

**COURSE SPECIFICATION**

**Institution Name** Rangsit University

**Faculty/Department** College of Communication Arts

**Curriculum** Communication Arts (International Program)

**SECTION 1 GENERAL INFORMATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ICA 120 |  | Introduction to RTV & Entertainment Media | | | 3 | (3-0-6) |
| Prerequisite(s) |  | - | | |  |  |
| Co-requisite(s) |  | - | | |  |  |
| Academic Year |  | 2/2024 | | |  |  |
| Section |  | 90, 150 | | |  |  |
| Course Category |  | Foundation | | |  |  |
|  |  | General education | | |  |  |
|  | **☑** | Core | | |  |  |
|  |  | Elective | | |  |  |
| Responsible person | | Dr. Tanyaporn Hengwattanaarpaa |  | Full-time lecturer |  |  |
| Teaching lecturer | | Dr. Tanyaporn Hengwattanaarpaa |  | Full-time |  | Guest |
| Classroom location | | Building 15 - 110 |  | On campus |  | Off campus |
| Last update | | 3 January 2025 |  |  |  |  |

**SECTION 2 COURSE OBJECTIVES AND COMPONENTS**

As a result of the course, students should be able to:

​1) To know the development of Thai and International broadcast systems and entertainment media.

​2) To understand the contemporary roles, responsibility and impact of radio and television and other entertainment media on the society.

​ 3) To recognize the ethics for radio and television and entertainment media.

**2**.​**Course description**

Thai and international development of radio and television focusing on the digital radio and television, and entertainment media and beyond, roles, user-generated content, responsibility and influences on society and ethics for practitioners (professionals and general users).

**3.**​**Number of consultation hours**

Total .....3....hours/week ​​e-mail : Tanyaporn.h@rsu.ac.th

​Line : cereal\_really / Line Group

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**SECTION 3** **DEVELOPMENT OF THE STUDENT’S LEARNING OUTCOMES**

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​The standards of learning outcomes for curriculum development in the framework of national standards for higher education in the 5 areas are as follows:

**1. Morals and Ethics**

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| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| 1.5 | To respect and abide by the academic and professional ethics. | Include codes of conduct, and professional ethics in the lessons, during discussions and class activities. | • Assignment outcomes.  • Midterm Project. Final project. |

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2**.**​**Knowledge**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| 2.1 | Knowledge and understanding of the theory, principles, and the ways of communication. | • Problem-based learning and lecture.  • Learning-by-doing through assignments and projects. | Report.  Midterm and  Final projects.  • Post-test. |
| 2.2 | Knowledge and understanding in the laws and the culture related to communication arts. | • Integration of knowledge through lectures and discussions. | • Post-test. |

3.​**Intellectual Skills**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| 3.1 | The ability to think critically and systematically. | • Lecture and assignments.  • Problem-based learning. | • Assignment outcomes.  • Midterm Project.  • Final project. |
| 3.2 | The ability to search, interpret, and evaluate information to solve problems creatively. | • Lecture and assignments.  • Problem-based learning. | • Assignment outcomes.  • Midterm Project.  • Final project. |
| 3.4 | The ability to apply knowledge and skills to appropriately solve problems in professional areas. | • Lecture.  • Problem-based learning. | • Assignment outcomes.  • Midterm Project.  • Final project. |
| 3.5 | The ability to integrate the knowledge in the field of study with other related fields. | • Lecture.  • Problem-based learning. | • Midterm Project.  • Final project. |

4.​**Interpersonal skills and responsibility**

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| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | - | - |  |

5**.**​**Numerical analysis, communication and information technology skills**

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| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | **-** | - |  |

**SECTION 4 TEACHING AND EVALUATION PLANS**

**1.**​**Teaching Plan**

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| --- | --- | --- | --- | --- |
| **Week** | **Content**​ | **Teaching activities and materials** | **Hours** | **Lecturer** |
| 1 | Course Overview | Lecture, PowerPoint | 3 |  |
| 2 | Introduction to RTV | Lecture, PowerPoint, Discussions | 3 |  |
| 3 | RTV Today | Lecture, PowerPoint, Discussions | 3 |  |
| 4 | Podcast: Introduction and Creation | Lecture, PowerPoint, Assignment 1 | 3 |  |
| 5 | Assignment 1: Podcast | Presentation | 3 |  |
| 6 | Podcast Showcase | Presentation | 3 |  |
| 7 | Intro to OTT (Over-the-top) and YouTube | Lecture, PowerPoint, Discussion | 3 |  |
| 8 | Audio-visual Media Production | Lecture, Assignment 2 | 3 |  |
| 9 | Midterm Project Brief |  |  |  |
| 10 | Audio-visual Media Screening | Presentation of Assignment 2 | 3 |  |
| 11 | Audio-Visual Media Screening | Presentation of Assignment 2 | 3 |  |
| 12 | Radio&TV: Convergence | Lecture, PowerPoint | 3 |  |
| 13 | Intro to Entertainment Media | Lecture, PowerPoint, discussion | 3 |  |
| 14 | Entertainment Media: The Digital Realm | Lecture, PowerPoint, discussion, Final Project Assignment | 3 |  |
| 15 | Final Project  Presentation | Final Project Presentation | 3 |  |
| 16 | Final Project  Presentation (Continued) | Presentation | 3 |  |
| Total | | | 45 |  |

**2.**​**Evaluation Plan**

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| --- | --- | --- | --- |
| **Learning outcomes** | **Evaluation Methods** | **Week Evaluated** | **Percentage of Evaluation** |
| 1.5, 2.1, 2.2, 3.1 | Quiz & Class Attendance  Podcast Assignment  Video Assignment | 3  4  8 | 10  15  25 |
|  | Final Project | 15-16 | 30 |
|  | Presentation of audio-visual project  Presentation of final project | 5-6 | 10  10 |

**SECTION 5 TEACHING MATERIALS AND RESOURCES**

1. Textbooks and primary documents

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2.​Other important documents and resources

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3.​Recommended documents and resources

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**SECTION 6 Course Evaluation and Improvement**

**1. Course effectiveness evaluation strategy by students**

Online Course Evaluation.

1. **Teaching evaluation strategy**

Students’ post-test results.

Anonymous written feedback.

**3. Teaching Improvement**

* The communication arts (international program) revises the students’ online evaluation results to evaluate the effectiveness of teaching methods. Suggestions from online evaluation will be considered and taken to the faculty meeting for improvement.
* Suggestions and advice from experts or more experienced lecturers.

**4. The Verification of students’ academic performance**

Student interviews

Behavior observation

☑ Verification of grading and evaluation

Comprehensive examination

Report of the cumulative data of the standards of learning outcomes (6 areas)

Survey/Questionnaire

Others (Specify)

**5. The revision and planning process to improve course efficiency**

* Results from online evaluation analyzed and used to create guidelines for teaching improvement in the next academic year.
* Lecturer presents data from the written feedback from students and proposed ways to improve teaching.