



Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

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

Course Title : FPR1109 Film Research

Credit : 3(2-2-5)

Semester : 2

Academic Year : 2016

Curriculum : Bachelor of Fine Arts in Film Production (International Program)

Lecturer : Mr. Teerapong Serisamran

Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title : FPR1109 Film Research
2. Credit : 3(2-2-5)
3. Curriculum and Course Category:
This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.
4. Lecturer : Mr. Teerapong Serisamran
E-mail: teerapong.se@ssru.ac.th
5. Semester / Year Level of Students: Semester 2 / 3rd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : Building 31 Suan Sunandha International School of Art (SISA), Room: 3112A, Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course
 - 1.1. Describe research procedures in Film studies.
 - 1.2. Explain survey research techniques, including sampling, focus groups and instrument construction.
 - 1.3. Describe the tools used to analyze the results of survey research.
 - 1.4. Select and apply data collection techniques including focus groups, interviewing and survey administration.
 - 1.5. Frame a research question and/or write and test hypotheses.
 - 1.6. Select and apply appropriate research tools in support of Film Studies objectives.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

This course expands and introduces core concepts in research and provides an Overview understanding of both quantitative and qualitative research techniques as employed in mass media and film research.

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

Lecture	Practice	Self Study	Addition
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

- a. Lecturer will be available every Friday from 9:00 to 16.00 at
Suan Sunandha School of Art or an appointment can be made upon request.
- b. Lecturer can also be reached via e-mail for any short consultations:
teerapong.se@ssru.ac.th

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
<ol style="list-style-type: none"> 1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence 	<ol style="list-style-type: none"> 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 examination 	<ol style="list-style-type: none"> 1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
2. Knowledge		

<ol style="list-style-type: none"> 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film study and research 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by single and group working of film study and research
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Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
<ol style="list-style-type: none"> 1. Can apply theoretical section and practical part to film study and research 	<ol style="list-style-type: none"> 1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of single and group discussion and report 	<ol style="list-style-type: none"> 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
4. Interpersonal Skills and Responsibilities		
<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation 	<ol style="list-style-type: none"> 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		

<ol style="list-style-type: none"> 1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice
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Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	- Course Orientation - Introduction to Film Research	4	- Group Discussion	Mr. Teerapong serisamran
2	- The need and significance of the study	4	- Single Assignment	Mr. Teerapong serisamran
3	- Review of literature.	4	- Single Assignment	Mr. Teerapong serisamran
4	- Research questions /objectives and hypothesis	4	- Single Assignment	Mr. Teerapong serisamran
5	- Research Design	4	- Single Assignment	Mr. Teerapong serisamran
6	- Techniques of Data collection	4	- Single Assignment	Mr. Teerapong serisamran
7				
8	Midterm Examination Week			
9	- Data Analysis & Interpretation	4	- Single Assignment	Mr. Teerapong serisamran

10	- Summary and Conclusions	4	- Single Assignment	Mr. Teerapong serisamran
11	- Bibliography or Reference Lists	4	- Single Assignment	Mr. Teerapong serisamran
12	- Proposal presentation	4	- Single Assignment	Mr. Teerapong serisamran
13	- Proposal development	4	- Single Assignment	Mr. Teerapong serisamran
14	- Proposal development (revised)	4	- Single Assignment	Mr. Teerapong serisamran
15	- Final proposal presentation	4	- Single Assignment - Oral Presentation	Mr. Teerapong serisamran
16				
17	Final Examination Week			
	Total Hours	52		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
2. Knowledge			

<ol style="list-style-type: none"> 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film study and research 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators 	Proposal Presentation and development	Week 12-15	<p>Proposal report 20%</p> <p>Final Proposal Presentation 30%</p>
3. Cognitive Skills			
<ol style="list-style-type: none"> 1. Can apply theoretical section and practical part to film study and research 	Single Assignment and Group Discussion	Week 1-6 and 9-15	Assignments 15%
4. Interpersonal Skills and Responsibilities			
<ol style="list-style-type: none"> 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	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
5. Numerical Analysis, Communication and Information Technology Skills			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film study and research such as information searching via internet	Single Assignment and Analysis	Week 2-6 and 9-15	Single Assignment 15%

Section 6. Learning and Teaching Resources

1. Major books and documents

จันจิราต์ แซ่ตัน. (๒๕๕๔). การวิจัยนิเทศศาสตร์. (เอกสารประกอบการสอน). มหาวิทยาลัยราชภัฏ-รำไพพรรณี.

จันทิมา เขียวแก้ว. (๒๕๕๑). การวิจัยเบื้องต้นทางนิเทศศาสตร์. กรุงเทพมหานคร: มหาวิทยาลัยหอการค้าไทย.

David Deacon, et.al (1999). **Researching communications** : A practical guide to methods in media and cultural analysis. London : Arnold.

Merrigan, Gerianne. (2004). **Communication research methods**. California : Thomson.

2. Important document and information

Booth, W., Colomb, G., & Williams, J.(1995). **The craft of research**. Chicago: University of Chicago Press.

Rubin, R. B., Palmgreen, P., & Sypher, H. E. (1994). **Communication research measures: A sourcebook**. New York: Guilford Press.

Rubin, R. B., Rubin, A. M., & Piele, L. J. (1999). **Communication research: Strategies and sources. (5th ed.)**. Belmont, CA: Wadsworth.

3. Suggested document and information

Section 7. Course Evaluation and Improvement

1. 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

2. 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

3. Teaching Revision

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4. Feedback for Achievement Standards

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

5. Methodology and Planning for Course Review and Improvement

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Section 8. Grading System

Score (%)	Grade	Meaning	Value
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+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-