



WALAILAK UNIVERSITY

Course Syllabus

Term 2/2017

Course Code:	Course Title:	No. of credits	Lecture hours:
ENG-107	English in Media Communication	1(3-2-7)	2 hrs. / Week
GEN59-113	English in Media Communication	1(3-2-7)	2 hrs. / Week
GEN60-113	English in Media Communication	2(1-2-3)	2 hrs. / Week

Course Coordinators:

Aj. Mark Ulla	Office: C5-WULI Lecturer Office 2	E-mail: mark.ul@wu.ac.th
Dr. Patcharee Imsri	Office: C1-157	E-mail: ipatchar@wu.ac.th

Lecturers:

Dr. Albert Braga	Office: C5-WULI Lecturer Office 2	E-mail: albert.br@wu.ac.th
Dr. Ali Zahabi	Office: C5-WULI Lecturer Office 1	E-mail: ali.za@wu.ac.th
Aj. Bernard Heppell	Office: C5-WULI Lecturer Office 2	E-mail: bernard.he@wu.ac.th
Aj. Chase Noonan	Office: C5-WULI Lecturer Office 1	E-mail: chase.no@wu.ac.th
Aj. David Weatherby	Office: C1	E-mail: wdavid@wu.ac.th
Dr. Don Reedy	Office: C1	E-mail: dr.don.reedy@gmail.com
Aj. Junifer Bucol	Office: C5-WULI Lecturer Office 2	E-mail: junifer.bu@wu.ac.th
Aj. Kiki Anggoro	Office: C5-WULI Lecturer Office 2	E-mail: kiju2009@gmail.com
Aj. Rafal Redlinski	Office: C1	E-mail: rafal.re@wu.ac.th
Aj. Kanyanat Sakkanayok	Office: C1-105	E-mail: s.kanyanat18@gmail.com
Aj. Khamkaew Maneeraj	Office: C1-238	E-mail: wings4186@gmail.com
Aj. Natamon Klinmanee	Office: C1-261	E-mail: aj.natamon@gmail.com
Dr. Patcharee Imsri	Office: C1-157	E-mail: ipatchar@wu.ac.th
Asst.Prof.Dr. Patnarin Supakorn	Office: C1-144	E-mail: patnarintra@gmail.com
Aj. Pum Chanpom	Office: C1-237	E-mail: pum.ch@wu.ac.th
Aj. Thassanee Thasrabiab	Office: C1-236	E-mail: thassanee.thas@gmail.com
Dr. Wararat Whanchit	Office: C1-148	E-mail: wwararat@wu.ac.th

Course Description

Developing students' ability for effective communication of the four essential skills both in academic and social settings; enhancing students' ability to effectively use the English language using different forms of mass media communication through songs, news reports, advertisements, and weblogs; developing the strategies of the language patterns used for description, narration, interpretation and vocabulary and grammatical structures for effective communication.

Course Objectives

1. Improve students' fundamental skills in listening, speaking, reading, and writing
2. Promote students' ability to communicate in English naturally and effectively
3. Increase students' self confidence in using English in daily life situations
4. Develop sense of independent learning and to encourage student- centered learning.
5. Develop knowledge of vocabulary and grammatical structures
6. Increase students' awareness on the applications of English from people of various cultural backgrounds.

Learning Objectives

1. Learners are able to use English language naturally and effectively in daily life situations.
2. Learners are able to apply English language to express everyday's activities.
3. Learners appreciate different applications of English from people of various cultural backgrounds.

Evaluation of Achievement

1. 4 major Tasks (10 points each)	40%
1.1) 10-Minute Lyric Completion (Group)	
1.2) 10-Minute News Reporting (Group)	
1.3) 5-Minute Advertisement (Group)	
1.4) 5-Minute Weblogs Presentation (Group)	
2. Class Participation/ Homework/ Attendance	10%
• Students who attend the course <u>less than 80% (10 periods) will automatically get an F</u> . They have to sign their names within the first 30 minutes of each period or else they will be marked "absent".	
• In case of <u>illness or accident</u> , the students have to contact the section's lecturer to ask for an extra homework/task. Medical certificates or other evidence are also required.	
• In case of <u>personal leave</u> , the students have to let the section's lecturer know <u>in advance</u> and ask for the extra homework/task.	
• The students are required to complete the weekly writing homework set in each unit/lesson. They have to submit the writing homework on the first meeting of the following week.	
3. Self-Study on WU E-Learning / E.Testing & Weekly Quizzes	5%
• The students are required to access the university's E-Learning to practice English and do the weekly quizzes.	
• Only a <u>laptop or PC</u> is recommended to be used to access the E-Learning. The coordinators and lecturers will <u>not be responsible</u> for any problems due to individual technical issues.	
	5%
4. 7-minute Individual Interview (E.P.A- English Proficiency Assessment)	
<i>English Proficiency Assessment</i> (EPA) is designed to properly assess and evaluate the Proficiency of the students in Listening, Reading, and Speaking skills, (2 minutes for listening, 2 minutes for Reading, and 3 minutes for Speaking).	
5. 3-hour Final Examination (Multiple choices and Writing)	40%
(Listening, Grammar , Reading Comprehension, and Writing – vocabulary will be blended in every part of the exam)	
Total	100 %

Tentative Grading Policies

1. The grading will be based on the normalize T-Score as provided in the university's CES system or other policy as the General Education Board agrees.
2. If a student misses any of the score components (the 4 Tasks, Homework, Class participation, English Assessment, E-Learning, and the Final examination), he or she will automatically get an F.
3. A student who will be absent from the final examination must inform the course coordinators in advance or by the examination day (11 January 2018, 4-7 PM) and shall provide proof of evidence of his/her absence (e.g. Medical Certification) as soon as possible. Students shall contact the course coordinators (Aj. Mark Ulla or Dr. Patcharee Imsri) by themselves (via meeting face-to-face, telephone, or email) or may ask a friend or family member to do so. Or else he or she would not get the make-up examination.

Course Materials:

- 1.ENG107 Workbook “*English in Media Communication*”(Can be purchased from WU Bookstore)
- 2.GEN59-113 Workbook “*English in Media Communication*”(Can be purchased from WU Bookstore)
- 3.GEN60-113 Workbook “*English in Media Communication*” (Can be purchased from WU Bookstore)

Points to remember:

- Students shall bring their Workbook (Hard copy) every session.
- Handouts provided by the instructor (optional).

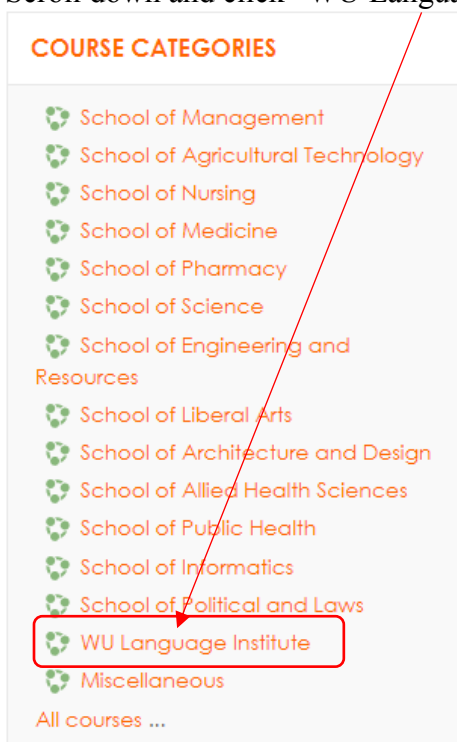
Workbook authors/writers

Aj. Mark Ulla	Office: SOLA Lecturer Office 2	E-mail: mark.ul@wu.ac.th
Dr. Patcharee Imsri	Office: C1-157	E-mail: ipatchar@wu.ac.th
Dr. Donald Reedy	Office: SOLA Lecturer Office 1	E-mail: dr.don.reedy@gmail.com
Dr. Wararat Whanchit	Office: C1-148	E-mail: wwararat@wu.ac.th

How to Access the E-Learning

Go to <https://elearning.wu.ac.th/>

1. Scroll down and click “WU Language Institute” on the right side of the page



2. Choose “ENG-107, GEN59-113, GEN60-113”

Course categories: WU Language Institute

Search courses:



3. Click “continue” and log in using the username and password you use to access the WU internet
4. Follow the instruction.

Tentative Schedule for lectures and class activities

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1	16 Oct	17 Oct	18 Oct	19 Oct	20 Oct	21 Oct	22 Oct	
Course Introduction								
2	23 Oct	24 Oct	25 Oct	26 Oct	27 Oct	28 Oct	29 Oct	
Ice-Breaking Activities: Conversation & Games								
3	30 Oct	31 Oct	1 Nov PRE-TEST 5:30 – 8:00 p.m.	2 Nov	3 Nov	4 Nov	5 Nov	
Unit I: Songs								
4	6 Nov	7 Nov	8 Nov	9 Nov	10 Nov	11 Nov	12 Nov	
10 – minute Lyric Completion (Group)								
5	13 Nov	14 Nov	15 Nov	16 Nov	17 Nov	18 Nov	19 Nov	
Unit II: News Report								
6	20 Nov	21 Nov	22 Nov	23 Nov	24 Nov	25 Nov	26 Nov	
Task 2: 10-Minute News Report								
7	27 Nov	28 Nov	29 Nov	30 Nov	1 Dec	2 Dec	3 Dec	
Unit III: Advertisements								
8	4 Dec	5 Dec	6 Dec	7 Dec	8 Dec	9 Dec	10 Dec	
Task 3: 5 – minute Advertisement presentation (Group)								
9	11 Dec	12 Dec	13 Dec	14 Dec	15 Dec	16 Dec	17 Dec	
Unit IV: Weblogs								
10	18 Dec	19 Dec	20 Dec	21 Dec	22 Dec	23 Dec	24 Dec	
Task 4: 5 – minute Weblog presentation (Group)								
11	25 Dec	26 Dec	27 Dec	28 Dec	29 Dec	30 Dec	31 Dec	
Individual interview (English Proficiency Assessment) 1st batch								
12	1 Jan	2 Jan	3 Jan	4 Jan	5 Jan	6 Jan	7 Jan	
Individual interview (English Proficiency Assessment) 2nd batch								
13	Final Examination: (11 January 2018, 4-7 PM)							

General Guidelines for Classroom activities

Task 1: 10 minute Lyric Completion (Group)

Instructions:

Form a group of 5 (**FIVE**) members and do the following;

PREPARATION:

1. Select **ONE** English song for this activity.
2. Create **TEN** blanks for LYRIC COMPLETION ACTIVITY.

LYRIC COMPLETION ACTIVITY:

1. Play the song **TWICE**, and ask your classmates to listen and complete the missing blanks.
2. Each member of the group takes turn to share and explain the correct answers to the classmates (Two blanks for each member).
3. Prepare **ONE** discussion question about the song and prepare to lead a one- or two-minute discussion with your classmates.

Task 2: 10 minute News reporting (Group)

Instructions:

Form a group of 5 (**FIVE**) members and do the following;

PREPARATION:

1. Select **ONE** or **TWO** interesting English News articles based on the given topics.
2. Make a script news reports based on your assigned tasks for your **LIVE BROADCAST**.
3. Read the latest newspaper today and look for an interesting news article.
4. Copy the news article.
5. Discuss the news with your group members and decide your different roles.
6. Choose who will be the news anchor, a reporter, a crew member, an interviewee, and a weather forecaster.

PRESENTATION:

1. Deliver your News **LIVE** in the class.
2. The students shall submit their script together with their name list on the performing day.
3. If the students copy their play from other groups /sections or resources, both groups would get 0. (Every group should create their own news report.)
4. On the performing days, the lecturers would randomly call each group to the stage. If the group is not ready, that group would get 0 point.
5. If a member in each group has an accident or severe illness on the performing day, other members in the group must be able to perform without the missing person (by adapting the play or using other strategies).

Task 3: 5 - minute Advertisement presentation (Group)

Instructions:

Make a group of 5 (**FIVE**) members and do the following;

PREPARATION:

1. Choose **only ONE** product from the given choices (Food and drinks, Cosmetics, Household products, Technology, and Entertainment).
2. Make an advertisement based on your chosen product.
3. Be creative in your product advertisement presentation and include some idiomatic expressions.

PRESENTATION:

1. The students shall submit their script together with their name list on the performing day.
2. If the students copy their play from other groups /sections or resources, both groups would get 0. (Every group should create their own advertisement.)
3. On the performing days, the lecturers would randomly call each group to the stage. If the group is not ready,
that group would get 0 point.
4. If a member in each group has an accident or severe illness on the performing day, other members in the
group must be able to perform without the missing person (by adapting the play or using other strategies).

Task 4: 5 - minute Weblog presentation (Group)

Instructions:

Form a group of 5 (**FIVE**) members and do the following;

PREPARATION:

1. Go to wordpress.com (<https://wordpress.com/>) and click on “start a blog” icon. Then, click on “start with a blog” box; and follow the instructions. Once you have created your blog, send the link to your teacher. You may also use other blog templates of your choice.
2. Think about what you are good at, or what you can share with the world.
3. Collect some good photos related to your topic of interest.
4. Plan the concept and the outline of your project.
5. Discuss your ideas with your instructor.
6. With your teammates, write a draft of your blog page. This should consist of your original content on the topic that you’ve chosen. Make it unique and interesting.

PRESENTATION:

1. Present your blog to class and demonstrate the pages you have.
2. The students shall submit their script together with their name list on the performing day.
3. If the students copy their play from other groups /sections or resources, both groups would get 0. (Every group should create their own weblog.)
4. On the performing days, the lecturers would randomly call each group to the stage. If the group is not ready,
that group would get 0 point.
5. If a member in each group has an accident or severe illness on the performing day, other members in the
group must be able to perform without the missing person (by adapting the play or using other strategies).

Assessment : 7 - minute Interview (Individual –
No retake)

Guidelines:

1. This interview has 3 components; listening, reading , and speaking.
2. Students must submit their “Evaluation Form” during interview.
3. The lecturer has the discretion to conduct this assessment such as; sequence, and venue but shall follow the time slot and the day based on the official schedule from the CES.
4. Consideration is given to those students who got sick and other important matters with valid proof of evidence.

In case of illness, accidents, and other significant errands

1. In case of accidents or severe illness on each task presentation day, the student must inform the lecturer by that day (by his/herself or his/her friend) and turn in the medical certificate as soon as possible.
2. In case of other significant errands, the student must inform the lecturer in advance (by his/herself or his/her friend) and show to the lecturer the pictures of his/her mission as soon as possible.
3. The student who did not present in any task must contact the lecturer for his/her own make-up presentation as soon as possible if he/she has evidence and valid reasons.
4. The student who did not present would get 0 if he/she has no evidence and valid reason (no make-up presentation).

Please also like our WULI Facebook Page to follow important news and updates.
https://www.facebook.com/wuli.walailak/?ref=aymt_homepage_panel



WALAILAK UNIVERSITY
Task 1: Evaluation Form
(10 - MINUTE LYRIC COMPLETION)

Lecturer: _____

Section: _____

Group No: _____

Day/Time: _____

Members	Student I.D	Complete name	Nickname	Score
1				
2				
3				
4				
5				

Not more than 5 members each group unless the lecturer allows to do so.

Scoring Rubric	0	0.5	1	1.5	2
	Poor	Fair	Average	Good	Excellent
1. Clarity and accuracy of the explanation					
2. Ability as discussion leaders					
3. English accuracy					
4. English fluency					
5. Overall Quality					
Total Score:					

Comments:



WALAILAK UNIVERSITY
Task 2: Evaluation Form
(10 – Minute News reporting)

Lecturer: _____
Group No: _____

Section: _____
Day/Time: _____

Members	Student I.D	Complete name	Nickname	Score
1				
2				
3				
4				
5				

Not more than 5 members each group unless the lecturer allows to do so.

Scoring Rubric	0	0.5	1	1.5	2
	Poor	Fair	Average	Good	Excellent
1. Clarity of the message					
2. Creativity					
3. Presentation					
4. English fluency					
5. Overall Quality					
Total Score:					

Comments:



WALAILAK UNIVERSITY
Task 3: Evaluation Form
(5 – Minute Advertisement)

Lecturer: _____
Group No: _____
Title: _____

Section: _____
Day/Time: _____

Members	Student I.D	Complete name	Nickname	Score
1				
2				
3				
4				
5				

Not more than 5 members each group unless the lecturer allows to do so.

Scoring Rubric	0	0.5	1	1.5	2
	Poor	Fair	Average	Good	Excellent
1. Originality & creativity					
2. Appearance					
3. Oral presentation skills					
4. Language accuracy					
5. Overall Quality					
Total Score:					

Comments:



WALAILAK UNIVERSITY
Task 4: Evaluation Form
(5 – Minute Weblog Presentation)

Lecturer: _____
Group No: _____
Title: _____

Section: _____
Day/Time: _____

Members	Student I.D	Complete name	Nickname	Score
1				
2				
3				
4				
5				

Not more than 5 members each group unless the lecturer allows to do so.

Scoring Rubric	0	0.5	1	1.5	2
	Poor	Fair	Average	Good	Excellent
1. Originality & creativity/ Overall quality					
2. Blog appearance					
3. Communicative achievement					
4. Oral presentation skills					
5. Language accuracy					
Total Score:					

Comments:



WALAILAK UNIVERSITY
Individual Interview
English Proficiency Assessment (EPA)

Lecturer: _____
Name: _____
Student I.D: _____

Nickname: _____
Major: _____
Section/Time: _____

Scoring Rubric	0	0.5	1	1.5	2
	Poor	Fair	Average	Good	Excellent
1. Content (Able to provide relevant answers to the topic with explanation and/or supported ideas provided).					
2. Vocal expression (clarity and audibility) (Able to pronounce the words, phrases, sentences and Paragraphs clearly and correctly).					
3. Presentation (Able to show strong self-confidence and uses proper posture, gesture and eye contact).					
4. Fluency and accuracy (Able to express himself/herself in English fluently and accurately).					
5. Listening Skill (Able to comprehend the given instructions and perform correctly the given tasks).					
Total Score:					

Comments:
