

Course Specification

University	Suan Dusit University
Campus/Faculty/Program	Faculty of Humanities and Social Sciences English Program

1. General Information

1.1 Course code and title

Course code: 1552658 Course title: ภาษาในสื่อดิจิทัล
Language in Digital Media

1.2 Number of Credits

3 (3-0-6) credits

1.3 Program and Course Type

- 1) Program : English Program
- 2) Course type : Elective course

1.4 Course Coordinator and Course Lecturers

- 1) Course coordinator: Olivia Patricia Laurena
- 2) Course lecturers: Olivia Patricia Laurena

1.5 Semester and Student Year Level

Semester 3 Academic Year 2562 / Year 3

1.6 Prerequisite Courses (if any)

- None -

1.7 Co-requisite Courses (if any)

- None -

1.8 Location (Campus, building and room number)

- TBD -

1.9 Date of Course Modification

12 November 2019

2. Aims and Objectives

2.1 Course Objectives

1) Morals and Ethics

Practice self-discipline and punctuality in and responsibility for all the assigned work. Develop problem-solving skills bearing in mind the moral, legal and ethical considerations of their actions; be open-minded and respectful of opinions, social views, and cultural beliefs others by listening, being able to work harmoniously with others.

2) Knowledge

Acquire the knowledge on various concepts, theories and principles of the English language relevant to the academic discipline and specialized field of study; devise effective problem-solving skills to be self-directed and prepared for lifelong learning; integrate language knowledge with other related sciences to enhance 21st-century skills

3) Cognitive Skills

Compile information and analyze problems and solve them righteously, , and with much creativity; integrate learned language and academic skills with different job occupations and in various societies and culture; and use innovative technological tools to improve communication and independent learning skills

4) Interpersonal Skills and Responsibilities

Have the initiative to help others, exhibit leadership and cooperative skills to be able to work well with others and collaboratively solve problems through the use of information and communication technology (ICT) tools

5) Analytical, Communicative and IT Skills

Demonstrate computer and basic mathematical skills; be able to distinguish appropriate technological tools to use in retrieving information and criticize different types of information obtained from various resources and its veracity and validity; develop lifelong learning skills by using ICT tools available

2.2 Purpose for course development and modification

To modify and improve the course through the addition of teaching methods that promote active learning. These methods will help ensure that the aims and objectives of the course will be achieved.

3. Course Management

3.1 Course Description

พัฒนาการของภาษาที่ใช้ในสื่อดิจิทัลและข้อควรปฏิบัติในการสื่อสารผ่านสื่อดิจิทัลเปรียบเทียบความเหมือนและความแตกต่างของภาษาที่ใช้ในสื่อดิจิทัลกับภาษาที่ใช้ในสื่อสิ่งพิมพ์ เขียนคำวิจารณ์โต้ตอบเนื้อหาที่เผยแพร่ในสื่อออนไลน์

Development of language in digital media and the etiquette in digital media communication; comparison and contrast between the language of digital media and the language of printed media; written argumentative comments in response to posted content in digital media

3.2 Teaching hours per semester

Lecture Hours	Additional Teaching Hours	Training and Fieldwork	Self- study Hours
45 hours	-	-	90 hours

3.3 Consultation hours

- 1) Group and/or individual consultations may be arranged for 3 hours per week.
- 2) Consultations may also be done through email and social media messaging for convenience.

Email: ajarnolivia@gmail.com

4. Student Learning Development

Teaching and Assessment

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
<p><u>Morals and Ethics</u></p> <ol style="list-style-type: none"> 1. Practice self- discipline and punctuality in and responsibility for all the assigned work. 2. Be able to acquire and apply the knowledge morally and ethically 4. Show sympathy and understanding of others and the diverse cultural and social practices 5. Develop problem solving skills with great consideration of moral, ethical and social values 	<p>Promote cooperative learning that can help develop problem-solving skills by prioritizing activities that are done by groups to let students learn to share equal responsibility in accomplishing tasks.</p>	<p>Students will be observed for their work behavior by the lecturer and will also be evaluated by their peers</p>	<p>1 – 16</p>	<p>10%</p>
<p><u>Knowledge</u></p> <ol style="list-style-type: none"> 2. Demonstrate metacognitive skills in research and development to achieve self-directed and lifelong learning skills 3. Devise effective problem-solving skills through the application of the knowledge of the English language 4. Integrate the knowledge of the English language in different fields of study associated with strengthening 21st century skills 	<p>Employ simulation and interactive demonstrations in presenting theories and principles of correspondence and the practical application of these concepts</p>	<p>Written formative and summative assessments (individual and group writing tasks, collaborative online tasks and discussions, quizzes and final exam) will be given to the students</p>	<p>1 – 16</p>	<p>60%</p>

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
<p><u>Cognitive Skills</u></p> <p>2. Integrate the English language skills and concepts in performing academic and professional tasks</p> <p>3. Use innovation to develop communication and lifelong learning skills through the collaborative construction of knowledge</p> <p>4. Have the ability to apply the knowledge learned to be able to adapt to the society and in a multicultural environment.</p>	<p>Organize activities that use the problem-based learning method to allow students to think logically and learn in a more constructive approach</p>	<p>Students will be observed for their work behaviour by the lecturer as well as their peers on online discussions and will also be assessed through individual and group tasks</p>	<p>1 - 16</p>	<p>60%</p>
<p><u>Interpersonal Skills and Responsibility</u></p> <p>1. Have the initiative to help others and work collaboratively to solve problems</p> <p>2. Be able to think productively and creatively in analyzing and solving issues by employing their knowledge of the English language and technological innovations.</p> <p>3. Exhibit independence and responsibility in learning to achieve personal and professional development and become lifelong learners</p>	<p>Organize activities that employ cooperative learning and problem-based learning to encourage students to work collaboratively</p>	<p>Behavioural observation and peer evaluation for group tasks and assignments</p>	<p>1 - 16</p>	<p>40%</p>

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
<p><u>Analytical, Communicative and IT Skills</u></p> <ol style="list-style-type: none"> 1. Develop computer literacy skills and demonstrate basic mathematical skills. 2. Distinguish various information and communication technologies that can be effectively used in learning and information gathering 3. Identify various available information and communication technologies (ICTs) that can develop lifelong learning skills 4. Be able to communicate in various communication channels (printed/written or online) Thai and the English language 5. Be able to criticize the veracity of information as to relevance and suitability of use to achieve self-directed learning 	<p>Assign tasks that involve the use of technology in searching for information and encourage students to utilize a variety of technological resources in accomplishing and presenting tasks.</p>	<p>Students will be evaluated through assignments, group presentations, tests, and projects</p>	<p>1 – 15</p>	<p>50%</p>

5. Lesson Plan and Evaluation

5.1 Lesson Plan

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
1 (3 Hrs.)	Course Introduction	<p>Teaching Strategies:</p> <ul style="list-style-type: none"> - Explain course syllabus and course requirements - Give a brief introduction of topics that will be covered in the course <p>Activity / Exercise: Group activity Pre-test</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning materials - Online resources 	N/A	Olivia Patricia Laurena
2 (3 Hrs.)	Unit 1: Language in the Digital World	<p>Teaching Strategies:</p> <p>Interactive presentation of the following:</p> <ul style="list-style-type: none"> - History and development of language in the digital world - Literacy studies - Understanding language online <p>Activity / Exercise: Reading activity and comprehension exercises Online discussions</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning materials - Online resources 	Attendance and Participation – 10% Reading activities and Exercises – 10% Presentations and discussions – 20%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
3-4 (6 Hrs.)	Unit 2: Digital literacy	<p>Teaching Strategies: Interactive presentation of the following:</p> <ul style="list-style-type: none"> - Definition of digital literacy <p>Demonstration and practice of the following:</p> <ul style="list-style-type: none"> - Accessing digital resources - Creating digital resources <p>Activity / Exercise:</p> <ul style="list-style-type: none"> - Reading activity - Comprehension - Online research 	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	<p>Attendance and Participation – 10%</p> <p>Reading activities and Exercises – 10%</p> <p>Presentations and discussions – 20%</p>	Olivia Patricia Laurena
5 (3 Hrs.)	Short Test #1 (Unit 1 and Unit 2)			<p>Attendance and Participation – 10%</p> <p>Short Test – 15%</p>	Olivia Patricia Laurena
6-7 (6 Hrs.)	Unit 3: Media Literacy	<p>Teaching Strategies: Interactive presentation and demonstration of the following:</p> <ul style="list-style-type: none"> - Familiarization of different digital resources - Examining and analyzing language content in digital resources <p>Activity / Exercise: Reading activity and comprehension exercises Evaluation of digital content</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	<p>Attendance and Participation – 10%</p> <p>Reading activities and Exercises – 10%</p> <p>Presentations and discussions – 20%</p>	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
8-9 (6 Hrs.)	Unit 4: Types of Multimedia Sources	<p>Teaching Strategies: Interactive presentation of the following:</p> <ul style="list-style-type: none"> - Common forms of multimedia - Examining and analyzing multimedia content <p>Demonstrations – creating multimedia presentations</p> <p>Activity / Exercise: Reading and listening activities and comprehension exercises Multimedia presentations</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	Attendance and Participation – 10% Reading activities and Exercises – 10% Presentations and discussions – 20%	Olivia Patricia Laurena
10	Short Test 2 (Units 3 and 4)			Attendance and Participation – 10% Short Test – 15%	Olivia Patricia Laurena
11-12 (6 Hrs.)	Unit 5: Digital Learning Environments	<p>Teaching Strategies: Interactive presentation of the following:</p> <ul style="list-style-type: none"> - Types of digital learning environments - Different types of learning management system (LMS) platforms - Demonstration on the use of LMS <p>Activity / Exercise: Presentation of different LMS platforms</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	Attendance and Participation – 10% Reading activities and Exercises – 10% Presentations and discussions – 20%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
13 (6 Hrs.)	Unit 6: Social media Language	<p>Teaching Strategies: Interactive presentation and demonstration of the following:</p> <ul style="list-style-type: none"> - Different types of social media platforms - The language of social media - Texting and text conversations <p>Activity / Exercise: Online searching for resources and discussions</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	Attendance and Participation – 10% Reading activities and Exercises – 10% Presentations and discussions – 20%	Olivia Patricia Laurena
14 (3 Hrs.)	Short Test 3 (Units 5 and 6)			Attendance and Participation – 10% Short Test – 15%	Olivia Patricia Laurena
15 (3 Hrs.)	Unit 7: Netiquette	<p>Teaching Strategies: Interactive presentation and discussion of the following:</p> <ul style="list-style-type: none"> - Importance of netiquette - Guidelines on the use of language in digital media - Examples of violations of netiquette <p>Activity / Exercise: Reading exercises Online research and discussion</p>	<ul style="list-style-type: none"> - PowerPoint slides - Learning Materials - Online resources 	Attendance and Participation – 10% Reading activities and Exercises – 10% Presentations and discussions – 20%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
16		Final Examination		Attendance and Participation – 10% Final examination 20%	Olivia Patricia Laurena

5.2 Assessment and Evaluation

1) Grading Breakdown:

Attendance and Participation	10%
Reading activities and Exercises	10%
Presentations and Online discussions	20%
Short tests	20%
Final Self-reflection presentation	20%
Final Exam	20%

2) Grade Evaluation: Norm-Referenced Criterion-Referenced

Grading Criteria

Score	Grade
85-100	A
79-84	B ⁺
73-78	B
67-72	C ⁺
61-66	C
55-60	D ⁺
50-54	D
0-49	F

6. Learning Resources

6.1 Primary Textbook / Documents

Laurena, O.P. Language in Digital Media. 2020. Suan Dusit Graphic Site.

6.2 Essential References

- Barton, D., & Lee, C. (2013). *Language online: Investigating Digital Texts and Practices*. London: Routledge.
- Evans, M. (2009). *Foreign-Language Learning with Digital Technology*. London: Continuum International Publishing Group.
- Stockwell, G. (2015). Digital Media Literacy in Language Teaching. *Journal Of Korean Language Education*, (36), 361-381. doi: 10.17313/jkorle.2015..36.361

6.3 Recommended Books and Reference Material

- Authentic online resources

7. Course Evaluation and Improvement

7.1 Student course evaluation strategies

- 1) Confidential teacher evaluation done by the students
- 2) Evaluation of each learning domain done by the students

7.2 Teaching evaluation strategies

- 1) Confidential Teacher Evaluation Form
- 2) Student self-evaluation form

7.3 Teaching Improvement Process

Course and teaching evaluation results will determine appropriate improvements for the course and the teaching strategies

7.4 Standard verification of student achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations.

Learning Outcome	Evaluation Methods		
	Behavioral Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge		✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills		✓	✓

7.5 Action plan for verifying and improving course effectiveness

- 1) Verification is done following the standards in 7.4.
- 2) In the event that the student scores do not verify the effectiveness of the course, students are allowed to improve their scores as deemed necessary.