

Course Outline

Nakorn Phatom Rajabhat University

Faculty of Humanities and Social Sciences

Course Code: 1552603

Course name: Mass Media English

Credit: 3

Curriculum: Business English

Instructor: Ajarn Benjawan Plengkham

Semester/ Year study: 2/2019

Previous course required: -

Concurrent course required: -

Class: 60/46

Learning Objectives:

After completing this course, students will be able to:

1. Familiarize the different mass media and understand what they reading using the different methods in reading.
2. Read and discuss intelligently the information found in printed articles and other electronic media.
3. Develop students' ability and learn the value of responsible use of mass media.
4. Provide students' activities for the purpose of reading columns and news.
5. Submit outputs and projects at the end of the course.

Course Description

Mass Media English 1

Reading various writing styles in printed and electronic media in newspapers, magazines, brochures, itineraries, newspaper advertisements and web sites; syntactic and lexical features, headlines, promotional literature, articles, newsletters, commercial advertisements, and classified advertisements; extended practice in interpreting facts and opinions from news items, articles and editorials

Learning Plan

Week	Topics/ Contents	Content	Materials
1	Introduction to English for mass media Finding the way through newspapers - Writing headlines - Analyzing newspaper articles	- Overview of the course description. - Creating cohesion in text. - Using open and closed question forms. - Listening and reading. - Drawing different opinions from the class.	- Course outline - Photocopied materials.
2	Newspapers - Practicing interview skill - Planning and writing a newspaper article	- Understanding bias in texts. - Writing introductions and conclusions. - Reading and answering questions. - Giving assignments.	- Newspaper - Photocopied materials
3	Radio - Understanding the language of radio presenters - Understanding the production progress	- Introducing radio programmes - Working on the language of radio production. - Listening: Briefing someone over the phone. - Group work - Answering assignments	- Photocopied materials
4	Radio - Planning a news list - Giving post – production feedback	- Working on phrases and verbs. - Giving instructions. - Reading and discussing the answers. - Understanding the production process. - Pair work	- Photocopied materials - PowerPoint - Worksheets
5	Magazines - Composing magazine covers - Planning the contents of a magazine Quiz 1	- Discussion on magazine cover lines - Learning stylistic devices - Using the future verb. - Listening and answering questions. - Group work - Answering exercises.	- Magazine - Photocopied materials - Worksheets - Test paper
6	Magazines - Giving instructions for a	- Learning language of email correspondence	- PowerPoint - Photocopied

	photo shoot - Planning and writing a true-life-story	- Answering phone messages and writing a recorded message. - Reading an article and putting sentences in the right order. - Group work - Displaying group answers.	materials -Worksheets
7	Television - Understanding the pre – production process - Organizing a filming schedule	- Listening to a meeting about planning and answering the questions. - Matching terms and vocabularies - Listening - Group work/reporting - Assignments	- PowerPoint - Photocopied materials -Worksheets - Cassette
8	Midterm Examination	Answers a 50 – item test	- Test paper
9-10	Television - Filming on location - Editing a TV documentary	- Vocabularies of editing a television documentary - Reading texts - Discussion of the answer - Listening - Role play an editing session	-Worksheets - Photocopied materials - Cassette
11-12	Film - Writing a screenplay - Pitching successfully	- Class discussions about film industry - Unlocking of vocabularies - Pair work - Reading a scene from a screenplay and answering questions - Writing a letter of query - Assignments	- Photocopied materials -Worksheets
13-14	Film - Organizing a shoot - Writing a film review	- Group discussions - Listening - Matching terms to their meanings - Role – playing - Putting the stages in the journey from film concept to cinema and DVDs - Reading the film review and complete the definitions - Using connectors in sentences - Writing a film review by pair. - Doing tasks	- Photocopied materials - PowerPoint
15	New Media - Briefing a websites designer - Analyzing problems and solution	- Discussion of the topic - Learning technical vocabulary of websites - Asking for and giving definitions and clarification	- PowerPoint - Photocopied materials - Cassette

	<ul style="list-style-type: none"> - Planning and writing a blog - Creating a podcast - Quiz 2 	<ul style="list-style-type: none"> - Using adjectives - Giving words with multiple meanings - Listening and reading a web page - Pair work - Reading and answering questions - Giving meanings to idioms, slang colloquial expressions and various signs. - Doing exercises 	
16	<ul style="list-style-type: none"> - Final Presentation - All lessons review 	<ul style="list-style-type: none"> - Making a group presentation - Questions and answer session 	
17	Final examination	Answer a 70-item test	Test paper

Guidelines:

- Participate in class activities and discussions.
- Three times of tardiness is equivalent to one absence.
- Late is considered if a student arrives 15 minutes after the start of the class.
- Make-up requirement for absence that is reasonable is a project of any chosen topic.
- No cell phones, laptops allowed during class discussions.
- Avoid going out while recitations are going on.
- Submit projects on time. One day late means minus 5%.
- Announced and unannounced quizzes are conducted.

Evaluation

Assessment and Evaluation:

→ Class exercises	10%
→ Quizzes	10%
→ Mid – Term Examination	20%
→ Class Participation & Attendance	10%
→ Final Examination	30%
→ Projects	20 %
→ Total	100%

Evaluation Criteria

80 – 100	A	60 – 64	C
75 – 79	B+	55 – 59	D+
70 – 74	B	50 – 54	D
65 – 69	C+	0 – 49	E