

## Course Syllabus

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|----|----------------------------------|---|
| 1. | <b>Program of Study</b>          | Bachelor of Arts Program<br>Bachelor of Science Program<br>Bachelor of Business Administration Program<br>Bachelor of Nursing Science Program |
|    | <b>Faculty/Institute/College</b> | Mahidol University International College  |
| 2. | <b>Course Code</b>               | ICSS 118  |
|    | <b>Course Title</b>              | Introduction to Mass Communications   |
| 3. | <b>Number of Credits</b>         | 4 (4-0-8) (Lecture/Lab/Self-Study)  |
| 4. | <b>Prerequisite (s)</b>          | none  |
| 5. | <b>Type of Course</b>            | General Education   |
| 6. | <b>Sessions</b>                  | Every trimester/ Every Academic Year  |
| 7. | <b>Conditions</b>                | -   |

### 8. Course Description

An introduction to mass communication and the mass media; the development, scope and functions of mass media; basic mass communication theories; the role and significance of the media in relationship to the individual and society.

### 9. Course Objective (s)

After successful completion of this course, students should be able to

9.1 understanding of 1) the functions of the mass media in society; 2) the historical development of the mass media; 3) the process of mass communication; 4) the possible effects of mass media on society.

9.2 begin building media literacy skills.

9.3 think critically and creatively about mass media in their daily life.

## 10. Course Outline

Week	Topic	Hour			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to the course: mass communication and mass media	4	0	8	Fujiwara
2	Various forms of communication: mass and inter-personal communications	4	0	8	
3	Mass media's function and roles in society. People's use of mass media	4	0	8	
4	Historical development of human communication	4	0	8	
5	Print media; newspapers	4	0	8	
6	Review. Mid-term examination	4	0	8	
7	Electronic media: radio	4	0	8	
8	Electronic media: television	4	0	8	
9	The Internet and the World Wide Web. News gathering and reporting	4	0	8	
10	Regulations of the mass media: relationships between governments and the mass media.	4	0	8	
11	Social effects of mass communication: relationships between the mass media and individuals	4	0	8	
12	Final Examination	4	0	8	
	<b>Total</b>	<b>48</b>	<b>0</b>	<b>96</b>	

NB. The lecturer has the right to vary the topics as he/she see fit.

## 11. Teaching Method (s)

11.1 Lectures; questions and answers; classroom discussions.

## 12. Teaching Media

12.1 Notebook of lecture summaries

## 13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

13.1 the ability to understanding of 1) the functions of the mass media in society; 2) the historical development of the mass media; 3) the process

of mass communication; 4) the possible effects of mass media on society.

13.2 begin building media literacy skills.

13.3 think critically and creatively about mass media in their daily life.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+,C,D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Assignments	7.5%
2. Quiz	7.5%
3. Mid-term examination	40%
4. Final examination	45%

Grades given according to a fixed scale (Students receiving marks of 90% and above will receive letter grade A; those receiving less than 50% will fail, etc. Borderline cases (45-50%) may be passed if the student's attendance record, punctuality, and classroom demeanor have been exemplary.

#### 14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction toward teaching and learning of the course using questionnaires.

#### 15. Reference (s)

Dominick, J. R. (2002). *The Dynamics of Mass Communication: Media in the Digital Age, Seventh Edition*, McGraw Hill (ISBN 0-07-240766-2).

Severin, W. J., & Tankard, J. W., Jr. (2001), *Communication Theories: Origins, Methods, and Uses in the Mass Media, Fifth Edition*, Addison Wesley Longman (ISBN 0-8013-3335-0).

Baran, S. J. (2002), *Introduction to Mass Communication: Media Literacy and Culture, Second Edition*, McGraw Hill (ISBN 0-7674-2190-6).

#### 16. Instructor (s)

Takayoshi Fujiwara

#### 17. Course Coordinator

Dr. Peter Smith