Assumption University
Theodore Maria School of Arts
Department of Business English
Course Outline 2/2026

Course : EN 4259 New Media Literacy
Credits : 3
Status : Major Requirement
Prerequisite : BG 2001 or ELE2001
Lecturers : A. Pawinee J.
Sections : 401 – 403

Course Description
Analysis of various forms of new media including domestic and international media, business content, columns, editorial, and feature stories with the impact of new media on society both online and offline.

Course Objectives: Upon successful completion of this course, students should be able to:
- describe components and writing styles of news media.
- understand vocabulary in news headlines.
- write correct and attractive news headlines.
- summarize the content of news or feature stories.
- discuss the role and impact of social media on society.

Course Learning Outcomes: Students should be able to:
- describe components and writing styles of news and feature articles.
- define journalistic vocabulary in news headline.
- explain news headline writing techniques.
- summarize the content and intended meanings of online news/feature stories.
- discuss the role and impact of social media on society.

Teaching–Learning Activities
1. Lecture
2. Group work
3. Special Interest Reading
4. Presentation

Course Requirements

80% Attendance (Maximum absences = 6 times)	
Quiz	100 marks
Assignment	400 marks
Mid-term Exam	200 marks
Final Exam	300 marks
Total	1000 marks

Grade Ranges:

A : 850 -1000	C+ : 690 - 710
A- : 820 - 840	C : 650 - 680
B+ : 790 - 810	C- : 620 - 640
B : 750 - 780	D : 500 - 610
B- : 720 - 740	F : 0 - 490

Teaching Materials: Class Handouts

Reference Books:

Bandaitvilat, C. (2010). *Read all about it: English in Newspapers*. Kasetsart University Press.

Fredrickson, T. L., & Wedel, P. F. (1984). *English by newspaper*. Wadsworth Publishing Company.

Iaumsupanimit, S. (1990). *English in newspaper*. Silpakorn University Press.

Shams, M. R. (n.d.). *Reading English newspapers*. Jangal Publications.

Course content and schedule

Week	Class	Topics
1	**1**	Introduction of course outline, the university vision and mission, class regulations, overall class management and pre-test
	2	Lesson 1: New media and media literacy
2	**1**	Lesson 2: Newspaper layout and basic journalistic terminology
	2	Lesson 3: Understanding news headlines (meaning and structures), How to form headlines
3	**1**	Lesson 3: Understanding news headlines (meaning and structures), How to form headlines
	2	Lesson 4: Understanding the lead paragraph of the news (sentence patterns)
4	**1**	Lesson 4: Understanding the lead paragraph of the news (sentence patterns)
	2	Lesson 5: Headline writing
5	**1**	Lesson 5: Headline writing
	2	Lesson 6: Words in context and summary
6	**1**	Lesson 6: Words in context and summary
	2	Lesson 7: Learning from different types of news from various types of news media
7	**1**	Lesson 7: Learning from different types of news from various types of news media
	2	Lesson 7: Learning from different types of news from various types of news media
8	**1**	Lesson 7: Learning from different types of news from various types of news media
	2	**Review for Midterm Exam**
Mid-term Examination: January 8, 2027 (15:00 – 17:00) ***Remark: Please check again with the Office of the Registrar.***		
9	**1**	Lesson 8: Reading different types of feature articles (e.g. news, business, and entertainment)
	2	Lesson 8: Reading different types of feature articles (e.g. news, business, and entertainment)
10	**1**	Lesson 8: Reading different types of feature articles (e.g. news, business, and entertainment)
	2	Lesson 9: Letter to the editor
11	**1**	Lesson 9: Argumentative writing
	2	Lesson 9: Argumentative writing
12	**1**	Lesson 10: Reading Opinion and Analysis sections – Editorial Cartoon Analysis
	2	Lesson 10: Reading Opinion and Analysis sections – Editorial Cartoon Analysis

13	**1**	Lesson 10: Reading Opinion and Analysis sections – Editorial Cartoon Analysis
	2	Lesson 11: Fake mews
14	**1**	Lesson 11: Fake news
	2	Lesson 12: Social Media and Its Impact
15	**1**	Lesson 12: Social Media and Its Impact
	2	**Course Review for Final Exam**
Final Examination: March 11, 2027 (09:00 – 12:00) ***Remark: Please check again with the Office of the Registrar.***		

Febuary **19*, 2027*:** Last day to withdraw with "W" (withdrawing after this date will be given "WF")

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.

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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.

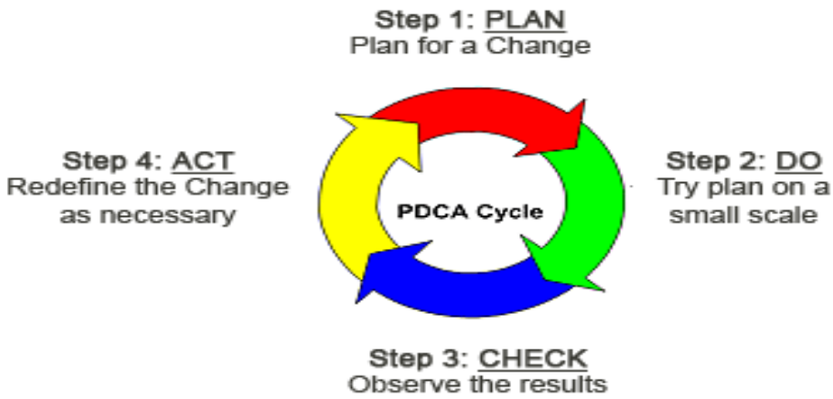


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.