Course Specification

Suan Sunandha Rajabhat University
College of Communication Arts Major in Cinematic Arts and Creative Media (International Program)

Section 1 General Information

1. Course ID :	MCA 1110
2. Course Title :	Principle of Communication Arts
3. Credit :	3 (3-0-6)
4. Curriculum :	Bachelor of Fine Arts in Cinematic Arts

	(International Program)
5. Type of subject :	Cinematic Arts and Creative Media Requirement Course
6. Responsible lecturer : **lecturer :**	Assist.Prof.Dr. Tawipas Pichaichanarong
7. Contact Address :	College of Communication Arts
8. Email :	lecturertawipas@aliyun.com
9. Semester :	Semester 1 / 2024
10. Year Level of Students :	1st Year Students
11. Pre-requisite :	-
12. Co-requisite :	-
13. Learning Location :	Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakornphathom Campus

	Online : Google Classroom Meet :

| 14. Late Date for Course Preparing and Revising : | 2/12/24 |

Section 2 Aim and Objective

Objectives of Course :
(1) Understand the foundational principles and theories of communication.
(2) Develop effective verbal, non-verbal, and written communication skills.
(3) Gain knowledge of the role of communication in media and society.
(4) Apply communication techniques in practical, real-world contexts.
(5) Critically analyze the relationship between communication and culture, ethics, and technology.

2. Objectives of Developing/Revising Course : -

Section 3 Course Structure

1. Course Outline

This course introduces students to the principles of communication within the context of arts and media. Emphasizing theoretical frameworks and practical applications, students will learn about the various forms and processes of communication, including verbal, nonverbal, and digital communication. The course also explores the

impact of communication in different contexts such as interpersonal, organizational, and mass communication.

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**

. (1) Lecture will be available every Tuesday and Wednesday from 13:00 to 16:00 at College of Communication Arts

(1) Lecturer can also be reached e-mail for any short consultations:
lecturertawipas@aliyun.com

(2) Lecturer can also be reached for any consult via Line id:

(3) Consult via mobile :

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.

Focus on (1)) Honesty (2) Integrity (3) Responsibility (4) Punctuality (5) Tolerance (6) Confidence
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)   Rules setting such as attending the class on time and regularly (4)   Group discussion (5)Group work (6)Responsible for given tasks and be honest in working and examination
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)   Evaluation of on time assigned tasks sending (5)   Evaluation of harmony in students group working
2. Knowledge
Knowledge to be Acquired (1)   To be able to provide an analysis and provide solutions to real world problems. (2)   To be able to apply knowledge in real working time (3)   To be able to create art work (4)   To Understand in working process rightly in standard good attitude to profession and work based on moralities and ethics of mass communicators.
Teaching Strategies

(1)   To explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet   (2)   To assign single and group assignment and discussion   (3)   To provide case studies in understanding and conclusion
Evaluation Strategies   (1)Evaluation by behaviors, attention and class participation   (2)Evaluation by group working   (3)Evaluation by case study, questions, midterm   examination and final examination (research paper).
3. Cognitive Skills
Cognitive Skills to be acquired
Can apply theoretical section and practical part   Can write a speech based on grammar
Teaching Strategies   (1) Practice and ideas conclusion by program of Microsoft PowerPoint   (2) Assignment of group discussion and report
Evaluation Strategies   (1) Evaluation by behaviors, attention and class participation   (2) Evaluation by group discussion   (3) Evaluation by class practice   (4) Evaluation by students' ideas conclusion, analysis including with in class evaluation   (5) Evaluation by quiz, role play
4. Interpersonal Skills and Responsibilities
Interpersonal Skills and Responsibility to be Developed   (1)   Relevant interpersonal skill and classmate

(2)   Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people   (3)   Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators   (4)   Being leader and follower while working development

Teaching Strategies

(1)   Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet

(2)   Group works assignment

(3)   Individual presentation

Evaluation Strategies

(1)   Evaluation by behaviors, attention and class participation

(2)   Evaluation by group works

(3)   Evaluation by in class practice

5. Numerical Analysis, Communication and Information Technology Skills

Numerical Analysis, Communication and Information Technology Skills to be Developed

Effective communication skill which are listening, speaking, reading and writing skills

Information technology and new media usage skills to support speaking

(1)　　Communicative technology usage practice such as assignment sending via email and creation of forum for ideas sharing	
(2)　　In class discussion or playing of case studies games	
(3)　　Report presentation skill by using proper forms, tools and technology	

Evaluation Strategies

(1)　　Evaluation by behaviors, attention and class participation

(2)　　Evaluation by group discussion and presentation

(3)　　Evaluation by in class practice

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	Introduction to Communication Arts	3	- Questions and answers -Lectures	Assist. Prof. Dr. Tawipas Pichaichanarong
2	Communication Principles	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
3	The Communication Process	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
4	Media Effects Theories	3	-Lecture -Group Discussion	Outside speakers

5	Audience Dynamics	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
6	Introduction to Semiotics	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
7	Midterm			
8	Types of Signs and Meaning	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
9	Semiotic Analysis of Visual Media	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
10	Codes and Conventions in Semiotics	3	-Lecture - Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
11	Semiotic Analysis of Visual Media	3	-Lecture -Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
12	Contemporary Issues in Communication and Semiotics	3	-Lecture - Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
13	Presentations			
14	**Final Examination Week**			

	Total Hours	51		

Section 5: Teaching Schedule and Evaluation

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
Responsibility	Class Attendance	Every Week	10%
Lesson understanding	Assignments	Weeks 2-14	20%
Lessons Evaluation	Midterm Assignment	Week 8	20%
Whole class competency	Final Assignment	Week 17	50%

Section 6 Learning and Teaching Resources

1. **Major Textbook and documents**
   (1) Semiotics: The Basics: The Basics (4th Edition)
       Daniel Chandler (Routledge)
   (2) Mass Communication Theory: An Introduction (1st Edition)
       Denis McQuail (SAGE Publications)

2. Text and documents

3.Recommended and Internet Resources

Section 7. Course Evaluation and Improvement

1. **Strategies for Course Evaluation by Students**
    (1) Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
    (2) Support subject effectiveness evaluation by students before and after studying
    (3) Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

2. **Strategies for Course Evaluation by Lecturer**
    (1) Evaluation majorly based on students' participation such as students' behaviors and participation consideration
    (2) Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
    (3) Evaluation by students' scores
    (4) Evaluation of teaching by faculty's academic section

3. Teaching Revision

   (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**
    (1) Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
    (2) Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
    (3) Cooperation with the next subject lecturer for previous subject evaluation

5. **Course Review and Improvement Plan for Course Effectiveness**
 (1) Consider from students' test scores and other evaluations
 (2) Consider from student participation and questions in class