

COURSE DETAILS

Doctoral Degree

17901 Philosophy and Advanced Communication Theories

(6 credit)

Objectives

1. To gain knowledge and understanding in the philosophy and advanced theories of Communication Arts.
2. To be able to analyze and synthesize the body of knowledge of Communication Arts and advanced theories of communication.
3. To be able to apply advanced theories of Communication Arts.

Course Description

The course covers the philosophy of Communication Arts and the development of advanced Communication Arts philosophy and theories. It provides a synthesis of the body of knowledge of Communication Arts and advanced communication theories as well as the applications of those advanced theories. Students will learn how to build up and develop the body of knowledge of Communication Arts and how to nurture good morals and ethics in the field.

17902 Advanced Research in Communication Arts

(6 credit)

Objectives

1. To gain knowledge and understanding of how to expand knowledge of Communication Arts.
2. To gain knowledge and understanding in the types and processes of research in the field of advanced Communication Arts.
3. To develop the ability to design both quantitative and qualitative research projects in the field of advanced Communication Arts.
4. To develop the ability to analyze both quantitative and qualitative data in the field of advanced Communication Arts.
5. To develop the ability to contribute to the body of knowledge of Communication Arts through research

Course Description

In this course, students will learn how to expand knowledge of Communication Arts; the types and processes of both qualitative and quantitative research in advanced Communication Arts; the application of advanced statistics for quantitative research and methods of data analysis for qualitative studies; how to write research proposals; how to contribute to the body of knowledge by writing reports and presenting their research results, as well as ethics in Communication Arts research.

17903 Seminar on Issues in Communication Research

(6 credit)

Objectives

1. To create a process of learning exchange, leading to new ideas on topics for research.
2. To define topics and set the extents of advanced Communication Arts research projects.
3. To develop a dissertation proposal.

Course Description

A process of learning exchange to define topics and the boundaries of research in advanced Communication Arts in order to formulate a dissertation proposal.

**17904 Advance Principal and Theory in Political and
Local Administration Communication**

(6 credit)

Objectives

1. To give students knowledge and understanding of how to find knowledge and methods of study to develop advanced theories about the power of modern communications in political and local administration.
2. To enable students to analyze and synthesize concepts, principles and theories so they can explain, engage in discourse and predict phenomena or events involving communications in political and local administration.
3. To give students the ability to apply concepts, principles and theories to build the body of knowledge about communications for political and local administration.

Course Description

The course covers the search for knowledge and methods of study used to develop advanced theories about communications in political and local administration; the evolution of those theories; how the theories can be used to explain events in national and local politics; and the power of communications in political and local administration in modern society. Students will gain understanding of how to apply advanced communication concepts, principles and theories in political organizations, such as to build popularity, for image building and in election campaigns; and to spread knowledge about government and local administration. The course is also about ways to use these advanced concepts, principles and theories to contribute to the body of knowledge and in work with the aim of incorporating communication innovations in political and local administration.

**17905 Advance Research and Development of Communication Innovation in
Political and Local Administration**

(6 credit)

Objectives

1. To gain knowledge and understanding of the philosophy and art of doing research in the humanities in order to research and evaluate advanced communication innovations for political and local administration.
2. To gain knowledge and ability for researching and developing communication innovations for political and local administration.
3. To let students create communication innovations for political and local administration.
4. To enable students to synthesize the body of knowledge and contribute to the body of knowledge about communication innovations for political and local administration.

Course Description

The course covers the philosophy and art of finding new knowledge for humanity; the art of research and evaluation; types of research; the research and development process, and advanced analysis and synthesis of events, phenomena, situations, social problems and topics involved with communication innovation for political and local administration. Students will learn about how to design research projects and how to design and build communication innovations for political and local administration involving organizational communications, election campaigns, and public policy campaigns. The course also covers knowledge management, exchange of knowledge, different forms of public dissemination of knowledge, and how to carry out research projects to contribute to the body of knowledge about communication for political and local administration and apply that knowledge in real life work and for business enterprises.

17906 Dissertation (Communication Innovation for Political and Local Administration) (6 credit)***Objectives***

1. To make and present a dissertation proposal.
2. To design a research project and do a dissertation.
3. To defend a dissertation.
4. To produce a report based on the dissertation or a part of the dissertation that is accepted for publication in a peer reviewed journal or other academic publication that is accepted by the School of Communication Arts.

Course Description

Students will choose and define a problem to research on a topic in the field of communications for political and local administration, plan a research project, do a review of the literature, and present a dissertation proposal. They will design the research, decide on how to measure the variables, select a sample population, and choose the best methods for analyzing the data before submitting and getting approval for the finalized dissertation proposal. They will create the research tools and test their quality then proceed to collect the data. They will analyze and interpret the data, write a discussion, form conclusions and recommendations and write up a research report and defend their dissertation. The results or a part of the dissertation must be of sufficient quality to be accepted for publication in a peer reviewed journal or other academic publication accepted in the field of communication arts and related fields.

**17907 Doctoral Professional Experience of Communication Innovation (6 credit)
in Political and Local Administration*****Objectives***

1. To instill a sense of social conscience, a sense of morality and professional ethics so graduates will work in a creative, constructive and socially responsible way to develop communication innovations for political and local administration.
2. To provide a learning process and knowledge management that is based on examples of real life issues in communications for political and local administration encountered in Thailand and elsewhere.
3. To develop leadership capabilities in the aspects of personality, communication skills and leadership skills to be able to solve problems in the field of communication for political and local administration.
4. To practice analytic cognitive skills for thinking critically about issues in the field of communications for political and local administration.
5. To develop skills for integrating and applying theories for the development of communication innovations for political and local administration in order to be academic and professional leaders in the field.
6. To develop administrative and entrepreneurial capabilities for work in the field of communication innovations for political and local administration.

Course Description

The course offers opportunities for thinking and learning based on real life examples of issues in communications for political and local administration encountered in Thailand and other countries, with an emphasis on letting students develop a sense of social conscience, a sense of morality and professional ethics so they can work in a creative, constructive and socially responsible way. Students will practice and hone their analytical thinking skills, research skills, critical and problem solving skills, project planning skills, knowledge management skills and presentation skills so they can transmit knowledge in many ways. They will also be

challenged to develop administrative and entrepreneurial capabilities that can be applied to the field of communication innovations for political and local administration.

17998 Dissertation (Communication Arts)

(36 credit)

Objectives

1. To present a dissertation proposal.
2. To design and undertake a research experiment.
3. To defend the dissertation.
4. To present the results in an academic paper so that part or all of the dissertation research is accepted for publication in a peer-reviewed academic journal or similar publication that is accepted in the field of Communication Arts.

Course Description

The student will determine the research topic, plan the research, undertake a review of the literature, submit a dissertation proposal, select or designate the sample population, set the variables, design the data analysis procedures, define the research project and submit it for approval, prepare the research tools, test them for quality, collect the data, analyze the data, present the results, write conclusions, describe the results, form recommendations, and write and edit the research paper. Students will make a dissertation defense presentation and pass the oral exam, and ultimately write and submit a sufficiently high quality academic paper so that part or all of the dissertation research is accepted for publication in a peer-reviewed academic journal or similar publication that is accepted in the field of Communication Arts.

17999 Doctoral Professional Experience in Communication Arts

(6 credit)

Objectives

1. A problem-based learning experience for students to explore real life communication issues in Thailand and other countries.
2. To develop and practice academic presentation skills.
3. To cultivate a sense of civic duty so students will follow the ethics of their profession and develop their work in a socially responsible manner.

Course Description

A problem-based learning experience in which students will explore communication issues in Thailand and other countries by looking at the present situation in real life. They will have a chance to develop and practice academic presentation skills and will be encouraged to develop their consciousness of the professional ethics and morals of Communication Arts and learn how to develop their work in a socially responsible way.

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