Assumption University
Faculty of Arts
Department of Business English
Course Outline 2/2026

Course	:	ECD4935 Trends in Communicative Digitalization
Credits	:	3
Status	:	Major Requirement
Prerequisite	:	BG 2000 English III
Lecturers	:	Dr. Weeraya D.
Sections	:	401

Course description

Overview of current uses of Internet-based media, such as websites, YouTube and other forms of social media, in public relations. Critically comprehension of social trends and practices in digital technologies, as well as the influence of traditional and digital media.

Course objectives

This course aims to enable students to:

1. trace the evolution of social media and its trends in the online communication
2. recognize the strengths and weaknesses of the key social media networks in the digital era
3. critically examine social media strategies and tactics used in the digital world

Learning Outcomes

Students will be able to:

1. analyze information posted on various types of social media to learn about social trends and its historical developments
2. realize several functions of AI in the edge of digitalization as well as how to utilize it effectively
3. develop and improve communication strategies and tactics in the digital world

Teaching – Learning Activities:

1. Lectures
2. Group Discussions
3. Oral Presentations
4. Assignment
5. Project Assessment

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

Mark Allocation:

Self-reflections	100
Group discussions	100
Project Assessment	100
Mid-term examination	300

Final examination	400
Total	1000

Materials: Handouts and VDO clips provided by lecturers

The last day of "W" is February 19, 2027.

STUDY PLAN & SCHEDULE

Week 1	Course introduction
	Overview of digital transformation in society
Week 2	From analog to digital: milestones in media technology
	The Evolution of Internet - Web 1.0 to 4.0
Week 3	Rise of platforms: Facebook, X (Twitter), TikTok
Week 4	Online Identity Construction (Influencers)
Week 5	Identity Construction Analysis in *YouTube*
Week 6	Identity Construction Analysis in *YouTube*
Week 7	Identity Construction Analysis in *YouTube*
Week 8	Self-reflection 1
	Review for MID exam

MIDTERM EXAMINATION: 08/01/2027 (12:00-14:00)

Week 9	Trust and credibility in digital spaces
Week 10	Facial Recognition, Chatbots and the automation of discourse
Week 11	Digital Ethics and its implications
	Self-Reflection 2
Week 12	Customer Persona Empathy Map
Week 13	Group Discussion
Week 14	Individual Projects
Week 15	Individual Project presentations and Review for FIN exam

FINAL EXAMINATION: 09/03/2027 (13:00-16:00)

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 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

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and
- internship opportunities.

.

Mission

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

Core Values

A = Adaptability

R = Responsibility
T = Thrivability
S = Sustainability

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.

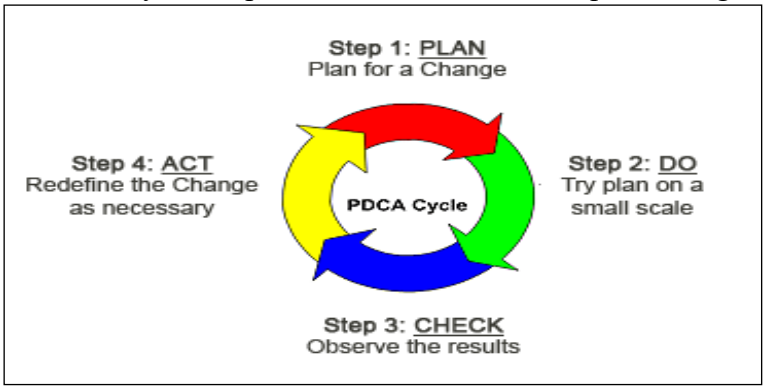


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.

THEODORE MARIA SCHOOL OF ARTS

Advising and Counseling 1/2026

All Arts students (Business English, Business French, Business Chinese, Business Japanese and ECD) must meet with their advisors before they pre-register for the 2/2026 semester in the assigned period (to be announced). Students who fail to come for their advising and counseling session will not be allowed to register for 2/2025 during the pre-registration period.

Names of advisors for semester 1/2026 will be posted on the faculty website (www.arts.au.edu). Arts students are required to check their advisors' names every semester and meet with them before the pre-registration.