

**Institute of International Studies, Ramkhamhaeng University**

**Course Syllabus**

**Part 1**

1. Course Code: MCS 1350

Course Title: Speech Communication

1. Number of Credit: 3 Credits
2. Curriculum: BA Eng
3. Major:
4. Faculty:
5. Semester: 2
6. Academic year: 2019/20
7. Classroom:
8. Course Description: *MCS 1350 Speech Communication* is a modern course using different forms of technology to build speech fluency in different forms of mass communication.
9. Lecturer: Gareth Finch
10. Course Objectives:
11. To understand elements of the different forms of speech communication
12. Understand the importance of brand in communication
13. Understand the importance of voice and tone in speech communication
14. Use different social media platforms
15. Work in teams to finish projects in short time frames
16. Understand how speech communication keeps changing
17. Contribute to class discussions
18. 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: How To Win Friends And Influence People/Body Language 101
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 Topic 1 | 3 | Lecturing | Introduction | GEF |
| 3 | Chapters, Topic 2 | 3 | Lecturing, Discussion | Practical | GEF |
| 4 | Practical, Topic 3 | 3 | Lecturing | Chapters, Practical | GEF |
| 5 | Chapters, Topic 4 | 3 | Lecturing, Discussion | Practical | GEF |
| 6 | Practical, Topic 5 | 3 | Lecturing | Chapters, Practical | GEF |
| 7 | Chapters, Topic 6 | 3 | Lecturing, Discussion | Chapters, Practical | GEF |
| 8 | Practical, Topic 7 | 3 | Lecturing | Chapters, Practical | GEF |
| 9 | Chapters, Topic 8 | 3 | Lecturing, Discussion | Chapters, Practical | GEF |
| 10 | Practical, Topic 9 | 3 | Lecturing | Chapters, Practical | GEF |
| 11 | Chapters, Topic 10 | 3 | Lecturing, Discussion | Chapters, Practical | GEF |
| 12 | Practical, Topic 11 | 3 | Lecturing | Chapters, Practical | GEF |
| 13 | Presentations | 3 |  |  | GEF |
| 14 | Presentations, Re-cap, Feedback | 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 5%, Presentation 20%, Project 45%, Final Exam 30%

Lecturer Name & Signature Gareth Finch