



TQF.3

### Course Specification

<b>Suan Sunandha Rajabhat University</b>
<b>College of Communication Arts</b>
<b>Major in Cinematic Arts (International Program)</b>

### Section 1 General Information

<b>1. Course ID :</b>	GEN0204
<b>2. Course Title :</b>	English for Communication and Information Retrieval
<b>3. Credit :</b>	3(3-0-6)
<b>4. Curriculum :</b>	Bachelor of Fine Arts in Cinematic Arts (International Program)
<b>5. Type of subject :</b>	Film Production, Digital Design, Digital Marketing Major Requirement Course
<b>6. Responsible lecturer : lecturer :</b>	Dr. Niracharapa Tongdhamachart
<b>7. Contact Address :</b>	College of Communication Arts
<b>8. Email :</b>	niracharapa.to@ssru.ac.th
<b>9. Semester :</b>	Semester 1 / 2021
<b>10. Year Level of Students :</b>	1 <sup>st</sup> Year Students
<b>11. Pre-requisite :</b>	-
<b>12. Co-requisite :</b>	-
<b>13. Learning Location :</b>	Onsite : College of Communication Arts ,

	Suan Sunandha Rajabhat University, Nakornphathom Campus Online : Google Classroom <a href="https://classroom.google.com/u/7/c/MzE5NzIzNjg3NjAz">https://classroom.google.com/u/7/c/MzE5NzIzNjg3NjAz</a> Meet : <a href="https://meet.google.com/lookup/fe56rqqh7?authuser=7&amp;hs=179">https://meet.google.com/lookup/fe56rqqh7?authuser=7&amp;hs=179</a>
<b>14. Late Date for Course Preparing and Revising :</b>	06/08/21

## Section 2 Aim and Objective

### 1. Objectives of Course :

- 1.1 To develop communicative skills, which will enable them to prepare for career and function effectively.
- 1.2 To equip themselves in oral and written communication to enhance their academic and professional use of language.
- 1.3 To develop participants knowledge of factors affecting search process, scientific communication, source criticism and critical evaluation of publications.
- 1.4 To develop the skills needed for effective and methodical work with information retrieval and handling of references and scientific material.
- 1.5 To illustrate and problematize research information management, as well as the conditions and practices of scientific communication and publication.

### 2. Objectives of Developing/Revising Course : -

### Section 3 Course Structure

#### 1. Course Outline

The course has a broad approach to information retrieval and scientific communication. It contains all the steps in the research process, from search strategies to communication of research results. The contents comprise

- Information retrieval in databases and search engines for the web
- Reference management
- Publishing strategies and open access
- Bibliometrics
- Copyright
- Archiving of research data

Students will learn fundamental English. Moreover, students will learn how to communicate in English in different situations such traveling, airport, restaurant, hospital and workplace.

#### 2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Additional
2 hours per week	2 hours per week	5 hours per week	upon student request

#### 3. Time Length per Week for Individual Academic Consulting and Guidance

- a. Lecture will be available every Monday from 13:00 to 16:00 at College of Communication Arts
- b. Lecturer can also be reached e-mail for any short consultations:  
niracharapa.to@ssru.ac.th
- c. Lecturer can also be reached for any consult via Line id:  
junemaeyao
- d. Consult via mobile : 0816562775



### Section 4 The Students Learning Outcome Development

#### 1. Morals and Ethics

##### Morals and Ethics to be developed

Be able to deliver or to complete a required task at or the appointed time.

##### Teaching Strategies

- (1) Help remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Use different kind of media to motivate learning and achieve learning outcomes as set.

**Evaluation Strategies**

- (1) Check student attendance every class.
- (2) Evaluate from how many students cheating in exam.
- (3) Evaluate from students' responsibility on their contribution on group project.
- (4) Use pretest, post-test and quizzes at the end of class.

**2. Knowledge**

**Knowledge to be Acquired**

To be able to provide an analysis and provide solutions to real world problems.

**Teaching Strategies**

- (1) Use both student-centered learning and problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in information retrieval.

**Evaluation Strategies**

- (1) Pretest, post-test, pop-quiz, midterm, and final exam
- (2) single / group projects
- (3) Class Presentation
- (4) Class Participation

**3. Cognitive Skills**

**Cognitive Skills to be acquired**

The ability to solve problems from case studies.

**Teaching Strategies**

- (1) Group Presentations
- (2) Participate in role play such as speak and act like those in real situations.
- (3) Student-centered learning and problem-based learning

**Evaluation Strategies**

- (1) pop-quiz, midterm, and final exam
- (2) single / group projects
- (3) Class Presentation
- (4) Class participation

**4. Interpersonal Skills and Responsibilities**

**Interpersonal Skills and Responsibility to be Developed**

Be able to communicate and manage information through data retrieval.

**Teaching Strategies**

- (1) Allow students to talk to native speakers.
- (2) Practice English with native speakers.
- (3) Use advanced English to communicate in class and with lecturers.

**Evaluation Strategies**

- (1) How students participate in class.
- (2) How students use advanced English in their presentation and communication.

**5. Numerical Analysis, Communication and Information Technology Skills**

**Numerical Analysis, Communication and Information Technology Skills to be Developed**

Be able to use basic ICT skills and apply them on a daily basis.

**Teaching Strategies**

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to research project.
- (2) Use activities such as encouraging students to show their assignments and homework.
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

**Evaluation Strategies**

- (1) Evaluate the correct application of statistics and mathematics to solve problems.
- (2) Evaluate their ability to present their work in a real situation.
- (3) Evaluate their ability to use software computer related to information retrieval.

## Section 5: Teaching Schedule and Evaluation

### 1. Teaching Schedule

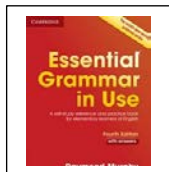
Week	Topics	Hours	Learning Activities and Medias	Lecturer
1	Course Orientation Basic Communication Theory	3	-lecture with Power point -pretest -English worksheet	Dr. Niracharapa Tongdhamachart
2	English grammar -sentence structure - Part of Speech (Noun, Verb, adjective, adverb) -Vocabulary building	3	-lecture with Power point -Exercises -quiz	Dr. Niracharapa Tongdhamachart
3	English grammar -Active and passive voice - Preposition - Punctuations	3	-Lecture with Power points - Exercises -Quiz	Dr. Niracharapa Tongdhamachart
4	English grammar -compound sentence -complex sentence -Conjunction	3	-lecture with Power point - English worksheet	Dr. Niracharapa Tongdhamachart
5	English grammar -Tenses -Present tense -Past Tense - present /past continuous tense	3	-Exercises	Dr. Niracharapa Tongdhamachart
6	<b>Mid term</b>			
7	Phonetic symbols	3	-You tube -quiz	Dr. Niracharapa Tongdhamachart
8	Phonetic symbols	3	-lecture with Power point - Exercises =Quiz	Dr. Niracharapa Tongdhamachart
9	Techniques of pronunciation like native speakers	3	-lecture with Power point - Exercises -quiz	Guest lecturer
10	Communication in Different Situations Airport	3	- lecture with Power point -English worksheet -Home work	Dr. Niracharapa Tongdhamachart
11	Communication in Different Situations Hotel	3	-lecture with Power point -Practice -Reading quiz -You tube	Dr. Niracharapa Tongdhamachart

12	Communication in Different Situations Restaurant	3	-lecture with Power point -	Dr. Niracharapa Tongdhamachart
13	Communication in Different Situations Hospital	3	-lecture with Power point -Role play -You tube	Guest lecturer
14	Communication in Different Situations Workplace	3	-lecture with Power point -Role play -You tube	Guest lecturer
15	Model of Information Retrieval <ul style="list-style-type: none"> <li>▪ international reference databases and other relevant search tools</li> <li>▪ critical reading</li> <li>▪ reference management</li> <li>▪ bibliometrics and strategic publishing</li> <li>▪ scientific communication, open access and open research data</li> <li>▪ preservation and handling of scientific material</li> <li>▪ copyright</li> </ul>	3	-lecture with Power point - Quiz -You tube	Dr. Niracharapa Tongdhamachart
16	Implementation of Indexing and Searching	3	-lecture with Power point -Quiz	Dr. Niracharapa Tongdhamachart
17	- Final exam	3		Dr. Niracharapa Tongdhamachart
Total		<u>51</u>		

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
Responsibility	Class Attendance	Every Week	10%
Lesson understanding	Assignments and Quiz	Week 2-7,9-16	50%
Lessons Evaluation	Midterm Assignment	Week 8	20%
Whole class competency	Final Assignment	Week 17	20%

## Section 6 Learning and Teaching Resources

<p><b>1. Major Textbook and documents</b></p> <p>Handouts by Dr. Niracharapa Tongdhamachart English grammar books by Raymond Murphy</p> 
<p><b>2. Text and documents</b></p>
<p><b>3.Recommended and Internet Resources</b></p> <p><a href="https://padlet.com/drniracharapa/k6o51bsgdj2owdr2">https://padlet.com/drniracharapa/k6o51bsgdj2owdr2</a></p>

## Section 7. Course Evaluation and Improvement

<p><b>1. Strategies for Course Evaluation by Students</b></p> <p>1.1 Explain students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management</p> <p>1.2 Support subject effectiveness evaluation by students before and after studying</p> <p>1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying</p>
<p><b>2. Strategies for Course Evaluation by Lecturer</b></p> <p>2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration</p>



2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration

2.3 Evaluation by students' scores

2.4 Evaluation of teaching by faculty's academic section

### **3. Teaching Revision**

3.1 Lecturer revises teaching/learning process based on the results from the students' Opinion, the lecturer team's observation, and classroom research.

### **4. Verification of student achievement standards**

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

### **5. Course Review and Improvement Plan for Course Effectiveness**

5.1 Revise and develop course structure and process every two years.

5.2 Assign different lecturers to teach this course to enhance students' ability.

### Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-