Assumption University
Theodore Maria School of Arts
Department of English-Chinese for Digital Communication
Course Outline 2/2026

Course	**:**	ECD 3912 Communicative Chinese in Digital Media
Credit	**:**	3
Status	**:**	Major Required Course
Prerequisite	**:**	ECD 3911 Progressive Chinese for Communication
Lecturer	**:**	Dr.Teerat Srisukwattananant（周端正） Office: SR318

Course Description **:** Enhancement of Chinese listening, speaking, reading and writing skills on the topics related to digital media contexts, focusing on terms and phrases commonly used in Chinese digital media.

Course Objectives **:** This course aims to enable students to:

1. enhance listening skills from Chinese digital media.
2. enhance reading skills through digital media.
3. enhance speaking skills especially terms and phrases used in Chinese digital media.
4. enhance writing skills especially terms and phrases used in Chinese digital media
5. enhance decision- making skills in topics related to Chinese digital media
6. enhance IT skills and knowledge in digital media.

Course Learning Outcomes: After completing this course, students will be able to:

1. listen and understand contents from Chinese digital media.
2. read and understand contents from Chinese digital media.
3. use correct terms and phrases used in Chinese digital media to present related contents.
4. write terms and phrases used in Chinese digital media correctly.
5. solve problems in topics related to Chinese digital media.
6. use information technologies knowledge and tools in digital media.

Teaching-Learning Activities:

1. Lecture
2. Assignments (Exercise 8%, Attendance 2%)
3. Class Participation (2%)
4. Oral presentations (4 times = 8%)
5. Watching video clips, listening to audio texts and answering questions orally and in writing

Course Requirement **:** 80% Attendance **(Maximum absence = 6 times)**

Mark Allocation **:**

1. Assignments	10%
2. Class Participation + Oral Presentations	10%
3. Quizzes	20%
4. Mid-term Exam (Oral 15%, Written 10%)	25%
5. Final Exam (Oral 20%, Written 15%)	35%
Total	100%

Study Plan and Schedule

Week 1:	Explanation of Course Outline, Faculty of Arts Vision and Mission Statements, AU's Identity and Uniqueness and PDCA Cycle Intermediate Chinese Listening 话题（一）中国卡通
Week 2:	话题（一）中国卡通
Week 3:	话题（一）中国卡通
Week 4:	话题（二）天气预报
Week 5:	**口头报告（一）** 话题（三）中国茶
Week 6:	话题（三）中国茶
Week 7:	话题（三）中国茶 **小考（一）**

Week 8:	**口头报告（二）** **期中口试**

**** Mid-term Examination (Monday, January 11, 2027, 15:00-17:00)****

Week 9:	话题（四）综艺秀
Week 10:	话题（四）综艺秀 话题（五）中国美食
Week 11:	话题（五）中国美食
Week 12:	**口头报告（三）** **小考（二）**
Week 13:	话题（六）新闻报道
Week 14:	话题（六）新闻报道
Week 15:	**口头报告（四）** **期末口试**

****Final Examination (Friday, March 12, 2027, 13:00-16:00)****

Morals and Ethics to be developed in this course
1.1 Have self discipline, integrity, and social responsibility self in accordance with organizational and social rules.

Evaluation:

A	:	85 -100 %	C+	:	67 - 69 %
A-	:	82 - 84 %	C	:	60 - 66 %
B+	:	79-81 %	C-	:	57-59 %
B	:	73 - 78 %	D	:	50 - 56 %
B-	:	70 - 72 %	F	:	0-49 %

*****Remark: The proper uniform is requested for the class attendance. *****

Friday, February 29, 2027 **: Last day to withdraw with a "W" (students who withdraw after this date will be given a "WF")**

*** Students will not be admitted to the quizzes, mid-term exam, and final exam later than 10 minutes after quizzes and exam start.**

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…
1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ
Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family
• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

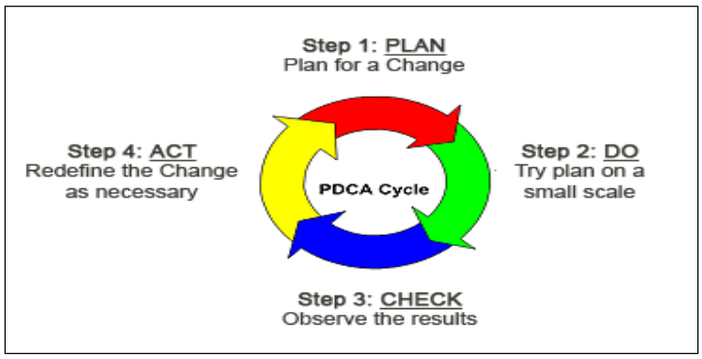


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.