

BURAPHA UNIVERSITY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
COURSE SYLLABUS

SECTION 1: GENERAL INFORMATION

1. Course Code and Title

20121664 English for Communication Arts

2. Number of Credits

3(2-2-5) [Lecture 2 hrs, Lab/Practice 2 hrs, Self-study 5 hrs/week]

3. Curriculum and Course Category

Core Course

4. Course Description

Skills in listening, speaking, reading, and writing in English which conform to mass communication work; practices of communication in everyday life and professional life; practices of producing media in English

5. Course Objectives:

1. Adhere to professional ethics in media.
2. Acquire communication skills in English for daily life and professional careers, including media production practice in English.

3. Develop English listening, speaking, reading, and writing skills aligned with communication arts, staying abreast of regional and global developments and changes.
4. Attain fundamental knowledge in the English language.

6. Lecturer

Assistant Professor Dr. Kangwan Fongkaew

7. Semester / Academic Year

Semester 1 / Year 2

8. Pre-requisite or Co-requisites

None

9. Class Location

Faculty of Humanities and Social Sciences, Burapha University

10. Date of Latest Revision

June 23, 2026

SECTION 2: COURSE LEARNING OUTCOMES (CLOs)

1. Ethics and Moral Domain

1. Demonstrate behaviors reflecting honesty appropriately in accordance with professional media ethics. ●

2. Knowledge Domain

2. Correctly identify English communication concepts according to academic principles. ●

3. Intellectual Skills Domain

3. Apply listening, speaking, reading, and writing skills in English relevant to communication arts work, staying responsive to regional and global developments. ●

4. Interpersonal Skills and Responsibility

Not specified

5. Numerical Analysis, Communication, and IT Skills

5. Continuously and consistently connect fundamental English language knowledge according to communication principles and global contexts. ●

6. Psychomotor Domain

Not specified

SECTION 3: TEACHING AND LESSON PLANS

1. Teaching Schedule

Wk	Topic / Details	Hours	Teaching methods / Media	CLOs	Lecturer
1	Introduction: The necessity of English in Communication Arts; Techniques for learning English from various media.	4	Teaching & Learning Activities: 1. Instructor introduction, course content overview, objectives, evaluation criteria, and supplementary guidance.	CLO 1, 2, 3	Kangwan Fongkaew
2	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
3	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
4	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with	CLO 1, 2, 3	Kangwan Fongkaew

			student participation and discussion.		
5	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
6	Media Production Project in English (Individual Work)	4	Teaching & Learning Activities: 1. Individual media production in English. 2. Individual oral presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew
7	Media Production Project in English (Individual Work)	4	Teaching & Learning Activities: 1. Individual media production in English. 2. Individual oral presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew
8	Media Production Project in English (Individual Work)	4	Teaching & Learning Activities: 1. Individual media production in English. 2. Individual oral presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew
9	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with	CLO 1, 2, 3	Kangwan Fongkaew

			student participation and discussion.		
10	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
11	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
12	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew
13	Techniques for Learning English from Media (Student-Instructor Exchange)	4	Teaching & Learning Activities: 1. Student-led activities on learning techniques (self-study & group discussion). 2. Instructor-led activities with student participation and discussion.	CLO 1, 2, 3	Kangwan Fongkaew

14	Media Production Project in English (Group Work)	4	Teaching & Learning Activities: 1. Group formation. 2. Media production in English based on assigned prompt. 3. Group presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew
15	Media Production Project in English (Group Work)	4	Teaching & Learning Activities: 1. Group formation. 2. Media production in English based on assigned prompt. 3. Group presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew
16	Media Production Project in English (Group Work)	4	Teaching & Learning Activities: 1. Group formation. 2. Media production in English based on assigned prompt. 3. Group presentation in English.	CLO 1, 2, 3	Kangwan Fongkaew

2. Consultation Hours (Office Hours)

Academic consultation and individual student guidance are provided during posted office hours outside the instructor's office for 4 hours per week. Students are required to make an appointment in advance via email: kangwan@buu.ac.th

SECTION 4: MEASUREMENT AND EVALUATION

1. Measurement Methods

No.	Objectives	CLO	Measurement Method / Tool	Timeline
1	Acquire English communication skills for daily life and career; media production practice.	Identify English communication accurately according to academic principles.	Classroom discussion, project planning based on assigned prompts, and presentations.	Weeks 1–16
2	Develop listening, speaking, reading, and writing skills tailored for communication arts, keeping pace with regional/global changes.	Apply listening, speaking, reading, and writing skills in English relevant to communication arts and regional development.	Classroom discussion, project planning based on assigned prompts, and presentations.	Weeks 1–16
3	Adhere to professional media ethics.	Demonstrate behaviors reflecting honesty appropriately in accordance with media professional ethics.	Punctuality and attendance, timely submission of assignments, non-infringement of intellectual property, and adherence to professional ethics.	Weeks 1–16
4	Possess fundamental knowledge of English.	Continuously connect basic knowledge of English according to communication principles.	Group work, classroom discussion, project planning based on assigned prompts, and presentations.	Weeks 1–16

Assessment Components and Weight Distribution

Assessment Component	Weight Percentage
Quiz	20
Class participation	10
Group presentation	30
Media creation (individual)	20
Media creation (group)	20

2. Grading Criteria

Grade	Score Range
A	80-100
B+	75-79
B	70-74
C+	65-69
C	60-64
D+	55-59
D	50-54
F	0-49