



Master of Arts in English for Communication

**Faculty of Humanities and Social Sciences
Burapha University**

Table of Content

	page
Section 1 General Information	1
Section 2 Program Specification	1
Section 3 Graduation Criteria	
Section 4 Course Description	
Section 5 Programme Learning Outcomes	

**Master of Arts
English for Communication
2021 Version**

Institution	Burapha University
Campus	Bangsaen Campus
Faculty	Faculty of Humanities and Social Sciences
Department	Department of Western Languages

Section 1 General Information

- 1. Program Title:** Master of Arts Program in English for Communication
2. Degree Title: Master of Arts (English for Communication)
3. Major: -
4. Degree **Master Degree**
- 4.1 Language used as the media of instruction**
- Thai
 Foreign
 Thai and English
- 4.2 Students**
- Only Thai
 Only foreigner
 Both Thai and foreigner (whose Thai proficiency is in a distinction level)
- 4.3 Type of Program Number**
- Single degree
 Double degree
 Other

Section 2 Program Specification

1. Philosophy, Significance and Goals of the Program

- Philosophy -

Graduates of the programme are potential to use English for enhancing effectiveness of communication and occupation and to develop knowledge and apply innovation through research for strengthening mutual understanding in multilingual and multicultural society.

- Significance -

Since English is currently important, English knowledge and skill is necessary to be developed in the students. Ability to apply linguistic principles into analyzing and conducting research related to English for communication is also emphasized. Moreover, expertise in transferring knowledge to others for implementing English knowledge into professional life and society is another focus.

- Goals of the Program -

Based on five domains of learning, the programme aims to produce graduates with the following qualifications.

1. Ethics and morality – the programme raises academic and research honesty, self-discipline, and respect for social order either macro or micro level.

2. Knowledge – the programme equips its students with ability to a) explain linguistic principles and theories related to using English for communication, b) identify specific characteristics of language use in different media based on linguistic principles and theories, and c) comprehend the advancement of knowledge about English for communication and apply the knowledge into academic work and profession.

3. Cognitive Skills – the programme encourages its students to a) academically make use of knowledge gained from the instruction for solving problems about English for communication in various contexts, b) analyze, synthesize, and assess principles and theories intensively related to English for communication, c) rely on appropriate principles and theories to solve the problems related to English for communication, and d) integrate principles and theories, academically and independently plan and search for knowledge for producing occupational and academic projects related to English for communication

4. Interpersonal skills and responsibility – the programme promotes English skill for communicating in different situations with a concern on personal difference, responsibility for individual work and teamwork, and academic leadership in the field of English for communication.

5. IT, analytical and communication skills – the programme promotes ability to a) use English for daily use and academic purpose, b) use information technology for knowledge research, analysis, and synthesis, and for pursuing the knowledge about English for communication, and c) use statistics to produce research studies in the field of English and to solve English usage problems appropriately.

2. Curriculum

2.1 Total number of credit throughout the program

Plan A and Plan B ≥ 39 credits

2.2 Program structure

1) Plan A

Remedial courses	Non-credit
Core courses	18 credits
Selective courses	9 credits
Thesis	12 credits

2) Plan B

Remedial courses	Non-credit
Core courses	18 credits
Selective courses	15 credits
Independent study	6 credits

2.3 Courses

Plan A

Remedial Courses		Non-credit
22710364	English Listening – Speaking for Graduate Studies	3(2–2–5)
22710464	Writing for Academic Purpose	3(2–2–5)
22710564	Reading for Academic Purpose	3(2–2–5)

Core Courses		18 credits
22712164	Research Methodology on the English Language	3(3–0–6)
22713164	Applied Linguistics for Communication	3(3–0–6)
22713264	Sociolinguistics	3(3–0–6)
22721164	Stylistic Analysis	3(3–0–6)
22722264	The English Language Research Literacy	3(3–0–6)
22728164	Seminar on the English Language	3(2–2–5)
Selective Courses	(at least 3 courses from the following)	9 credits
22711264	Intercultural Communication	3(3–0–6)
22711364	Global Englishes	3(3–0–6)
22711464	Literary Language for Communication	3(3–0–6)
22713464	English Phonetics and Phonology	3(3–0–6)
22713564	English Syntax	3(3–0–6)
22713664	Special Topics in Syntactic Analysis	3(3–0–6)
22713764	English Language and Linguistics	3(3–0–6)
22714164	Theories and Principles in Translation	3(3–0–6)
22716164	Writing for Professionals	3(2–2–5)
22717264	English for Business Communication	3(3–0–6)
22722364	Statistics and Data Analysis for Research on the English Language	3(3–0–6)
22723364	Language Acquisition	3(3–0–6)
22724264	Special Topics in Translation	3(3–0–6)
22724364	Translation for Specific Purposes	3(3–0–6)
22725164	Advanced Speaking and Presentation Technology	3(2–2–5)
22726464	Writing and Presenting Research	3(2–2–5)
22727364	English for Advertising Media	3(3–0–6)
22727464	English for Public Relations	3(3–0–6)
22727564	English for Tourism	3(3–0–6)
22728364	Special Topics in English for Professional Communication	3(3–0–6)
Thesis		12 credits
22729164	Thesis	12(0–0–36)
Plan B		
Remedial Courses		Non-credit
22710364	English Listening – Speaking for Graduate Studies	3(2–2–5)
22710464	Writing for Academic Purpose	3(2–2–5)
22710564	Reading for Academic Purpose	3(2–2–5)
Core Courses		18 credits
22712164	Research Methodology on the English Language	3(3–0–6)
22713164	Applied Linguistics for Communication	3(3–0–6)
22713264	Sociolinguistics	3(3–0–6)
22721164	Stylistic Analysis	3(3–0–6)
22722264	The English Language Research Literacy	3(3–0–6)
22728164	Seminar on the English Language	3(2–2–5)

Selective Courses	(at least 5 courses from the following)	15 credits
22711264	Intercultural Communication	3(3–0–6)
22711364	Global Englishes	3(3–0–6)
22711464	Literary Language for Communication	3(3–0–6)
22713464	English Phonetics and Phonology	3(3–0–6)
22713564	English Syntax	3(3–0–6)
22713664	Special Topics in Syntactic Analysis	3(3–0–6)
22713764	English Language and Linguistics	3(3–0–6)
22714164	Theories and Principles in Translation	3(3–0–6)
22716164	Writing for Professionals	3(2–2–5)
22717264	English for Business Communication	3(3–0–6)
22722364	Statistics and Data Analysis for Research on the English Language	3(3–0–6)
22723364	Language Acquisition	3(3–0–6)
22724264	Special Topics in Translation	3(3–0–6)
22724364	Translation for Specific Purposes	3(3–0–6)
22725164	Advanced Speaking and Presentation Technology	3(2–2–5)
22726464	Writing and Presenting Research	3(2–2–5)
22727364	English for Advertising Media	3(3–0–6)
22727464	English for Public Relations	3(3–0–6)
22727564	English for Tourism	3(3–0–6)
22728364	Special Topics in English for Professional Communication	3(3–0–6)
Independent Study		6 credits
22729264	Independent Study	6(0–0–18)

2.4 Study Plan

Plan A

1st Year – 1st Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Remedial	22710364	English Listening – Speaking for Graduate Studies	Non-credit
	22710464	Writing for Academic Purpose	Non-credit
	22710564	Reading for Academic Purpose	Non-credit
Core	22712164	Research Methodology on the English Language	3(3–0–6)
Total			3

1st Year – 2nd Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Core	22713164	Applied Linguistics for Communication	3(3-0-6)
	22713264	Sociolinguistics	3(3-0-6)
	22722264	The English Language Research Literacy	3(3-0-6)
Selective	227xxxxx	Selective course 1	3(3-0-6)
Total			12

2nd Year – 1st Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Core	22721164	Stylistic Analysis	3(3-0-6)
	22728164	Seminar on the English Language	3(2-2-5)
Selective	227xxxxx	Selective course 2	3(3-0-6)
	227xxxxx	Selective course 3	3(3-0-6)
Total			12

2nd Year – 2nd Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Thesis	22729164	Thesis	12(0-0-36)
Total			12

Total accumulative credit**39 credits****Plan B****1st Year – 1st Semester**

Course	Course Code and Title		credit (lecture-practice- self-study)
Remedial	22710364	English Listening – Speaking for Graduate Studies	Non-credit
	22710464	Writing for Academic Purpose	Non-credit
	22710564	Reading for Academic Purpose	Non-credit
Core	22712164	Research Methodology on the English Language	3(3-0-6)
Total			3

1st Year – 2nd Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Core	22713164	Applied Linguistics for Communication	3(3-0-6)
	22713264	Sociolinguistics	3(3-0-6)
	22722264	The English Language Research Literacy	3(3-0-6)
Selective	227xxxxx	Selective course 1	3(3-0-6)
Total			12

2nd Year – 1st Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Core	22721164	Stylistic Analysis	3(3-0-6)
	22728164	Seminar on the English Language	3(2-2-5)
Selective	227xxxxx	Selective course 2	3(3-0-6)
	227xxxxx	Selective course 3	3(3-0-6)
Total			12

2nd Year – 2nd Semester

Course	Course Code and Title		credit (lecture-practice- self-study)
Selective	227xxxxx	Selective course 4	3(3-0-6)
	227xxxxx	Selective course 5	3(3-0-6)
Independent study	22729264	Independent Study	6(0-0-18)
Total			12

Total accumulative credit**39 credits 3.1.5****Section 3 Graduation Criteria**

In pursuing the graduation, a student must

1. completely collect the total accumulative credit (39 credits)
2. gain a GPA of ≥ 3.00 based on 4-scale full score system and be announced “pass” for his/her thesis/independent study oral defense, being open for public observation, by the committee appointed by the institution
3. submit his/her thesis or a part of it for publishing in an acceptable academic journal (national or international level) as announced by Office of Higher Education Commission or present his/her thesis or a part of it as a full paper in an academic conference and the full paper must be published in the proceeding of that particular conference (for Plan A) / submit his/her independent study or a part of it for publicizing in a searchable database or academic source

4. follow other regulations in accordance with the Regulation for Graduate Education (2562 B.E.) and its amendment (if any)

Section 4 Course Description

Remedial Course		Non-credit
22710364	English Listening – Speaking for Graduate Studies Practice of listening and speaking skills for academic context in graduate studies	
22710464	Writing for Academic Purpose Skills and techniques used in different genres in academic writing both in paragraph and essay levels; abstract; in-text citation and footnotes; reference list and bibliography	
22710564	Reading for Academic Purpose Reading skills for academic texts and documents; critical and analytical reading; vocabulary development for success with graduate-level materials	
Core Course		18 credits
22712164	Research Methodology on the English Language Principles and methods in basic research on the English language; research design; elements of research; procedure for conducting research on the English language	3(3–0–6)
22713164	Applied Linguistics for Communication A broad exploration of linguistics and major areas of applied linguistics; application of knowledge and skills in linguistics into work and everyday life; application of linguistics to approaches into the study of language for communication	3(3–0–6)
22713264	Sociolinguistics The relationship between language and society; language variation according to user factors; social and geographical factors; functions of language in different social contexts; factors contributing to language change	3(3–0–6)
22721164	Stylistic Analysis Language use and styles of individual and group; interpretation and analysis of both written and spoken language in various media and channels of communication	3(3–0–6)
22722264	The English Language Research Literacy Analysis, synthesis, critiques as well as assessment of research on language; practice writing a research project; doing and presenting mini research on an interested topic in language	3(3–0–6)
22728164	Seminar on the English Language Group discussion with experts in the field of research and the English language; exchange of ideas to enhance ability of integrating knowledge, skill and experience for initiating research on English for communication	3(2–2–5)

Selective Course	Plan A Type A2	(at least 3 courses)	9 credits
	Plan B	(at least 5 courses)	15 credits
22711264	Intercultural Communication Concepts of intercultural communication; examination of research in communication across cultural boundaries; development of intercultural awareness and competence for effective communication in everyday life and global workplace		3(3-0-6)
22711364	Global Englishes Development of the English language and geographically-based linguistic variation; variety of spoken English; the theories explaining the political, social, and educational impact of English as a lingua franca		3(3-0-6)
22711464	Literary Language for Communication Literary language used in persuasion and communication in media		3(3-0-6)
22713464	English Phonetics and Phonology An overview of phonetics and phonology; the concepts and theories in phonetic and phonological features of English to comprehend the English sound system		3(3-0-6)
22713564	English Syntax Theories and concepts in syntactic structures; applications in the analysis of English at different levels to gain in-depth knowledge of English-syntactic rules		3(3-0-6)
22713664	Special Topics in Syntactic Analysis Principles of words and sentences according to various types of theories in various languages through assigned projects		3(3-0-6)
22713764	English Language and Linguistics Introduction to phonetics, phonology, morphology, syntax and semantics with an emphasis on English to comprehend English sounds as well as sound, word, structure and meaning systems		3(3-0-6)
22714164	Theories and Principles in Translation Theories and principles in translation; applications; linguistic and cultural interference on translation; analytical critique from Thai and English translation		3(3-0-6)
22716164	Writing for Professionals Writing documents used in business and in professionals; development of writing skill; proofreading used in professional development		3(2-2-5)
22717264	English for Business Communication Forms of English used in business context emphasizing writing, negotiation for effective business result; other communication skills necessary for business operation		3(3-0-6)
22722364	Statistics and Data Analysis for Research on the English Language		3(3-0-6)

Statistics methods; data types and statistic formula for analyzing and processing the data; result interpretation; presentation of the result

- | | | |
|---------------|---|-------------------|
| 22723364 | Language Acquisition
Principles of language acquisition and language teaching; an examination of various aspects of first language (L1) and second language (L2) learning and acquisition processes; an in-depth survey on theory and research on language acquisition | 3(3–0–6) |
| 22724264 | Special Topics in Translation
Discussions of linguistic and cultural issues and constraints that prevent the progress of good translation; translation techniques for communication | 3(3–0–6) |
| 22724364 | Translation for Specific Purposes
Practice of translation in various areas with the focus on the analysis of communicative styles, usage of technical terms and expressions for communicative purposes in various settings | 3(3–0–6) |
| 22725164 | Advanced Speaking and Presentation Technology
Speaking techniques for professional purposes; the use of presentation technology to transmit messages | 3(2–2–5) |
| 22726464 | Writing and Presenting Research
Research report; academic article; language used in writing and presenting research report according to international standard | 3(2–2–5) |
| 22727364 | English for Advertising Media
Analysis of the language used in advertising media; language usage for effectively creating advertisement according to the purposes | 3(3–0–6) |
| 22727464 | English for Public Relations
Analysis of patterns of the English language for publishing information; development of skills and strategies used in public relations | 3(3–0–6) |
| 22727564 | English for Tourism
Vocabulary, expressions and style of English appropriate for tourism-related work both service and management; language used for giving information about Thai culture and tradition | 3(3–0–6) |
| 22728364 | Special Topics in English for Professional Communication
Topics in occupational communication; theories and practice; analysis and critiques of articles related to different careers | 3(3–0–6) |
| Thesis | | 12 credits |
| 22729164 | Thesis
Composition of a thesis related to English for communication according to the student's interest under the approval and supervision of an advisor | 12(0–0–36) |

Independent Study	6 credits
22729264 Independent Study	6(0–0–18)
An individual study related to English for communication in accordance with student's interest under approval and supervision of an advisor	

As a fulfillment of graduation apart from completing their thesis defense, each student is required to publicize their research-like work on an accessible platform (presentation in a conference with proceedings or publishing on acceptable academic journal).

SECTION 5 Program Learning Outcomes

Programme Learning Outcomes as Classified by Domain of Learning

1. Ethical and moral development

ELO 1: Students will demonstrate academic honesty and not conduct plagiarism.

ELO 2: Students will perform punctuality and respect rules and regulations of courses and the Department.

2. Knowledge

ELO 3: Students will be able to explain principles and theories related to language for communication.

ELO 4: Students will be able to identify specific characteristics of language of different genres correctly based on linguistic concepts and theories and other relevant fields of knowledge.

ELO 5: Students will be able to explain trend of knowledge change and advancement related to English for communication, and use it for furthering their study of the English language as well as applying it for everyday life.

3. Cognitive Skills

ELO 6: Students will be able to academically apply theoretical knowledge and practice for answering questions related to English for communication.

ELO 7: Students will be able to analyze, synthesize, and assess principles and theories intensively related to English for communication.

ELO 8: Students will be able to cognitively solve the problems related to English for communication by using suitable principles and theories.

ELO 9: Students will be able to integrate principles and theories, plan and search for knowledge academically and independently for producing occupational and academic projects related to English for communication.

4. Interpersonal skills and responsibility

ELO 10: Students will demonstrate good human relationship and be able to adjust themselves appropriately depending on personal differences.

ELO 11: Students will demonstrate responsibility for assigned group or independent work.

ELO 12: Students will demonstrate their academic leadership in the field of English for communication.

5. IT, analytical and communication skills

ELO 13: Students will be able to effectively communicate in English in their daily lives and in academic scenario.

ELO 14: Students will be able to use information technology for knowledge research, analysis, and synthesis, and be able to pursue the knowledge about English for communication.

ELO 15: Students will be able to use statistics to produce research studies in the field of English and to solve English usage problems appropriately.