



Degree Level: ☒ Bachelor's Degree ☐ Graduate Diploma ☐ Master's Degree ☐ Higher Graduate Diploma ☐ Ph.D.

Bachelor of Communication Arts Program in Media and Communication (International Program)

Course Title:

Course Code: ICMC

Mahidol University International College
Fine and Applied Arts Division

TQF3 Course Specification

Section 1 General Information

1. Course Code and Title

In Thai	ICMC 208 การเล่าเรื่องข้ามสื่อ
In English	ICMC 208 Transmedia Storytelling

2. Number of Credits 4 (4 – 0 – 8)

3. Curriculum and Course Type

3.1 Program of Study	Media and Communication
3.2 Course Type	Major Core Course

4. Course Coordinator and Instructor

4.1 Course Coordinator	Assist. Prof. Dr. Wankwan Polachan, Media and Communications Program 0818477042, wankwan.pol@mahidol.ac.th
4.2 Instructor	Assist. Prof. Dr. Wankwan Polachan, Media and Communications Program 0818477042, wankwan.pol@mahidol.ac.th

5. Trimester/Class Level

5.1 Trimester 1/ Year 2	
5.2 Number of Students Allowed	Approximately 40 Students

6. Pre-requisite

None

7. Co-requisites



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None

8. Study Site Location

Mahidol University International College, Mahidol University, Salaya Campus



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Section 2 Aims and Objectives

1. Course Goals

- 1.1 Have students develop abilities to understand, use and create successful transmedia storytelling content and product
- 1.2 Have students research and analyze transmedia storytelling as a key success of the popular entertainment product

2. Objectives of Course Development/Revision

2.1 Course Objectives

Upon the completion of this course, students should be able to understand the multi-dimensional relationship between society and the entertainment creators through different periods of time, and to discover the functions and audience's aesthetics to discover the notion of popular storytelling across transmedia genres from ritualistic to live show and to digital entertainment. Finally, students should be able to create the successful transmedia storytelling product.

2.2 Course-level Learning Outcomes (CLOs)

By the end of the course, students are able to

- 1. CLO1 Analyze how transmedia storytelling is a platform of a successful popular entertainment
- 2. CLO2 Apply the concept of media convergence in the creation of a media product
- 3. CLO3 Demonstrate how to use successful communication in the transmedia storytelling project
- 4. CLO4 Create a project of a successful transmedia storytelling product



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Section 3 Course Description and Implementation

1. Course Description

(In Thai) การมีส่วนร่วมในประสบการณ์การเล่าเรื่องเพื่อออกแบบ สร้าง และแบ่งปันเรื่องราวผ่านแพลตฟอร์ม
มัลติมีเดียเพื่อความบันเทิง การให้ข้อมูลหรือการพัฒนาทางสังคม การเขียนและการสร้างเรื่องราวในผลิตภัณฑ์สื่อ
รูปแบบต่างๆ ที่สามารถเข้าถึงได้ผ่านจุดเข้าใช้สื่อมัลติมีเดีย การสร้างแบรนด์ของผู้สร้างผลิตภัณฑ์สื่อผ่านการเล่า
เรื่อง

(In English) Participating in a storytelling experience to design, create and share stories across multiple
media platforms for entertainment, informational or social development purposes; writing and creating
stories in various forms of media products accessible through multiple media entry points; creating the
brand of media product creators through the storytelling

2. Number of hours per trimester

Theory (hours)	Practice (hours)	Self-study (hours)
48 (4 hours x 12 weeks)	0	96 (8 hours x 12 weeks)

3. Number of Hours per Week for Individual Advice

4 hours per week or by appointment as indicated in the course syllabus and on instructor's office door



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Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students who successfully complete the course will be able to:

1. CLO1 Analyze how transmedia storytelling is a platform of a successful popular entertainment
2. CLO2 Apply the concept of media convergence in the creation of a media product
3. CLO3 Demonstrate how to use successful communication in the transmedia storytelling project
4. CLO4 Create a project of a successful transmedia storytelling product

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and learning experience management	Learning outcomes measurements
CLO1	Interactive lectures, directed discussions, Case method, Inquiry-based learning	In class collaboration Online quizzes
CLO2	Directed discussions, Case method, Project-based learning	Transmedia Storytelling project
CLO3	Interactive lectures, directed discussions, Case method, Inquiry-based learning, Project-based learning	Popular Entertainment report and presentation
CLO4	Directed discussions, Case method, Project-based learning	Transmedia Storytelling project



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Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Week	Topic/Details	Number of hours		Teaching activities / media	Instructors
		Classroom sessions	Practice sessions		
1	What is a Popular Entertainment and their storytelling?	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan
2	Economic Perspective	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan
3	Spectacle	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan
4	Performance	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan
5	Globalization Vs. Glocalization	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan
6	Convergence	4	0	Interactive lectures, Directed discussions, Case method, Inquiry-based learning	Assist. Prof. Dr. Wankwan Polachan



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Week	Topic/Details	Number of hours		Teaching activities / media	Instructors
		Classroom sessions	Practice sessions		
7	Group presentation and report submission	4	0	Directed discussions, Case method, Project-based learning	Assist. Prof. Dr. Wankwan Polachan
8	In-class Quiz	4	0	Inquiry based learning	Assist. Prof. Dr. Wankwan Polachan
9	Group work proposal defending and discussion	4	0	Directed discussions, Case method, Project-based learning	Assist. Prof. Dr. Wankwan Polachan
10	Group work discussion I	4	0	Directed discussions, Case method, Project-based learning	Assist. Prof. Dr. Wankwan Polachan
11	Group work discussion II	4	0	Directed discussions, Case method, Project-based learning	Assist. Prof. Dr. Wankwan Polachan
12	Final Group work presentation and Final QUIZ	4	0	Directed discussions, Case method, Project-based learning, Inquiry based learning	Assist. Prof. Dr. Wankwan Polachan
	Total	48	0		

2. Evaluation of the CLOs

2.1 Measurement and Evaluation of learning achievement

a. Formative assessment

- Inquiry-based learning activities completed in class during weeks 1,2,3,4,5,6,7, 8 and 12 to provide feedback to student on their understanding of course topics



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- Workshop sessions conducted in class during weeks 9,10,11 and 12 to provide feedback to student on the development of their spreadable media project

b. Summative assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Measurement Method	Weight (Percentage)	
CLO1 Analyze how transmedia storytelling is a platform of a successful popular entertainment	In class learning activities	10	40
	Online quizzes	30	
CLO2 Apply the concept of media convergence in the creation of a media product	Group presentation and report	20	20
CLO3 Demonstrate how to use successful communication in the transmedia storytelling project	Group production-based project	20	20
CLO4 Create a project of a successful transmedia storytelling product	Group production-based project	20	20
Total			100

(2) Measurement and evaluation

Grade	Achievement	% Range	GPA
A	Excellent	90-100	4.0
B+	Very Good	85-89	3.5
B	Good	80-84	3.0
C+	Very Satisfactory	75-79	2.5
C	Satisfactory	70-74	2.0
D+	Poor	65-69	1.5
D	Very Poor	60-64	1.0
F	Fail	0-59	0.0



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Assessment Criteria for In Class Learning Activities					
Criteria	Excellent (A)	Good (B to B+)	Satisfactory (C to C+)	Poor (D to D+)	Fail (F)
Preparedness	Often prepared to engage in learning activities	Sometimes prepared to engage in learning activities	Occasionally prepared to engage in learning activities	Rarely prepared to engage in learning activities	Not prepared to engage in learning activities
Collaboration	Substantial engagement with others during learning activities	Good engagement with others during learning activities	Satisfactory engagement with others during learning activities	Poor engagement with others during learning activities	Did not engage with others during learning activities
Connections	Clear comprehension & application of topics in learning activities	Good comprehension & application of topics in learning activities	Satisfactory comprehension & application of topics in learning activities	Poor comprehension & application of topics in learning activities	Unable to demonstrate comprehension & application of topics in learning activities

Assessment Criteria for Quizzes					
Criteria	Excellent (A)	Good (B to B+)	Satisfactory (C to C+)	Poor (D to D+)	Fail (F)
Knowledge & comprehension	Demonstrated comprehensive knowledge & understanding of subject	Demonstrated good knowledge & understanding of subject	Demonstrated satisfactory knowledge & understanding of subject	Demonstrated poor knowledge & understanding of subject	Unable to demonstrate knowledge or understanding of subject
Application	Demonstrated substantial application of concepts	Demonstrated clear application of concepts	Demonstrated satisfactory application of concepts	Demonstrated poor ability to apply concepts	Unable to apply concepts
Analysis	Demonstrated excellent ability in analyzing & drawing appropriate & inventive conclusions	Demonstrated good ability in analyzing & drawing conclusions	Demonstrated satisfactory ability in analyzing & drawing conclusions	Demonstrated poor ability in analyzing & drawing conclusions	Unable to analyze & draw conclusions



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Assessment Criteria for Written and Oral Case Study Reports					
Criteria	Excellent (A)	Good (B to B+)	Satisfactory (C to C+)	Poor (D to D+)	Fail (F)
Problem state- ment	Problem state- ment is clear, & well discussed	Problem state- ment is quite clear, & is well discussed	Problem state- ment is stated, but does not clarify it enough	Problem state- ment is barely stated	Problem state- ment is not dis- cussed at all
Organization	Report is well or- ganized. All the facts and details support the dis- cussion in an or- dered way. Fol- lows the correct layout.	Report is orga- nized & reveals details. Most of the information supports the dis- cussion & is logi- cally stated. Fol- lows the correct layout.	Organization needs clarity but it is still under- standable. Infor- mation is too de- pendent on sec- ondary sources. Mostly follows the correct lay- out.	Organization is quite basic. The focus on the topic is present, but the infor- mation is not processed deeply enough.	No organization present. There is no focus on the topic & facts & details do not support the argu- ment.
Application	Demonstrated substantial appli- cation of con- cepts	Demonstrated good application of concepts	Demonstrated satisfactory appli- cation of con- cepts	Demonstrated poor ability to apply concepts	Unable to apply concepts
Interpretation & analysis	Interpretation matches the in- formation & the analysis is fully checked with par- allel material	Interpretation & information is es- sentially correct, but more atten- tion should have been given to parallel material	Interpretation & information would have ben- efitted with more parallel analysis	Interpretation is too basic, no par- allel analysis done & analysis too basic	There is no pro- cess of interpre- tation & the infor- mation given is not further ana- lyzed
Final Observa- tions & conclu- sions	Observations & conclusions are clearly stated, & really matching the introductive statement	Observations & conclusions are stated, but more discussion could have been done to connection with the initial part	Observations & conclusions are present, but any link with the statement in the introduction is missing	Observations are not clear & con- clusions is very weak	Observations are not clear, & con- clusions are miss- ing or completely off-topic



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Assessment Criteria for Production-Based Projects					
Criteria	Excellent (A)	Good (B to B+)	Satisfactory (C to C+)	Poor (D to D+)	Fail (F)
Key Principle	Understanding of key principle is tight & clearly-focused with excellent application	Understanding of key principle is adequately focused & relevant with good application	Understanding of key principle needs more focus with fair application	Understanding of key principle lacks relevance & focus with limited application	Absence of relevance & focus in understanding of key principle with no application
Production	Demonstrated substantial use of production methods	Demonstrated clear use of production methods	Demonstrated satisfactory use of production methods	Demonstrated poor ability to use production methods	Unable to use production methods
Creativity & Aesthetics	Consistent & innovative use of creativity & storytelling with very appealing aesthetics	Mainly consistent use of creativity & storytelling with mostly appealing aesthetics	Some inconsistencies in the use of creativity & storytelling with appealing aesthetics	Inconsistencies in the use of creativity & storytelling with limited aesthetic appeal	Many inconsistencies with limited creativity & no storytelling & is unappealing aesthetically

(3) Re-examination (if the course allows any)

N/A - (Not applicable with MUIC)

3. Students' Appeal

A written explanation providing facts and evidence should be submitted to the instructor explaining why the assignment grade should be changed. This should be done within one week after an assignment is returned to students. The instructor will use this to reconsider the grade for that assignment. Instructor will reply within one week.



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Section 6 Teaching Resources

1. Required Texts

- 1) **Popular Entertainment** edited by Barbara McKean and Carrie J. Cole, Cognella, 2013
- 2) **Entertainment Goes Global: Mass Culture in a Transforming World** by Johanna Blakley, the Norman Lear Center, 2001
- 3) **What's Entertainment? Notes toward a Definition** by Stephen Bates and Anthony J. Ferri, Studies in Popular Culture, 2010

2. Suggested Materials

- 1) **Poetics** by Aristotle, Translated by Malcolm Heath Penguin Books, London, 1996
- 2) **Folklore, Cultural Performances, and Popular Entertainments** edited by Richard Bauman, Oxford University Press, Oxford, 1992



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Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

- 1.1. Formal student evaluations of course
- 1.2. Student anonymous suggestions for improvements to the course
- 1.3. Informal discussions between instructor and students

2. Strategy for Teaching Evaluation

- 2.1. Peer observation and discussion of teaching methods
- 2.2. Observations and reflections by instructor
- 2.3. Results from examinations and assignments
- 2.4. Verification of results from student evaluation of course

3. Teaching Improvement

- 3.1. Reviewing teaching notes of difficulties and improvements from last time
- 3.2. Meeting of program faculty members to discuss difficulties and improvements
- 3.3. Updating teaching methods through attending conferences, seminars or training

4. Verification of Standard of Learning Outcome for the Course

- 4.1. Analysis of students' learning outcomes using scores and feedback on assignments
- 4.2. Discussions with students and peers on learning outcomes and evaluation criteria
- 4.3. Formative feedback on students' assignments are clearly explained and communicated to students with students given a chance to formally respond to assessment feedback

5. Revision Process and Improvement Plan for Course Effectiveness

- 5.1. Lecturer reviewing course and teaching notes before the trimester starts
- 5.2. Dialogue with peers, alumni, and people in industry on topics and assessments
- 5.3. Applying recommendations from peer observations and student evaluations
- 5.4. Attending academic conferences, seminars, or training to stay abreast of topic and teaching methods



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Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Transmedia Storytelling	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
ICMC 208	R	R	R	R	R	R	R

Table 2 Relations between CLOs and PLOs

ICMC 208	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Analyze how transmedia storytelling is a platform of a successful popular entertainment		2.1					7.1
CLO2 Apply the concept of media convergence in the creation of a media product					5.1 5.2		7.1
CLO3 Demonstrate how to use successful communication in the transmedia storytelling project						6.1 6.2	7.1
CLO4 Create a project of a successful transmedia storytelling product	1.1	2.2	3.2	4.3			7.1

Table 3 ELOs that the course is responsible for

ELOs	Sub ELOs
ELO 1 Apply ethics in the professional practice of craft-led works and academic studies.	1.1 Create media products and strategies that ethical to the society and to the world. 1.2 Be ethical and professional in all tasks of media product creation and media planning.



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ELO 2 Solve problems to creatively overcome theoretical and pragmatic obstacles related to content creation.	2.1 Apply critical thinking skills. 2.2 Develop research-based media products and strategies academically and creatively.
ELO 3 Value creativity and global thinking to embrace cultural diversity in national and global perspectives.	3.1 Demonstrate cultural awareness and foster understanding of diversity into media products and strategy creations. 3.2 Apply the global trends and their effects on local media issues.
ELO 4 Develop high quality media content.	4.1 Evaluate what is good vs. bad media content. 4.2 Apply audio and visual communication skill in digital media content creation. 4.3 Formulate media content from various sources with in-depth thoughts and value and can create dramatic content.
ELO 5 Execute media convergence and media convergence strategies, respectively.	5.1 Understand the different characteristics of each media platform and their shared qualities, and can use them to serve the purpose successfully. 5.2 Apply the knowledge of one content and expand and distribute it into various platforms. 5.3 Implement the concept of media convergence and can execute strategies to lead for the digital media industry.
ELO 6 Use media for communication from the level of interpersonal into the global.	6.1 Operate media in various forms to communicate with the targeted audiences with the set objectives successfully. 6.2 Execute different level of communication to serve the purpose effectively. 6.3 Apply communication skill in conducting research and scientific thinking process.
ELO 7 Create thesis products that demonstrate a	7.1 Develop thesis projects that reflect the student's learning outcomes throughout the 4-year study of the program.



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culmination of the pro- gram ELOs.	
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