

**Institute of International Studies, Ramkhamhaeng University**

**Course Syllabus**

**Part 1**

1. Course Code: MCS 2160

Course Title: Language for Mass Communication

1. Number of Credit: 3 Credits
2. Curriculum: BA Mass Com
3. Major:
4. Faculty:
5. Semester: 2nd Semester
6. Academic year: 2016
7. Classroom:
8. Course Description: *MCS 2160 Language for Mass Communication* is designed to help students learn about the language used in different forms of mass communication and media.
9. Lecturer: Gareth Finch
10. Course Objectives:
11. Examine different forms of communication within the media
12. Show an awareness of the influence of the media in the forms of its effect on thinking, politics and ideology
13. Understand the ways mass media may use language and image to persuade the viewer
14. Explain the significance of major moments in communication and media history
15. Explain how human communication is impacted by various technologies and media
16. Anticipate the future of mass media and changes that may take place
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: Introduction to Mass Communication 8e
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 | Television | 3 | Lecturing | Book exercises, Video | GEF |
| 3 | Film | 3 | Lecturing, Discussion | Book exercises | GEF |
| 4 | Film | 3 | Lecturing | Video | GEF |
| 5 | Radio | 3 | Lecturing, Discussion | Book exercises | GEF |
| 6 | Broadcasting | 3 | Lecturing | Video | GEF |
| 7 | Music Media | 3 | Lecturing, Discussion | Video | GEF |
| 8 | Video Games | 3 | Lecturing | Book exercises, | GEF |
| 9 | News | 3 | Lecturing, Discussion | Video | GEF |
| 10 | News | 3 | Lecturing | Video | GEF |
| 11 | The internet | 3 | Lecturing, Discussion | Book exercises | GEF |
| 12 | The internet | 3 | Lecturing | Book exercises, Video | GEF |
| 13 | Presentations | 3 |  |  | GEF |
| 14 | Presentations, Re-cap | 3 |  |  | GEF |
| 15 | Final 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