



Bachelor of Arts Program in English Communication
(International Program)
Revised Program 2022
Program Structure

Curriculum Structure and Course Credits

To be eligible for degree of Bachelor of Arts Program in English Communication, a student must earn at least 120 credits distributed as follows and maintain a minimum grade point average of 2.0.

1. General Education Courses	30	Credits
1.1 Moral and Ethical Incubation	6	Credits
1.2 Life-long Learning	9	Credits
1.3 Knowledge for Keeping up with the World	3	Credits
1.4 Language for Communication	12	Credits
2. Major Courses at least	84	Credits
2.1 Major Required Courses	60	Credits
2.2 Major Elective Courses	at least 24	Credits
3. Free Elective Courses	at least 6	Credits
Total number of credits	at least 120	Credits

Note:

1. The numbers after each course (e.g., 3 (3-0-6)) represent the credits, lecture hours, laboratory/practice hours, and self-study hours, respectively.
2. It is the responsibility of the student to meet all prerequisite requirements. Students may not be allowed to take a course if its prerequisites have not been satisfactorily passed.

1. General Education Courses 30 Credits

1.1 Moral and Ethical Incubation 6 Credits

GE 181 Truth and Service 3 (3-0-6)

History of Payap University; pursuit of truth on one's ways of life; personality development of public consciousness in serving other people, community and society morally and ethically; having life skills in accordance with the philosophy of sufficiency economy and applying them in daily life

GE 182 Citizenship Good Governance and Peace 3 (3-0-6)

Roles and duties of being a responsibly virtuous Thai citizen, global citizen and digital citizen; resisting corruptions; exercising good governance for peaceful cohabitation

1.2 Life-long Learning 9 Credits

GE 191 New Normal Healthiness 3 (3-0-6)

Health literacy concepts to prevent chronic non-communicable diseases, emerging disease; media literacy and health informatics; making healthy behavioral decisions; good nutrition; exercise; emotional management; First Aid and basic resuscitation

GE 192 Holistic Thinking 3 (3-0-6)

Holistic thinking concept; an ethical and responsible way of self-learning and acquiring knowledge from a variety of sources of knowledge or information; analytical thinking; problem solving; critical thinking; creative thinking; design ideas for innovation; holistic thinking on social,

economic, political, cultural, moral, ethical, and environmental issues and learning from real experience in combination, related experiences

GE 193 Analysis and Decision Making

3 (3-0-6)

Information and decision making; statistical analysis for decision making; logical data analysis; decision analysis; and application to solve everyday problems

1.3 Knowledge for keeping up with Modern World

12 Credits

GE 144 Green Technology

3 (3-0-6)

Concepts, principles and methods of green technology; green technology application; green energy and waste energy technology; sustainable development with green technology; green productivity; green carbon credits and carbon footprints; sustainable environmental management system; environmental management and green office management standards

1.4 Language for Communication

12 Credits

Students are required to take 3 credits of a compulsory Language for Communication course and can choose 9 credits from other language courses which are not their first language.

1.4.1 Compulsory Language for Communication course

GE 137 ACADEMIC WRITING AND PRESENTATION SKILLS

3 (3-0-6) Credits

Vocabulary and language style and rhetoric use for academic writing or papers and practice of formal and informal presentation

1.4.2 Other Language Options Courses (not first language or native language) 9 Credits

1.4.2.1 English

GE 138 English for Communication in Multicultural Societies 3 (3-0-6) Credits

The practice and development of English language skills for communicating and understanding various cultures in societies

GE 139 Listening and Speaking English for Communication 3 (3-0-6) Credits

Listening and speaking English practice in various situations, discussion, interpretations and analyzing conversations, presentation of the information from various sources

GE 231 English for Career 3 (3-0-6) Credits

English language for job applications and in the work place; reading, writing and conversation in different working situations

1.4.2.2 Thai

GE 1210 Thai for Communication in Multicultural Societies 3 (3-0-6) Credits

The practice and development of Thai language skills for communicating and understanding various cultures in societies

GE 1211 Listening and Speaking Thai for Communication 3 (3-0-6) Credits

Listening and speaking Thai practice in various situations, together with presentation from several sources

GE 221 Thai for Career 3 (3-0-6) Credits

Thai usage in the workplace and conversation in different working situations

2. Major courses at least 90 credits

2.1 Major required courses at least 60 credits

IEC121	COMPOSITION	3 (3-0-6) Credits
	Conventions of standard written English focusing on analysis and use of effective strategies to write exposition, narration, description, and argument; development of basic knowledge about appropriate styles (APA, MLA) for citation and reference, skills in writing various kinds of academic work such as analytical essays, reports, reflections and reviews.	
IEC124	ORAL PRESENTATION AND COMMUNICATION	3 (3-0-6) Credits
	Development of speaking and communication skills in both formal and informal situations with the emphasis on audience analysis, organizational, and delivery skills. Speech writing, methods of speech organization, research and citing in presentations, and effective vocal and non-verbal delivery.	
IEC127	READING FOR COMMUNICATION	3 (3-0-6) Credits
	Development of skills in selecting and reading a wide range of texts such as news, articles, essays, academic and research journals, and books for communication focusing on critical reading and thinking skills.	
IEC131	LINGUISTICS	3 (3-0-6) Credits
	An introduction of the concepts and principles of language and linguistics; a study of different areas of linguistics, major subfields of linguistics: phonetics, phonology, morphology, syntax semantics and lexicon; and the influence of linguistics in communication.	

IEC132	<p>CULTURE AND ENGLISHES</p> <p>Investigation of concepts, relationship, and roles of cultures and language, especially, English in communication; examination of major dialects and varieties of English around the world including classification and variation of Englishes, diversity and a survey of dynamic views of cultures and Englishes that feature contemporary English-mediated communication.</p>	3 (3-0-6) Credits
IEC151	<p>ENGLISH COMMUNICATION</p> <p>Introduction of concepts and principles of communication, various communication styles and their relative appropriateness in different contexts, barriers and strategies of effective communication; analysis of different aspects of communication; production and use of various spoken and written forms of English for effective communication in different contexts in order to enhance learners' English communication competence.</p>	3 (3-0-6) Credits
IEC212	<p>CONTEMPORARY LITERATURE</p> <p>Enhancement of communication and critical reading skills through interpretation, and analysis of a selection of contemporary British, American, and anglo-phone literature around a specific topic or genre.</p>	3 (3-0-6) Credits
IEC228	<p>ACADEMIC WRITING</p> <p>(Prerequisite: IEC 121)</p> <p>The process and strategies to engage in academic writing from topic choice to building a sustained argument, drawing on both personal experience and scholarly literature. Dealing with topics such as academic paragraphs, selection and evaluation of sources, plagiarism and legitimate text-borrowing practices,</p>	3 (3-0-6) Credits

language style, APA citation and reference conventions, revision and copyediting strategies.

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| IEC241 | ENGLISH FOR BUSINESS COMMUNICATION | 3 (3-0-6) Credits |
| | <p>The exploration of business key concepts and terminology used in business and business communication; analysis of various genres of English for communication in a wide range of tasks reflecting the world of modern business, the effects of different forms, meaning and functions of English language on communication in different business contexts and intercultural business settings.</p> | |
| IEC252 | INTERCULTURAL COMMUNICATION | 3 (3-0-6) Credits |
| | <p>Exploration of the relationship of language, culture and communication; the concepts, principles and importance of intercultural communication and intercultural communicative competence; processes and models of intercultural communication; awareness of cultural diversity and its effects on communication; intercultural communication challenges and strategies; development of intercultural communicative competence focusing on the use of different forms of English in different contexts of communication.</p> | |
| IEC324 | RESEARCH METHODS
(Prerequisite: IEC 228) | 3 (3-0-6) Credits |
| | <p>An examination of research paradigms; different types of research; research methods and designs emphasizing English communication and related fields; research ethics; the effective use of published research; the conduction of research focusing</p> | |

the formulation of research questions; language elicitation; data collection, analysis and interpretation; research report writing.

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| IEC 332 | TRANSLATION 1
(Prerequisite: IEC 252)

An introduction to the world of translation, both theoretical and practical, how translation is done as a profession, how the translation process works, and how to handle issues that arise in translation in various contexts. | 3 (3-0-6) Credits |
| IEC335 | SOCIOLINGUISTICS
(Prerequisite: IEC 131, 252)

An introduction to the study of the relationship between language and society, the links between communication, language use, language variation, and social factors such as identity, class and power, using the principles of sociolinguistics to pursue academic research into sociolinguistic surroundings. | 3 (3-0-6) Credits |
| IEC351 | PUBLIC RELATIONS
(Prerequisite: IEC 241)

An overview of public relations' concepts, principles, components, roles, analysis of key target audiences, different tools, activities, and strategies to conduct successful strategic planning, campaigns, and publicity; factors and obstacles influencing publicizing; and the use of appropriate English language in creating press release, PR campaigns and social media advertisements. | 3 (3-0-6) Credits |
| IEC352 | JOURNALISM
(Prerequisite: IEC 241) | 3 (3-0-6) Credits |

Introduction to the principles and practices of journalism, historical and cultural understanding of journalism, media freedom, media control, and media ethics, the process of information gathering and evaluation, and practical assignments for the industry and experience in using appropriate English to create print and digital media production.

IEC353 MEDIA LITERACY 3 (3-0-6) Credits
(Prerequisite: IEC 241)

The development of critical thinking and media literacy skills through a range of analytical approaches to understand, interpret, and evaluate the various media forms, and the complex relationship between the media and society in the modern world with the emphasis on forms and functions of English language used in different kinds of social media as well as designing and developing materials for communicating through social media platforms.

IEC451 INTERGRATED MARKETING COMMUNICATION 3 (3-0-6) Credits
(Prerequisite: IEC 351)

The development of effective integration marketing communication. The learning of creative ideas and various marketing communication tools such as advertising, public relations, social media, sales promotion and so on to promote and increase the awareness and sales of brands, products, and services efficiently among users.

IEC 494 SENIOR SEMINAR IN ENGLISH COMMUNICATION 3 (3-0-6) Credits
(Be fourth year students, Prerequisite: IEC 324)

The exploration of theoretical and practical issues of current or controversial situations and events in English communication and related fields through discussion, debates and research activities aiming at enhancing critical thinking and global awareness.

2.2 Students must complete one of the following 6 credits courses in the fourth year.

IEC 495	INTERNSHIP IN ENGLISH COMMUNICATION (Prerequisite: IEC 494)	6 (0-40-20) Credits
	A significance experiential learning opportunity, typically with companies or organizations; the application and acquisition of knowledge earning from the real international working environment and interaction.	
IEC 496	CO-OPERATIVE EDUCATION IN ENGLISH COMMUNICATION (Prerequisite: IEC 494)	6 (0-40-20) Credits
	A practicum in a company or an organization selected by the students based on their knowledge, personal interests, and skills. The students are to learn through supervised work experience integrating their educational activities with on-the-job learning opportunities.	
IEC 497	SENIOR PROJECT IN ENGLISH COMMUNICATION (Prerequisite: IEC 494)	6 (3-6-12) Credits
	Development of an original and independent research paper integrating cumulative theoretical and practical knowledge learned in the program with the focus on empirical or theoretical research study of specific topic in English communication and	

related areas; the written and oral research report required as a final product.

2.2 Major Elective Courses at least 24 credits

IEC123	LOGIC AND CRITICAL THINKING	3 (3-0-6) Credits
	An introduction to analytical reasoning, formal logic, and creative and critical thinking. Includes identification and construction of valid arguments.	
EC126	ADVANCED LISTENING AND SPEAKING	3 (3-0-6) Credits
	Speaking and listening skills in both formal and informal contexts. Analysis and evaluation of the messages of others, through peer-review, video examples, and audio examples.	
IEC 211	INTRODUCTION TO THE SHORT STORY AND NOVEL	3 (3-0-6) Credits
	An introduction to reading and writing English language prose in short story and novel forms, examination of structural aspects, literary terminology, and cultural implications of short stories and novels, textual analysis and literary theory, how to produce critiques of literature.	
IEC 232	ENGLISH PHONETICS AND PHONOLOGY	3 (3-0-6) Credits
	(Prerequisite: IEC 131)	
	An investigation of the areas of phonetics and phonology, the application of the International Phonetic Alphabet to transcribe the English language, a study of sound patterns, the phonetic and phonological description and analysis emphasizing English	

language; and the application of these concepts to global communication.

IEC251	INTERPERSONAL AND SMALL GROUP COMMUNICATION The exploration of concepts, principles, characteristics, structures, and types of interpersonal and small group communication; interpersonal and small group communication theories, processes and skills; analysis of interpersonal and small group interactions in different settings; the factors affecting interpersonal and small group communication; the impact of interpersonal and small group communication on individual and group relationships and experience; the application of communication skills, strategies, and appropriate English language use in conducting and participating in various contexts of interpersonal and group communication.	3 (3-0-6) Credits
IEC313	INTRODUCTION TO DRAMA (Prerequisite: IEC 212) An introduction to the techniques, traditions, and genres of drama. Includes experiencing plays as living productions and placing them in their cultural contexts.	3 (3-0-6) Credits
IEC314	INTRODUCTION TO POETRY (Prerequisite: IEC 212) An introduction to the reading, interpretation, and analysis of poems. Poetic devices including closed and open forms of poetry, viewed in their cultural contexts.	3 (3-0-6) Credits
IEC319	WORLD LITERATURE (Prerequisite: IEC212)	3 (3-0-6) Credits

An exploration, discussion and analysis of variety of literature around the world written in English, the relationship between literatures and social/cultural contexts, and the influence (impacts) of literature on English communication.

IEC 325 CREATIVE WRITING 3 (3-0-6) Credits

(Prerequisite: IEC121)

The fundamentals of writing in prose, poetry and theatre genres, creative writing in response to prompts or set exercises, how to critique and peer review creative writing after mastering the components of writing in different genres, application of literary terminology.

IEC342 SECOND LANGUAGE ACQUISITION 3 (3-0-6) Credits

(Prerequisite: IEC 131)

Introduction of how languages are acquired and learned; exploration factors contributing to the variability observed in rates and outcomes of second language learning as well as what it takes to attain advanced language and literacy competencies in a language other than the mother tongue, and research with the current trends in English language learning.

IEC333 EVOLUTION OF THE ENGLISH LANGUAGE 3 (3-0-6) Credits

(Prerequisite: IEC 131)

An exploration of history of English language, external and internal factors causing phonological, morphological syntactic, lexical, and semantic changes of English language ranging from old English to present-day English, research on the etymology of words using the paradigm: form, meaning, and use; modern

English usage and the relationship between English and media sources.

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| IEC334 | INTERPRETATION
(Prerequisite: IEC 332)
The principles and techniques of interpretation from source language to receptor language. | 3 (3-0-6) Credits |
| IEC 341 | METHODOLOGY OF ENGLISH LANGUAGE TEACHING
(Prerequisite: IEC131)
The theoretical background and practical implementation of current instructional approaches of the receptive and productive skills, 21st century skills; the design of instructional units that require integrated development of skills; the focus on teaching and learning processes, classroom management, material development and evaluation process by utilizing synchronous and asynchronous learning, technology and innovations. | 3(3-0-6) |
| IEC432 | TRANSLATION II
(Prerequisite: IEC 332)
The translation process, how the theories and methodology of translation apply to the practice of translation, practicing authentic translation, dealing with issues that arise during the translation process, and providing solutions to translation problems. | 3 (3-0-6) Credits |
| IEC 491 | INDEPENDENT STUDY IN ENGLISH COMMUNICATION
(Prerequisite: IEC 324)
Development of an in-depth study, or research work on a student's chosen topic which focuses on specialized issues or | 3 (3-0-6) Credits |

Study Plan

YEAR OF STUDY	SEMESTER 1	Credits	SEMESTER 2	Credits
1	GE144 GREEN TECHNOLOGY	3 (3-0-6)	GE192 HOLISTIC THINKING	3 (3-0-6)
	GE181 TRUTH AND SERVICE	3 (3-0-6)	GE193 ANALYSIS AND DECISION MAKING	3 (3-0-6)
	GE1210 THAI FOR COMMUNICATION IN MULTICULTURAL SOCIETIES	3 (3-0-6)	GE1211 LISTENING AND SPEAKING THAI FOR COMMUNICATION	3 (3-0-6)
	IEC121 COMPOSITION	3 (3-0-6)	IEC151 ENGLISH COMMUNICATION	3 (3-0-6)
	IEC124 ORAL PRESENTATION AND COMMUNICATION	3 (3-0-6)	IEC131 LINGUISTICS	3 (3-0-6)
	IEC127 READING FOR COMMUNICATION	3 (3-0-6)	IEC132 CULTURE AND ENGLISHES	3 (3-0-6)
	TOTAL	18 Credits	TOTAL	18 Credits
YEAR OF STUDY	SEMESTER 1	Credits	SEMESTER 2	Credits
2	GE221 THAI FOR CAREER	3 (3-0-6)	GE137 ENGLISH ACADEMIC WRITING AND PRESENTATION	3 (3-0-6)
	GE182 CITIZENSHIP GODD GOVERNANCE AND PEACE	3 (3-0-6)	GE191 NEW NORMAL HEALTHINESS	3 (3-0-6)
	IEC252 INTERCULTURAL COMMUNICATION	3 (3-0-6)	IEC228 ACADEMIC WRITING	3 (3-0-6)
	IEC241 ENGLISH FOR BUSINESS COMMUNICATION	3 (3-0-6)	MAJOR ELECTIVE 1	3 (3-0-6)
	IEC212 CONTEMPORARY LITERATURE	3 (3-0-6)	MAJOR ELECTIVE 2	3 (3-0-6)
	FREE ELECTIVE 1	3 (3-0-6)		
	TOTAL	18 Credits	TOTAL	15 Credits

YEAR OF STUDY	SEMESTER 1	Credits	SEMESTER 2	Credits
3	IEC 332 TRANSLATION 1	3 (3-0-6)	IEC352 JOURNALISM	3 (3-0-6)
	IEC324 RESEARCH METHODS	3 (3-0-6)	IEC353 MEDIA LITERACY	3 (3-0-6)
	IEC351 PUBLIC RELATIONS	3 (3-0-6)	IEC335 SOCIOLINGUISTICS	3 (3-0-6)
	MAJOR ELECTIVE 3	3 (3-0-6)	MAJOR ELECTIVE 5	3 (3-0-6)
	MAJOR ELECTIVE 4	3 (3-0-6)	MAJOR ELECTIVE 6	3 (3-0-6)
	TOTAL	15 Credits	TOTAL	15 Credits
YEAR OF STUDY	SEMESTER 1	Credits	SEMESTER 2	Credits
4	IEC451INTERGRATED MARKETING COMMUNICATION	3 (3-0-6)	IEC495 INTERSHIP IN ENGLISH COMMUNICATION	6 (0-40-20)
	IEC 494 SENIOR SEMINAR IN ENGLISH COMMUNICATION	3 (3-0-6)	or	
	MAJOR ELECTIVE 7	3 (3-0-6)	IEC496CO-OPERATIVE EDUCATION IN ENGLISH COMMUNICATION	6 (0-40-20)
	MAJOR ELECTIVE 8	3 (3-0-6)	or	
	FREE ELECTIVE 2	3 (3-0-6)	IEC497 SENIOR PROJECT IN ENGLISH COMMUNICATION	6 (3-6-12)
	TOTAL	15 Credits	TOTAL	6 Credits