | Video | GEF |
| 10 | Images in Communication Theory | 3 | Lecturing | Video | GEF |
| 11 | How Will Communication Theory 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