

## COURSE DETAILS

### 10103 Life Skills

(6 credits)

#### *Objectives*

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

#### *Course Description*

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

### 10111 English for Communication

(6 credits)

#### *Objectives*

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

#### *Course Description*

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

### 10121 Human Civilization

(6 credits)

#### *Objectives*

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

#### *Course Description*

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

### 10131 Human Society

(6 credits)

#### *Objectives*

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

### ***Course Description***

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

#### **10141 Science, Technology and Environment for Life**

**(6 credits)**

##### ***Objectives***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

##### ***Course Description***

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

#### **10151 Thai Studies**

**(6 credits)**

##### ***Objectives***

1. To learn about Thailand's history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

##### ***Course Description***

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

#### **10152 Thailand and the World Community**

**(6 credits)**

##### ***Objectives***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.
2. To gain knowledge on the status of Thailand in the world community.
3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

##### ***Course Description***

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical.

#### **10161 Thai for Communication**

**(6 credits)**

##### ***Objectives***

1. To be able to use Thai language as a tool for communication.
2. To improve language skill for communicate effectively and creatively.
3. To be able to use language in daily life and to pursuit of knowledge.

**Course Description**

Significance of language, idea and communication; the art of using word, sentence, idiom, phrase ; development of listening, speaking, reading and writing skills to communicate effectively and creatively; using Thai language in daily life to pursuit of knowledge and transfer knowledge.

**10162 Chinese for Communication****(6 credits)****Objectives**

1. To gain knowledge about Standard Chinese phonology, Mandarin phonetic alphabet (Hanyu Pinyin), and be able to write and pronounce the alphabet correctly.
2. To gain knowledge about Chinese characters--as basic words or assembled ones--and sentence structure and grammar for general communication, including practice with writing Chinese characters.
3. To be able to use Chinese in everyday life.

**Course Description**

Standard Chinese phonology, Hanyu Pinyin transcription, basic words, and dialogues for everyday use, structural grammar, and learn and practice writing of 550 Chinese characters.

**10163 Khmer for Communication****(6 credits)****Objectives**

1. To possess knowledge on the phonology, letters, grammatical structure and basis sentence structure of Khmer.
2. To be able to use basic Khmer for communication in daily life.
3. To possess knowledge on Khmer words used in the Thai language.

**Course Description**

Khmer phonology; the practice of writing the Khmer alphabet; Crieng and Mul alphabets, basic Khmer words used in daily life; grammatical structure and basic sentence structure; listening, speaking, reading and writing skills for communication at the basic level; and Khmer words used in Thai language.

**10164 Social and Culture in the ASEAN Community****(6 credits)****Objectives**

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

**Course Description**

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

**15205 Principles of Public Relations and Advertising****(6 credits)****Objectives**

1. To inform students of knowledge in principles and the importance of public relations and advertising.
2. To inform students of the processes of marketing communication.
3. To inform students of components and processes in public relations and advertising.
4. To inform students of the importance of research to work in public relations and advertising.
5. To inform students of ethics in public relations and advertising.

### ***Course Description***

This course addresses the meanings and the importance of public relations and advertising, along with the process of marketing communication. It also covers the history, development, roles, influence, responsibility, components, importance of research to public relations and advertising, and ethics for professionals.

### **15206 Language and skill for Communication**

**(6 credits)**

#### ***Objectives***

1. To obtain knowledge of principles in using language, vocabulary and phrases, which are appropriate for daily communication.
2. To obtain knowledge of language usage in communication arts.
3. To obtain knowledge of language usage for communication via different types of media.

### ***Course Description***

The course explains the use of language in daily communication; psychology in using language for communication; the art of speaking, listening, reading and writing; language use in online media; and language use in communication arts, such as radio, television, films, print media, advertising and PR.

### **15231 Introduction to Mass Media**

**(6 credits)**

#### ***Objectives***

1. To obtain basic knowledge in types, development, roles and the influence of various types of mass media.
2. To obtain knowledge of the production and spread of mass media in a number of countries, and evaluation of the effect of the media.
3. To obtain knowledge of laws and ethics in mass media, and recent changes in mass media.

### ***Course Description***

This course covers types, development, roles and influences of mass media, modern communication technology, processes of production and dissemination, laws, ethics, research, evaluation and updated knowledge of mass communication.

### **15232 Communication Theories and Behavior**

**(6 credits)**

#### ***Objectives***

1. To understand concepts and basic knowledge on communication.
2. To obtain knowledge of important communication theories.
3. To be able to apply communication theories to explain a variety of communication behaviors in psychology, sociology and cultural studies.

### ***Course Description***

This course covers trends in communication, the meanings, components, processes, roles, history and development of communication, important communication theories, and the application of psychology, sociology, and cultural studies to explain various behaviors.

### **15233 Social and Technology knowledge for Communication Arts**

**(6 credits)**

#### ***Objectives***

1. To obtain knowledge of structure and roles of society, culture and technology.
2. To obtain knowledge of social problems.
3. To show the relationship between social issues and work in the field of communication arts.

### ***Course Description***

Social structure, and issues in economics, politics, public administration, laws, society, culture, public health, education, science, environment, technology, and recreation will be taught to guide media professionals.

**15266 Media Studies****(6 credits)*****Objectives***

1. To gain knowledge of the media situation on a national, ASEAN regional and global level.
2. To gain knowledge and understanding of the work process of the media in different social contexts.
3. To gain knowledge and understanding of the power of the media and how it influences society.
4. To develop media literacy skills.

***Course Description***

This course delves into the situation of the media in the surrounding social, economic, political, cultural and technological contexts and the media industry on a national, ASEAN regional and global scale; the factors that are involved with the media's work process; the power of the media to effect social changes of various kinds; and how to analyze the media's policies, choice of content and ways of presenting content. Students are challenged to become more aware of the benefit, influence and impact of the media for individuals and to become more savvy of what the media is presenting.

**15307 Laws and Ethics for Mass Communication****(6 credits)*****Objectives***

1. To understand the history of development of laws for media professionals.
2. To understand laws, the codes of conduct, morality and ethics for media professionals.
3. To understand the liberty of the sender and the recipient of information.

***Course Description***

This course covers concepts about the philosophy, meaning, significance and development of laws pertaining to Communication Arts careers; the science of law; the Constitution; laws and regulations; the codes of conduct, morality and ethics for media professionals and professionals in field of the internet; electronic media and other new media; and the rights, liberties and responsibilities of message senders and message receivers.

**15335 Research for Communication Arts****(6 credits)*****Objectives***

1. To obtain concepts, principles and information or research.
2. To obtain types and procedures of research, and statistical principles for communication studies.
3. To obtain knowledge in research elements, procedures, impacts and influence of communication.

***Course Description***

This course covers research concepts, principles, types and procedures, principles of statistics for conducting research on communication, and the impact and influence of various types of media.

**15336 Communication Management****(6 credits)*****Objectives***

1. To gain knowledge and understanding of basic management principles.
2. To gain knowledge and understanding of the systems and structures of national communications enterprises.
3. To gain knowledge and understanding of the management systems and structures of public, private and community communication enterprises.

***Course Description***

This course provides fundamental knowledge of general management principles; the management systems and structures of national communications enterprises; principles and strategies for managing communication within an organization; management of public, private and community mass communications enterprises; and technology used in communication management.

**15337 Communication and Development****(6 credits)*****Objectives***

1. To understand the concepts, scope, meanings, importance and evolution of development communication.
2. To understand principles of planning and tactics for development communication.
3. To understand how to apply principles and means of communication in order to develop the society and solve problems which occur in development.

***Course Description***

This course covers the concepts, scope, meanings, importance and evolution of development communication; innovation, planning and managing communication strategy for the development of individuals, community, society and countries in terms of education, society, culture, economy, politics, and environment; and applying communication principles and measures to solving problems that occur in development or community communication.

**16338 News Gathering and Writing****(6 credits)*****Objectives***

1. To gain knowledge and understanding of concepts about news and the types and components of news.
2. To gain knowledge and understanding of the principles and processes of communicating news, analyzing news and encapsulating news highlights.
3. To gain knowledge and understanding of the structures and formats used for news reporting.
4. To gain knowledge and understanding of the qualifications and ethics of good journalists.
5. To acquire skills in journalism.

***Course Description***

This course covers the meanings, importance, objectives and types of news; the components of news; the principles and procedures of news reporting; ways to think about and capture the main points of news; how to use information technology to research news; interviewing techniques; techniques for compiling information; structure and format of news writing; use of photos and graphics; and exercises to build journalistic skills. Lastly, students will learn about the qualifications and ethics that make up good journalists.

**16339 News Reporting and Editing****(6 credits)*****Objectives***

1. To gain knowledge and understanding of concepts and procedures in journalism.
2. To gain knowledge and understanding of principles and procedures of news editing.
3. To gain knowledge and understanding of the professional ethics and responsibilities of news reporters and editors.

***Course Description***

This course covers the meanings, importance, objectives, principles, and procedures of investigative, interpretive, applied research and specialized journalism. It also covers the principles and procedures of news editing; page layout, and the ethics and responsibilities of news reporters and editors.

**16343 Radio Script Writing****(6 credits)*****Objectives***

1. To understand script writing principles and techniques for radio and other media.
2. To understand planning, writing, and preparation for writing radio scripts.
3. To acquire skills in analyzing and evaluating listeners in preparation for writing radio scripts.
4. To obtain skills in writing different types of radio scripts.



**Course Description**

This course covers concepts of how to analyze radio listening audiences; principles and techniques for writing radio scripts; planning; preparing; investigating; analyzing information for writing different types of radio scripts; and morals and ethics in radio script writing.

**16344 Radio Performance****(6 credits)****Objectives**

1. To understand principles and techniques for speaking and performing on the radio.
2. To understand the psychology of speaking and listening in radio programs.
3. To obtain skills in speaking and performing on the radio.
4. To obtain skills in evaluating and analyzing speech and performance for radio.

**Course Description**

This course covers principles and techniques for speaking and performing on the radio, the psychology of speaking and listening in radio programs, principles for planning, techniques for speaking, announcing, lecturing, moderating and reporting news outside the radio station, performance in radio programs, exercises to build speaking and performance skills for radio.

**16347 Creative for Television Program****(6 credits)****Objectives**

1. To understand concepts and strategies for creative television programming.
2. To understand creativity in television programming.
3. To understand creative television programming for dissemination via a variety of channels.
4. To obtain skills in creative television programming.

**Course Description**

This course covers meanings, importance, elements, and concepts in creative television programming, procedures in creative thinking for television programming, conveying and presenting ideas through television, as well as strategies for creative television programming and for disseminating information through a variety of channels.

**16350 Radio Script Writing****(6 credits)****Objectives**

1. To understand meanings and elements of the art of conveying meaning via photography and film.
2. To understand the history of photography and film.
3. To understand the principles of creative work in photography and film.
4. To understand principles of photography and film as creative art forms.

**Course Description**

This course covers meanings and elements of the art of conveying meanings through language, images, light, color, sound, scenery, costumes, acting, motion and editing; fundamental principles of creative work in photography and film making; the history, roles, influence and impact of photography and film.

**16351 Film Theory and Criticism****(6 credits)****Objectives**

1. To understand basic concepts and theories of film.
2. To understand film forms and narratives.
3. To understand principles of film criticism.

**Course Description**

This course covers basic theories of film, concepts and the development of theories, important films, film types and narratives, principles and aesthetics in film criticism, scope and meanings of research, film research theory in various schools and case studies of film criticism.

**16353 Principle of Marketing Communication****(6 credits)****Objectives**

1. To understand concepts of market communication, market communication media and tools for marketing communication.
2. To understand planning procedures and strategies in marketing communication.
3. To understand research for marketing communication.
4. To understand psychology and image-building in marketing communication.

**Course Description**

This course covers meanings, concepts and principles of marketing communication; social marketing; marketing communication research; strategic planning and tools for marketing communication in advertising and public relations fields; sales promotion, focused marketing, project marketing; psychology and types of persuasive communication for consumer groups and logos and branding.

**16354 Advertising Media****(6 credits)****Objectives**

1. To understand various types of advertising media.
2. To understand principles and planning in advertising and media purchasing for various types of advertising.
3. To understand principles and evaluation of various types of advertisement.

**Course Description**

This course covers traditional and new types of advertising media, consumer research, product research, planning, selection of advertising media, objectives of advertising media, strategies and criteria for media purchase, program budgeting, time and spaces for advertising, evaluation of advertisements.

**16356 Public Relations Strategies****(6 credits)****Objectives**

1. To understand concepts and principles of public relations for society, development, and business.
2. To understand how to apply concepts and principles of public relations to various organizations.
3. To understand how to apply concepts and principles of public relations to various situations.

**Course Description**

This course covers concepts, principles, and strategies of public relations for society, development, and business, as well as how to apply concepts, principles, and strategies of public relations to government, state enterprise, social welfare, international organizations, and critical situations.

**16359 Introduction to Communication for Community****(6 credits)****Objectives**

1. To convey knowledge and understanding about the definition and significance of communication for community.
2. To convey knowledge and understanding about the concepts of communication and community.
3. To convey knowledge and understanding about theories related to communication for community and participatory communication.



4. To convey knowledge and understanding about communication for community development and related factors.

***Course Description***

Definition, importance of Communication for Community; concepts of communication and community, theories related to communication for community and participatory communication, communication for community development and related factors, including case studies.

**16360 Community Studies for Research and Development**

**(6 credits)**

***Objectives***

1. To convey knowledge and understanding about the process of communication for community research.
2. To convey knowledge and understanding about disseminating and utilizing communication for community research results.
3. To enable students to design communication for community research projects.

***Course Description***

Meaning, importance of communication for community research; main concepts of communication for community research, process of communication for community research, types of communication for community research, communication for community research instruments, issues in communication for community research, dissemination and utilization of communication for community research results.

**16361 Management and Strategies for Communication for Community**

**(6 credits)**

***Objectives***

1. To convey knowledge and understanding about management principles involved with different aspects of communication.
2. To enable students to apply community communication strategies for the benefit of communities.

***Course Description***

Concepts, importance, principles, process, procedure of management in various issues involved with communication; types of community communication strategies, applying strategies for the most appropriability and benefit of community.

**16374 Message Design for Television Production**

**(6 credits)**

***Objectives***

1. To gain knowledge and understanding of creative work and design of television programs.
2. To gain knowledge and understanding of the artistic principles of television production.
3. To gain knowledge and understanding of the methods and creative technology used for television production.

***Course Description***

This course cover concepts about how to create messages to be transmitted through the medium of television; how to design the format, content and other components of a television program; and the art of communicating ideas through images, light, colors, lines, shapes, letters, symbols, sounds, postures and music. Students will explore methods and technology used in the creative design of television programs.

**16412 Professional Experience in Communication Arts**

**(6 credits)**

***Objectives***

1. To apply principles and theories of communication.
2. To gain experience in communication arts management.
3. To obtain more knowledge of professional ethics for personnel in communication arts.

4. To learn how to work as a team, and give students opportunities to exchange ideas and experiences.
5. To promote friendship among students and between lecturers and students.

***Course Description***

The professional experience component covers application of principles and concepts of communication arts in communication work, including planning, management and working with mass media. Students will also engage in case studies, simulations for analyzing problems and decision making in communication professions, professional development, consideration of ethics, and group work for the development of morality, ethics and effective leadership.

**16418 Radio Management**

**(6 credits)**

***Objectives***

1. To understand principles and management of public, community, and commercial broadcasting.
2. To understand management of online radio stations.
3. To understand the technological management of broadcasting.

***Course Description***

Though this class, students will come to understand broadcasting systems and management in Thailand and foreign countries, management of radio stations at national and community levels in state and private sectors, human resources management techniques, equipment, and technology.

**16419 Television Programming**

**(6 credits)**

***Objectives***

1. To understand concepts in television programming.
2. To understand principles and management of various types of television programs.
3. To understand principles of audience analysis.
4. To understand principles and strategies for scheduling television programs.

***Course Description***

This course covers principles of various types of television programming, audience analysis, factors related to television programming, and principles and strategies of planning and scheduling.

**16421 Television Management**

**(6 credits)**

***Objectives***

1. To understand principles and management of television.
2. To understand the management of television organizations.
3. To understand principles and search for information on television management.

***Course Description***

This course covers the principles of television management, management of various types of television organizations, procedures of planning and management of television-related work, applying principles and searching for information for television related-work.

**16423 Advanced Film Production**

**(6 credits)**

***Objectives***

1. To understand advanced procedures of film production.
2. To understand film script writing and development.
3. To understand design, techniques and execution of creative filmmaking and direction.
4. To understand advanced filmmaking technology and equipment.
5. To obtain an advanced level of skills in film production.

**Course Description**

This course covers advanced film production procedures; script writing and development; film directing; creative cinematic design; film production technology and equipment; techniques and execution of film production ; sound recording and editing; special effects; titles; animated films; and advanced film making skill training.

**16424 Film Management****(6 credits)****Objectives**

1. To understand concepts, principles and management of film-related work.
2. To understand management of film production, sales, and distribution.
3. To understand the international system of film production companies.
4. To understand laws, regulations and ethics for film.

**Course Description**

This course covers concepts, principles and management of film-related work. These topics include information on film production companies, creativity, film script selection, managing film crews, analyzing and evaluating films, titles, searching for films, advertising and public relations, sales and distribution, international systems of film management, laws, regulations, and ethics for film professionals.

**16426 Creative Advertising****(6 credits)****Objectives**

1. To obtain knowledge on formulating creative advertising ideas.
2. To obtain knowledge of principles for conveying meanings through a variety of advertising media, such as images, sounds and messages.
3. To obtain skills in formulating creative advertisements.

**Course Description**

This course covers how to be creative, the power of ideas, market situations, analyzing consumer attitudes, advertising technology, the art of conveying meanings through a variety of advertising media, such as images, sounds and messages, techniques for presenting advertising work, creating a sense of social responsibility, morality for advertising professionals, and skills for formulating creative advertisements.

**16427 Advertising Management****(6 credits)****Objectives**

1. To obtain knowledge of the structure of advertising agencies.
2. To obtain knowledge of design principles and management strategy for helping advertising agencies excel.
3. To obtain knowledge of information systems for advertising management.
4. To obtain knowledge of problems in advertising management and how to solve the problems.

**Course Description**

This course covers the structure of advertising agencies, management strategies for helping advertising agencies to excel, leadership, human resources management, information systems of management for advertisement, policy making, strategic planning, management problems and solutions, and case studies.

**16430 Public Relations Management****(6 credits)*****Objectives***

1. To understand management principles and procedures for public relations planning in various organizations.
2. To understand principles and searching for information in support of public relations planning and management.

***Course Description***

This course covers concepts principles and procedures of public relations management; the structure of organizations; resource management of state and private sectors, state enterprise, non-profits and other sectors; searching for information in support of management; planning for public relations; and information systems.

**16440 Journalistic Writing****(6 credits)*****Objectives***

1. To gain knowledge and understanding of the concepts of journalistic writing.
2. To gain knowledge and understanding of the principles and procedures of different types of writing.
3. To obtain skills in journalistic writing.

***Course Description***

This course covers the meanings, significance, types, and objectives of journalistic writing; principles and procedures of writing interviews, articles, opinion pieces, analyses, critiques and documentaries; use of illustration and graphics; editing; and writing, with opportunities to practice writing skills.

**16441 Journalism Publishing****(6 credits)*****Objectives***

1. To gain knowledge and understanding of the concepts of media conglomeration.
2. To gain knowledge and understanding of the procedures of producing and publishing journalistic work in various media.
3. To obtain skills for producing and publishing journalistic work in various media.

***Course Description***

This course covers concepts about media conglomeration; procedures of producing and disseminating journalistic work in print media, radio, or online graphic media; the use of technology for different kinds of publishing; and laws and ethics related to journalistic publishing. Students will have the opportunity to practice skills for producing and publishing journalistic work in various media.

**16442 Printed Media Management****(6 credits)*****Objectives***

1. To understand management of print media organizations.
2. To understand management of production, marketing, sales and the sale of advertising space in print media.
3. To understand management of print media in the digital era.

***Course Description***

This course covers principles of print media business, concepts for managing print media organizations and the editorial board, production, managing sales and marketing, sales of advertising space, managing resources in print media organizations, managing technology, managing online and mixed media, laws, and ethics in print media management.

**16445 Radio Broadcast and Radio Online Programming****(6 credits)*****Objectives***

1. To obtain knowledge and understanding of the meaning and significance of radio programming and online radio.
2. To obtain knowledge and understanding of the principles of conventional and online radio programming.
3. To obtain knowledge and understanding about audience analysis and other factors that affect conventional and online radio programming.
4. To obtain knowledge and understanding of planning and scheduling for conventional and online radio programming.

***Course Description***

This course covers the meanings and significance of radio programming; types of radio programs; different formats; the principles of programming different types of radio shows; the principles of online radio programming; surveying listeners; assessing other factors that affect conventional and online radio programming; planning and scheduling for convention and online radio programming; and evaluation of radio programs.

**16446 Radio Production****(6 credits)*****Objectives***

1. To understand procedures in planning and producing a variety of programs.
2. To understand technology in producing programs in the digital era.
3. To obtain skills for announcers and moderators.
4. To obtain skills for planning and producing a variety of programs.

***Course Description***

This course covers concepts for producing programs, procedures for planning and producing programs, techniques for producing a variety of types of programs, technology for producing programs in the digital era, developing skills for becoming an announcer or moderator, and producing a variety of programs.

**16448 Creativity in Basic Television Production****(6 credits)*****Objectives***

1. To gain knowledge and understanding of the creative process of television production.
2. To understand principles and procedures of producing television programs.
3. To obtain skills for creating and producing television programs.

***Course Description***

This course covers the meanings, importance, principles and components of creative work in television production; the process for taking creative ideas and using them to make various categories and formats of television programs; script writing; basic production principles; the processes and steps of television program production; and principles of using imagery, lighting, audio and art. Students will get hands-on practical experience in fundamental skills necessary for television program production.

**16449 Creativity in Advanced Television Production****(6 credits)*****Objectives***

1. To gain the ability to create and produce advanced types of television programs.
2. To obtain knowledge and understanding as well as the ability to use advanced techniques and technology for television program production.
3. To develop and augment advanced skills in the creative process for television production, especially production and post production.

4. To gain the ability to create and produce television programs for broadcasting through different media and communication channels.

#### ***Course Description***

This course covers using creativity to produce complicated and advanced types and formats of television programs; the process for taking creative ideas into the production process for advanced television production; principles of television production; the use of high technology materials and equipment; preparation, production and post production; and strategies for producing television programs for broadcasting through various media and communication channels. Students will practice essential skills for advanced television production.

#### **16452 Basic Film Production**

**(6 credits)**

##### ***Objectives***

1. To obtain knowledge of film production principles.
2. To introduce materials and equipment in film production.
3. To obtain knowledge of film production processes.
4. To train rudimentary skills in film production.

##### ***Course Description***

This course covers basic concepts of film production, film, cameras, the use of cameras and lenses, basic script writing, filming, light and lighting, sound and recording, editing, film scripts, planning and pre-production, film production, the system of film labs, and basic training in film production.

#### **16455 Advertising Campaigns and Production**

**(6 credits)**

##### ***Objectives***

1. To obtain knowledge of ways of thinking and processes in advertising campaigns.
2. To understand principles and processes of advertisement production.
3. To develop expertise and organize advertising campaigns.

##### ***Course Description***

This course covers concepts of advertising campaigns and advertising production; brand communication; research and evaluation; data analysis and strategic planning; advertising media management; creative work and production of different kinds of advertising campaigns; presentation and pitching advertising campaigns; case studies; and responsibility, laws and ethnics related to advertising.

#### **16457 Public Relations Writing**

**(6 credits)**

##### ***Objectives***

1. To obtain knowledge of processes and planning PR writing.
2. To obtain knowledge of principles for types of PR writing in various media formats.
3. To obtain knowledge of principles of how to write for PR in various occasions.
4. To obtain knowledge of principles of how to write PR planning and campaign materials in accordance with social, development and business objectives.
5. To obtain knowledge of creative design and integration of new media.

##### ***Course Description***

This course covers processes and planning for PR; principles; writing methods for news, articles, documentaries and mass media PR spots; media for special events; computer networks; writing for PR on special occasions; speeches; announcements; letters; reports; principles for planning; PR writing for social campaigns; business development; case studies on topics such as new media; and training on creativity and integrating new media.



**16458 Media Production for Public Relations****(6 credits)*****Objectives***

1. To inform students of creative public relations media processes.
2. To teach students rudimentary knowledge, processes and technology for public relations media production.
3. To teach students of skills in media production for public relations.

***Course Description***

This course covers the foundation, creative processes and designs for public relations, including techniques, public relations media production methods and ways of thinking. The focus is on creative processes in public relations through print media, radio, television and other media in accordance with technological development, along with training on creative processes and public relations media production.

**16462 Knowledge and Skill for Communication for Community****(6 credits)*****Objectives***

1. To convey knowledge and understanding about the development of communication skills for senders and receivers in communication for community.
2. To convey knowledge and understanding about different kinds of communication skills.
3. To convey knowledge and understanding about media and message in communities; media, message analysis and design.

***Course Description***

Concepts, principles, skill development for communication for community process; knowledge and information seeking, key points capture, writing, speaking and presentation; meeting and stage arrangement; message selection and creation in community; ordering and dispute; media and message analysis; appropriate use of communication for community; community media literacy; participatory communication.

**16463 Planning, Design and Production for Community Media****(6 credits)*****Objectives***

1. To convey knowledge and understanding process and procedure in communication for community.
2. To build students' skills for planning and producing media for community.
3. To convey knowledge about evaluation methods that can be applied in communication for community.

***Course Description***

Context, community, sender, message, channels, planning process, message design, content strategies; production process for various types of media, media usage in community and evaluation for the usage of communication for community.

**Last update: 12-June-2020**