



**College of Communication Arts (CCA)**

**Suan Sunandha Rajabhat University**

**Thai Qualification Framework for Higher Education (TQF3) : Course Specification**

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**Course Title** : GEN0204 English for Communication and Information Retrieval

**Credit** :3 (3-0-6)

**Semester** 1

**Academic Year** : 2021

**Curriculum** : Bachelor of Fine Arts in Digital Media and Creativity (International Program)

**Lecturer** : Dr. Niracharapa Tongdhamachart

College of Communication Arts

## **Section 1. General Information**

1. Code and Course Title : English for Communication and Information Retrieval
2. Credit :3 (3-0-6)
3. Curriculum and Course Category:

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.
4. Lecturer :Dr. Niracharapa Tongdhamachart
5. E-mail: ajarnjune@gmail.com
6. Semester / Year Level of Students: Semester 1/ 1<sup>st</sup> Year Students
7. Pre-Requisite (if any) : None
8. Co-Requisite (if any) : None
9. Learning Location : College of Communication Arts  
Salaya campus, Suan Sunandha Rajabhat University
10. Late Date for Preparing and Revising this Course: -

## **Section 2. Aims and Objectives**

1. Objectives of Course

At the end of the course, students should be able to:

  - 1.1 To develop communicative skills, which will enable them to prepare for career and function effectively
  - 1.2 To develop communicative skills, which will enable them to prepare for career and function effectively
  - 1.3 To equip themselves in oral and written communication to enhance their academic and professional use of language.
  - 1.4 To develop participants knowledge of factors affecting search process, scientific communication, source criticism and critical evaluation of publications.
  - 1.5 To develop the skills needed for effective and methodical work with information retrieval and handling of references and scientific material.
  - 1.6 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 topics are English grammar, idiom, proverbs, phonetics, stress, pronunciation, conversation in specific situation, and role plays

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

Lecture	Practice	Self Study	Addition
4 hours per week	-	5 hours per week	upon student request

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

3.1 Lecturer will be available every Wednesday from 9:00 to 16.00 at  
College of Communication of Arts or an appointment can be made upon request.

3.2 Lecturer can also be reached via e-mail for any short  
consultations: [ajarnjune@gmail.com](mailto:ajarnjune@gmail.com)

### Section 4. Developing Students' Learning Outcomes

Learning	Learning Activities	Learning Assessment
<b>1. Ethics and Morals</b>		
1.Honesty 2.Integrity 3.Responsibility 4.Punctuality 5.Tolerance 6.Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
<b>2. Knowledge</b>		
1. Able to apply knowledge in real working time 2. Able to create art work 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. case studies in understanding and conclusion	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).

Learning	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1.Can apply theoretical section and practical part 2.Can write a speech based on grammar	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Assignment of group discussion and report	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
<b>4. Interpersonal Skills and Responsibilities</b>		
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	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	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support speaking, writing, and listening	1.Communicative technology usage practice such as assignment sending via e-mail 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	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

## Section 5. Lesson Plan and Assessment

### 1. Lesson Plan

Wee k	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 -Exercises	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 -Home	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 -You tube	Dr. Niracharapa Tongdhamachart
17	- Final exam	3		Dr. Niracharapa Tongdhamachart
<b>Total</b>		<b>51</b>		

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of
<b>1. Ethics and Morals</b>			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
<b>2. Knowledge</b>			
1. Apply knowledge in real working time 2. Use creativity in setting up the scene 3. Understand in working process rightly in standard 4. Good attitude	Midterm Exam /final exam	week 6 ,week 17	Midterm Examination 40% 60%

profession and work based on moralities and ethics of mass communicators			
<b>3. Cognitive Skills</b>			
1.Can apply theoretical section and practical part 2.Can complete the exercises/assignment	Exercises, quiz, homework Assignment	week 1-2, week 4, week 8, week 12	Practice 15%
<b>4. Interpersonal Skills and Responsibilities</b>			
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	Class Participation, homework, role play	Every Week	Class Participation on 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>			
1.Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support practical skills	Group Presentation	week 1-3, week 9, week 12, week 14-15	Quiz/assignment 15%



## **Section 6. Learning and Teaching Resources**

Major books and documents

1. Handouts by Dr. Niracharapa Tongdhamachart
2. English grammar books by Raymond Murphy
3. The Art of Public Speaking by Steven E Lugas

## **Section 7. Course Evaluation and Improvement**

Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 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

Teaching Revision

Feedback for Achievement Standards

- 3.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- 3.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- 3.3 Cooperation with the next subject lecturer for previous subject evaluation Methodology and Planning for Course Review and Improvement

**Section 8 Grading System**

<b>Marks (%)</b>	<b>Grade</b>	<b>Meaning</b>	<b>Value</b>
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+	Very Satisfactory	2.50
62-65	C	Satisfactory	2.00





