

COURSE DETAILS

Master' Degree

15714 Communication Theories

(6 credit)

Objectives

1. To gain knowledge and understanding of different approaches, principles and theories of communication.
2. To gain knowledge and understanding of the economic, political, social, and technological contexts related to communication.
3. To gain knowledge and understanding of the theories of participatory and culturally inclusive communication.
4. To gain knowledge and understanding of the theories of communication innovation and new media.
5. To gain the ability to use communication concepts and theories as an ideological framework for analyzing, critiquing and solving communication problems in society.
6. To gain the ability to use communication concepts and theories for doing research and other applications.

Course Description

The course covers communication concepts and principles involving message senders, messages and message receivers; various economic, political, social, and technological contexts related to communication; the theories of participatory and culturally inclusive communication; theories of communication innovation and new media; analysis and critique of communication problems; the use of communication concepts and theories in research, and the application of communication theories in various situations.

15715 Research in Communication

(6 credit)

Objectives

1. To gain knowledge and understanding of the philosophy, concepts and process of communications research.
2. To gain knowledge and understanding of how to build an ideological framework for research and design a research project in Communication Arts.
3. To gain knowledge and understanding of quantitative research.
4. To gain knowledge and understanding of qualitative research.
5. To gain knowledge and understanding of applied statistics for Communication Arts research.
6. To develop the proper skills, morals, ethics and experience in communication research.

Course Description

Students will learn about the philosophy and concepts of research, types of research, and the recommended procedures for quantitative and qualitative research. They will practice how to define a research problem, how to do a review of the literature, how to set up an ideological framework, and how to design a quantitative or qualitative research project. They will learn details of using new media for research, defining a study population, and setting a sample population. They will gain an understanding of research variables and ways of measuring as well as different research tools and how to use them to collect data. Also covered are how to use applied statistics to analyze and evaluate data and how to interpret research findings. Students will be taught how to make and present a research project proposal, how to carry out research, and how to present their results while following professional ethics.

15716 Communication Innovation**(6 credit)*****Objectives***

1. To gain knowledge and understanding of communication innovation concepts and the context of communication innovation.
2. To gain the ability to analyze, synthesize and critique issues and events involved with innovations in communication.
3. To gain the ability to implement communication innovations to solve problems and develop work, life or society.
4. To gain the ability to plan and implement projects utilizing communication innovations for study, to solve problems and to develop work, life or society.
5. To let students exchange ideas, opinions and experiences about problems with communication innovations or ethical issues involving communication innovations.

Course Description

The course covers the meaning, significance, types, extents and development of communication innovations; the social, political, economic, cultural and technological context; media consolidation; digital media; and multi-channel communications. Students will explore problems, issues and strategies for implementing communication innovations and will learn how to plan and implement projects utilizing communication innovations for study or problem solving. They will be able to exchange ideas, opinions and experiences about problems with communication innovations and ethical issues involving communication innovations.

15717 Communication Integration**(6 credit)*****Objectives***

1. To gain understanding of the principles and concepts of communication integration.
2. To gain the ability to integrate communication theories and concepts to solve problems or promote development on an organizational, community, social or national level.
3. To gain the ability to set extents of research projects and create ideological frameworks for research projects involving communications integration.
4. To gain the ability to analyze, synthesize and critique issues involved with communication integration.

Course Description

The course covers principles and concepts of communication integration; communication theories and related theories for problem solving, promotion work and development work on an organizational, community, societal or national level; and strategic integration of media and communications technology. Students will learn how to set extents of research projects and create ideological frameworks for research projects involving communications integration. They will practice analyzing, synthesizing and critiquing communications issues in an integrated way.

15718 Strategic Communication**(6 credit)*****Objectives***

1. To gain understanding of the concepts, principles and process of strategic communication.
2. To gain the ability to analyze internal and external factors that affect strategic communications work.
3. To gain the ability to apply strategic communication concepts in communications planning in order to meet work goals as desired.

Course Description

The course is about analyzing situations to manage strategic communications; the concepts, principles and process of strategic communications; using strategic communications to achieve specific goals; strategic communications to build participation, to address problems and in crisis situations; strategic communications for development projects and to create change; image-building and reputation building; marketing communications; intra-organizational communications; creativity, innovations, and social responsibility communications.

15719 Media Studies

(6 credit)

Objectives

1. To gain knowledge and understanding of the work of the media and the media industry.
2. To gain knowledge and understanding of the relationships between the media, the media industry and the economy, the political system, society and technology.
3. To gain knowledge and understanding of changes in technology and telecommunications that impact the work of the media and the media industry in the digital age.
4. To gain knowledge and understanding of the role of the media in the ASEAN and international context.
5. To gain knowledge and understanding of media literacy and the impact and influence of media in the digital age.
6. To gain the ability to analyze issues involving the media and the media industry.

Course Description

The course covers topics about the work of the media and the media industry, including the relationships between the media, the media industry and the economy, the political system, society and technology; changes in technology and telecommunications that impact the work of the media and the media industry in the digital age; the role of the media in the ASEAN and international context; media literacy; the impact and influence of media in the digital age; and other topics revolving around media and the media industry.

15720 Thesis (Integrated Communication)

(12 credit)

Objectives: To give students

1. To be able to select research problems for a thesis.
2. To be able to survey and analyze literature related to the thesis.
3. To be able to design research for the thesis.
4. To gain knowledge and skill in writing and presenting the thesis proposal.
5. To be able to develop quantitative research tools.
6. To be able to develop qualitative research tools.
7. To be able to collect, analyze, and present data for the thesis.
8. To be able to present and defend the thesis examination.
9. To be able to write the complete thesis report.
10. To be able to write the research report for publication.

Course Description

Selection of the research problem; survey and analysis of relevant literature; research design; writing and presenting a thesis proposal; tool development for thesis research, both quantitative and qualitative research; data collection; thesis data presentation; thesis presentation and examination defending; writing the complete thesis report; writing the research report for publication.

15721 Independent Study (Integrated Communication)**(6 credit)*****Objectives***

1. To study a selected topic in Communication Arts.
2. To build skills for undertaking independent research in Communication Arts.
3. To present the student's independent study project to the public.

Course Description

Students will select and explore a research topic or problem in the field of Communication Arts by conducting research, synthesizing related theories and research results, writing a textbook or academic book, or developing a prototype product. Then they will present the results of their independent research to the public.

15722 Graduate Professional Experience in Communication Arts**(6 credit)*****Objectives***

1. To gain an understanding of the desired qualities of a Master of Communication Arts graduate.
2. To gain the ability to apply Communication Arts knowledge to solve problems and to work creatively for social and national development.
3. To develop leadership capabilities and good human relations to be able to work as a team.
4. To gain the ability to analyze moral and ethical questions so students can make the right choices in every situation.

Course Description

In this intensive training students will practice the thought process for problem solving, how to manage problem solving and decision making in a team, and leadership skills. They will gain a better understanding of the desired characteristics, qualities, virtues and ethics of a Communication Arts leader. They will practice presenting academic results and will be challenged to think about how best to apply their professional knowledge for social and national development.

16714 Media Management Theory**(6 credits)*****Objectives:*** To give students

1. Knowledge and understanding about principles, concepts and theories about the management of communication enterprises that can be applied to the management of new era media enterprises.
2. The ability to use related concepts and theories to explain, analyze, and critique phenomena related to media management in the Thai and global contexts.
3. The ability to integrate concepts and theories for use in analyzing, planning, and managing media enterprises at every level in an efficient, moral and ethical way.

Course Description

The course covers principles, concepts, and theories about communications enterprise management; the application of these theories in planning and administration of new era media organizations; and the evaluation of communications at the organization and project level in the context of Thai society and the global context.

16715 Media Management Research**(6 credits)*****Objectives:*** To give students

1. Knowledge and understanding of the philosophy, concepts and types of research and the research process for use in managing new era media enterprises.
2. Knowledge and understanding of how to set an ideological framework and design a research project in the field of media management.
3. Knowledge and understanding of the application of statistics in media management research.

4. Skills, experience and conscience regarding ethics in media management research.

Course Description

The course covers philosophy and concepts about media management research; types of research and the research process; how to do a review of the literature; how to set an ideological framework and design a research project; research methods; choosing samples; how to measure variables; research tools; how to collect and analyze data; how to calculate and interpret data; the use of statistics in research; how to prepare and present a research proposal; how to report and disseminate research results; and research ethics and morals.

16716 Strategic Management in Media Industry

(6 credits)

Objectives: To give students

1. Knowledge and understanding of the organization, systems, structure and management of both new and conventional media enterprises.
2. Knowledge and understanding about management strategies that are appropriate for media enterprises in different situations and different social contexts at the local, national and international level.
3. The ability to use modern market communication tools in the management of media enterprises.
4. The ability to apply appropriate management strategies morally and ethically in different contexts.

Course Description

The course covers the systems and structures of national and international media organizations in different social situations; strategies for planning and managing different kinds of media organizations; marketing communication tools for the management of new media; and the application of media management strategies under normal and crisis situations; all illustrated through the analysis of case studies.

16720 Media Policy and Regulation

(6 credits)

Objectives: To give students

1. Knowledge and understanding of the evolution, role, importance, and necessity of the government's policies on media regulation.
2. Knowledge and understanding of concepts, principles and different kinds of measures used to regulate different kinds of media, including new media, as well as the roles and responsibilities of media regulation organizations in Thailand and other countries.
3. The ability to analyze and compare communication policies in different contexts, both nationally and internationally.
4. The ability to use this knowledge to study, analyze, solve problems and manage new era media enterprises in an efficient way.

Course Description

The course covers government policies related to communications enterprise management, media regulation and the promotion of media for national and social development; other relevant issues that affect media management, such as frequency distributions, media ownership, monopolies, content censorship, equal access, digital inequality, promotion of professional ethics, and communications policies in other countries in the digital age.

16721 Integrated and Applied Media Management**(6 credits)****Objectives:** To give students

1. The ability to apply their knowledge and understanding of communications management in the real management of new era communications enterprises.
2. The ability to make, manage and evaluate new era communications projects.
3. The ability to present and publish communications management work.
4. The correct moral principles to ethically integrate and apply what they have learned about communications management.

Course Description

The course is about integrating knowledge about communications and media management and applying it to plan, develop, present, implement, manage and evaluate communications activities in a communications project, including writing up and disseminating a report, assessing the value, and applying new era media management morally and ethically.

16722 Thesis (Media Management)**(12 credits)****Objectives**

To choose a research topic for a thesis.

1. To survey and review the literature related to the chosen topic.
2. To design a research project for a thesis.
3. To gain knowledge and skills for writing and presenting a thesis.
4. To develop research tools.
5. To develop the quantitative research's tool.
6. To develop the qualitative research's tool.
7. To collect data, analyze data and present research results.
8. To prepare a presentation and defend the thesis.
9. To write a complete thesis.
10. To write a research paper for publication.

Course Description

In this course, students will learn to choose a research topic for a thesis, to survey and analyze related literature, to design a research project, to write and present a thesis, to develop research tools both quantitative and qualitative, to collect data, to analyze data, to present research results, to prepare a presentation and defend the thesis, to write a complete thesis and to write a research paper for publication.

16723 Independent Study (Media Management)**(6 credits)****Objectives:** To give students

1. The knowledge and ability to select an independent study topic in communications and media management.
2. The skills to carry out an independent study project in communications and media management.
3. The ability to publish or present the results of the independent study project.

Course Description

Students will be required to select a study problem or topic in the field of communications and media management to carry out an independent study project, which will entail research or a synthesis of theories and other research or the compilation and writing of a textbook or academic book, or development of a prototype, and will publish or present the results of the independent study project.

16724 Graduate Professional Experience in Media Management**(6 credits)****Objectives:** To give students

1. The ability to integrate knowledge and exchange ideas and experiences about communications and media management work.
2. The ability to develop themselves to have good morals, ethics, human relations, leadership and a good attitude towards their career.
3. The capacity to research and find new knowledge in the field of communications and media management.
4. The ability to apply their knowledge and experience.

Course Description

The intensive experience will give students the opportunity to integrate and exchange information and experiences, and enable them to develop a good attitude, good morals, professional ethics, good human relations, and teamwork; equipping them with academic leadership and problem solving skills to apply to work in a new era communications organization.

17701 Communication Arts and ASEAN**(6 credits)****Objectives**

1. To gain holistic knowledge and understanding of ASEAN structure and contexts, policies, and strategies especially about communication as a tool to integrated the whole ASEAN together.
2. To gain knowledge and understanding of the holistic of Communication system: Communication system and structure, policy, media and especially about the ICT and any relevant communication.
3. To be able to analyze, compile, apply and build up new knowledge of Communication with other sectors in the region of ASEAN.

Course Description

Structure, systems, and context of communication especially about the ICT and any relevant innovation; policies and strategies of communication used in ASEAN member states; history, thinking, ways of life, ethnic diversity, and cultures in ASEAN; trends for change in the world society; development strategies for economic, social, political, energy, environmental, human resources, and human rights development

17702 Philosophy and Communication Theory**(6 credits)****Objectives**

1. To gain knowledge and understanding of the philosophy, concepts and theories of communication arts relevant to ASEAN context such as inter-Cultural Communication as well as ICT.
2. To be able to analyze and apply communication into all kinds of real demands of ASEAN.
3. To be able to apply communication theories, practices and skills into all demands of works, development, and all kinds of professional demands.

Course Description

Philosophy, concepts, developments and types of Communication Arts theories relevant to ASEAN including all kinds of ICT and relevant innovation; the communication process and its components; communication and the social context; influence and impact of communication; communication problems and issues; professional ethics and responsibility; application of communication theories for all kinds of tangible demands of ASEAN.

17706 Communication Theories for Political and Local Administration**(6 credits)*****Objectives***

1. To give knowledge and understanding of the concepts, theories, methods of study, and developments in political communication theories; how communication theories can explain social and political phenomena; innovations in communication and models of political and local administration communication.
2. To give knowledge and understanding of psychological principles of communication; communication networks; communications for building peace and reducing political conflicts; communication during crises; public hearings; political participation; laws; citizens' rights, liberties and responsibilities; and the ethics of political and local administration communication.
3. To give students the ability to apply Communication Arts concepts, principles, and theories in various social dimensions in the real world of political and local administration communication.

Course Description

The course covers concepts, theories, methods of study, and developments in political communication theories; using communication theories to explain social and political events; innovations in communication; models of political and local administration communication; psychological principles of communication; communication networks; communications for building peace and reducing political conflicts; communication during times of crisis; public hearings and political participation; legal principles regarding citizens' rights, liberties and responsibilities; the ethics of political and local administration communication; and how to apply the communication concepts, principles, and theories students have learned in their work in political and local administration communication.

17707 Communication Research for Political and Local Administration**(6 credits)*****Objectives***

1. To give knowledge and understanding of the principles and process of doing research, defining a research problem, doing a review of the literature, setting the ideological framework for a research project, and setting the boundaries for research in political and local administration communication.
2. To give knowledge and understanding of how to design a research project, steps and methods of research, how to select a study population and other sources of data, how to create and test data collection tools, data collection in both quantitative and qualitative research, data analysis in both quantitative and qualitative research, and statistics for Communication Arts research.
3. To give students knowledge, understanding and skills in making research proposals, managing research projects, and writing research reports involved with developing innovations in political and local administration communications.
4. To give students skills, ability and experience so they can use their knowledge of how to do research to carry out research in an ethical and morally responsible way.

Course Description

The course covers the principles and process of doing research; how to define a research problem; how to review the literature; how to set the ideological framework for a research project; how to set the boundaries and extent for a research project; how to design a research project; steps and methods of research; how to select a study population and other sources of data; sampling; how to create and test data collection tools; data collection in both quantitative and qualitative research; data analysis in both quantitative and qualitative research; principles of statistics for research; how to prepare research proposals; how to manage research

projects; how to write research reports; research ethics and morals; and how to apply this knowledge of research in developing innovations in political and local administration communications.

17708 Communication Innovation Management for Political and Local Administration (6 credits)

Objectives

1. To give knowledge and understanding of the concepts, meaning, types and components of communication innovations; the principles and process of developing ideological innovations; the process of planning and designing messages; the creation, production, dissemination and evaluation of innovations; and factors that affect the development of innovations in political and local administration communications.
2. To give knowledge and understanding of organizational management; policy making and communications for driving policies; news management; design of organizations responsible for communication; campaigns and strategic communications management to win support for political ideas; how to build political participation on the government, ministry, and department level, as well as among political parties, organizations and groups; and how to build strong political and local administration communication networks.
3. To give knowledge and understanding of media management in the facets of print media, radio, television, outdoor media, social media, personal networks, activities and other media for the purpose of developing political and local administration communications.
4. To enable students to apply communication innovations for developing local administration and to make changes and adaptations to create communication innovations that are suitable for different forms of politics and local administration in different areas.

Course Description

The course covers concepts, meaning, types and components of communication innovations; the principles and process of developing ideological and process innovations; planning and designing messages; the creation, production, dissemination and evaluation of innovations; factors that affect the development of innovations in political and local administration communications; organizational management; policy making and communications for driving policies; news management; design of organizations responsible for communication; campaigns and strategic communications management to win support for political ideas; how to build political participation on the government, ministry, and department level, as well as among political parties, organizations and groups; how to build strong political and local administration communication networks; and media management, such as how to manage print media, radio, television, outdoor media, social media, personal networks, activities and other media for the purpose of developing political and local administration communications.

17709 Integrated Learning in Political Communication Innovation

(6 credits)

Objectives

1. To give knowledge and understanding about how to gain insight from lessons, how to analyze and how to synthesize communication concepts and theories with the aim of creating communication innovations for different aspects of politics through a process of fact finding, planning, testing, implementing communication and evaluating the innovation.

2. To enable students to apply principles of political communication in election campaigns, in building popularity, in personal or organizational image-building, brand imaging, in spreading knowledge and creating understanding, in gathering forces to solve social and political problems on a national or local scale, in promoting various forms of political participation, in reducing political conflict and for other purposes.
3. To enable students to develop political communication at independent agencies, government agencies, organizations in the private sector and civil society as well as national level political organizations, political parties, political groups and other political organizations.

Course Description

The course covers learning from case studies, analysis and synthesis of communication concepts and theories with the aim of creating communication innovations related to political and local government administration through a process of fact finding, planning, testing, implementing communication and evaluating the innovation. Students will learn an integrated approach to applying these concepts in real life to develop political communication at independent agencies, government agencies, organizations in the private sector and civil society as well as national level political organizations, political parties, political groups and other political organizations. The course is also about how to apply principles of political communication in election campaigns, in building popularity, in personal or organizational image-building, brand imaging, in spreading knowledge and creating understanding, in gathering forces to solve social and political problems on a national or local scale, in promoting various forms of political participation, in reducing political conflict and for other purposes according to the students' interest.

17710 Integrated Learning in Communication Innovation for Local Administration (6 credits)

Objectives

1. To give students the ability to analyze and synthesize communication concepts and theories to create communication innovations related to local administration in practice through a process of fact finding, planning, testing, implementing communication and evaluating the innovation.
2. To enable students to use campaign strategies and tactics to solve problems and develop local administration work and for campaigns aimed at specific problems; and to manage communications so as to reduce conflicts at a local politics level; and other topics according to students' interest.
3. To enable students to apply principles of local administration communications in a concerted effort to address social problems and to build up public participation in various kinds of local development efforts based on lessons from real-life examples and practical application of local administration communications in the field.

Course Description

This course is about analyzing and synthesizing communication concepts and theories to create communication innovations related to local administration in practice through a process of fact finding, planning, testing, implementing communication and evaluating the innovation. Students will learn about how to use campaign strategies and tactics to solve problems and develop local administration work in areas such as waste disposal, drugs, human trafficking, public health, environmental conservation, taxation, lifelong learning, and managing conflicts in communities. Students will have the opportunity to apply principles of local administration communications in areas such as image-building, brand building, informing, creating understanding, gathering forces to address social problems and to building up public participation in various kinds of local development efforts. The course will include practical work in the field with evaluation of the results in order to draw on

lessons from real-life examples so that students will be able to apply local administration communications appropriately in real life.

17711 Communication Development for Political Leader

(6 credits)

Objectives

1. To gain knowledge and understanding of communication concepts and theories and to develop communication skills and capabilities necessary for political leadership.
2. To practice skills of listening, reading, speaking, writing, presenting, transmitting knowledge, and persuading for use in political communications work.
3. To give students the ability to efficiently design effective messages for political communication that help political leaders meet their goals.
4. To apply students' communication capabilities as political leaders to transmit meaning, project their desired image, build their personal brand, communicate effectively at meetings, communicate with the public, communicate through mass media and social media, and develop other communications work as local leaders.

Course Description

The course covers communication concepts, theories, principles and guidelines for developing communication skills and capabilities necessary for political leadership. Students will have opportunities to practice skills of listening, reading, speaking, writing, presenting, transmitting knowledge, and persuading in both Thai and English for use in political communications work. The course also covers how to design effective messages for political communication that can help political leaders meet their goals, including how to build credibility, how to win the hearts and minds of the people, and especially how to effectively communicate as a leader at meetings, including public hearings, administrative meetings, legislative meetings, debates, press conferences, giving explanations and summaries, speeches on the campaign trail, when officiating at social functions, and communicating through mass media or social media.

17712 Communication Development for Local Administration Leader

(6 credits)

Objectives

1. To gain knowledge and understanding of communication concepts, theories and principles to develop communication skills and capabilities necessary for local administration leadership.
2. To practice skills and build capabilities and potential for listening, reading, speaking, writing, presenting, transmitting knowledge, and persuading for use in local administration communications work.
3. To give students the ability to efficiently design effective messages for local administration communication that will help them meet their goals.
4. To enable students to efficiently and effectively apply communication principles and theories in local administration work to meet their goals in terms of transmitting meaning, projecting their desired image, and building their personal brand; also communicating effectively at meetings and communicating with the public in various forms, such as communicating through mass media and social media; and developing other communications work as local leaders.

Course Description

The course covers communication concepts, theories, principles and guidelines for developing communication skills and capabilities necessary for local administration work. Students will have opportunities to practice skills of listening, reading, speaking, writing, presenting, transmitting knowledge, and persuading in both Thai and English for use in local administration work. The course also covers how to design effective messages

for political communication that can help administrators meet their goals, including how to develop their personalities and personal images and how to build their brand as local administrative leaders. Students will learn about how to build credibility and win the hearts and minds of the public and especially how to effectively communicate as a leader at meetings, including public hearings, administrative meetings, legislative meetings, debates, press conferences, giving explanations and summaries, speeches on the campaign trail, when officiating at social functions, and communicating through mass media or social media.

17713 Thesis (Communication Innovation for Political and Local Administration) (12 credits)

Objectives

To choose a research topic for a thesis.

1. To survey and review the literature related to the chosen topic.
2. To design a research project for a thesis.
3. To gain knowledge and skills for writing and presenting a thesis.
4. To develop research tools.
5. To develop the quantitative research's tool.
6. To develop the qualitative research's tool.
7. To collect data, analyze data and present research results.
8. To prepare a presentation and defend the thesis.
9. To write a complete thesis.
10. To write a research paper for publication.

Course Description

In this course, students will learn to choose a research topic for a thesis, to survey and analyze related literature, to design a research project, to write and present a thesis, to develop research tools both quantitative and qualitative, to collect data, to analyze data, to present research results, to prepare a presentation and defend the thesis, to write a complete thesis and to write a research paper for publication.

17714 Independent Study (Communication Innovation for Political and Local Administration) (6 credits)

Objectives

1. To deeply study a topic in Communication Arts.
2. To gain skills in writing a research proposal.
3. To publish or publicly present the results of the independent study project.

Course Description

Students will choose a topic or research problem in the field of Communication Arts to do a research project or a review synthesizing theories and previous work on the topic, or to write a text book or academic book, or to develop a prototype, and will disseminate the results to the public.

17715 Graduate Professional Experience in Communication Innovation for Political and Local Administration (6 credits)

Objectives

1. To provide field experience in planning and operations of political and local administration communication.
2. To let students practice and develop their thinking process for designing and applying communications innovations in political and local administration work.
3. To build readiness as graduate students who can develop themselves, develop their work, develop society and develop the nation.

Course Description

This course gives students field experience in various forms of political and local administration communication, including planning and operations of organizational communication at places such as mass media organizations and political organizations. Students will have the opportunity to create and design political media innovations for political. They will develop skills, gain experience and develop their leadership capacity as creative experts in political and local administration communications. They will demonstrate their ability to develop themselves, their work, society and the nation through the application of responsibility, morality and professional ethics.

17716 Communication Arts Research for ASEAN**(6 credits)****Objectives**

1. To gain concepts, knowledge and understanding of the paradigms of Communication Arts research relevant to ASEAN.
2. To be able to select a topic for Communication Arts research in ASEAN, formulate a conceptual framework, design a research project, and analyze data.
3. To be able to undertake Communication Arts research, present their findings and publish a report.

Course Description

Paradigms of Communication Arts research for building the body of knowledge and solving communication problems in ASEAN; types of research; research problems; setting a conceptual framework; the research process; research design; undertaking research; data analysis; presenting and publishing research in ASEAN. Besides new knowledge of Communication for ASEAN is one among the tangible focus of the course.

17717 Comparative Study in Communication for ASEAN**(6 credits)****Objectives**

1. To have knowledge, skills and understanding about communication situations and system of ASEAN.
2. To be able to analyze and compare different aspects of communication issues in ASEAN and in the global society.
3. To be able to apply knowledge from their comparative studies for their works, to create communications innovation that will strengthen and unify the ASEAN community.

Course Description

Comparative analysis of communication situations within the ASEAN way of life in the aspects of politics, security, economy, society, culture, energy, the environment, human resources development, human rights, grassroots movements, public participation, awareness raising, ethics, legal issues especially the relevant laws about media and communication regulation in ASEAN.

17718 Communication Management in ASEAN**(6 credits)****Objectives**

1. To gain knowledge, theories and understanding of strategic management of communication organization, media organization in ASEAN which can be tangible applied or utilized as demands.
2. To use knowledge understanding about concepts and theories in Communication organization to be applied, managed, evaluated with real demands effectively.
3. To develop knowledge and skills as well as leadership in Communication and media organization management under the ASEAN's context.

Course Description

Strategic communications management and leadership in Communication and media organization: planning, organizational structure, administration, strategic management, resources management, and monitoring. Tangible knowledge, skills, concept and theories in Communication and management which can be applied to all real demands of ASEAN.

17797 Independent Study (Communication Arts for ASEAN)**(6 credits)****Objectives**

1. To be able to select a topic, prepare and present an independent study proposal.
2. To be able to do an independent study project.
3. To be able to present and publish the results of their independent study project.

Course Description

Identifying and defining a study topic concerning communication in ASEAN; preparing and presenting an independent study proposal; researching, writing, presenting and publishing an independent study project on a topic about communication in ASEAN. Innovation and creative knowledge and skills to serve all the ASEAN transformation is also focus.

17798 Thesis (Communication Arts for ASEAN)**(12 credits)****Objectives**

To choose a research topic for a thesis.

1. To survey and review the literature related to the chosen topic.
2. To design a research project for a thesis.
3. To gain knowledge and skills for writing and presenting a thesis.
4. To develop research tools.
5. To develop the quantitative research's tool.
6. To develop the qualitative research's tool.
7. To collect data, analyze data and present research results.
8. To prepare a presentation and defend the thesis.
9. To write a complete thesis.
10. To write a research paper for publication.

Course Description

In this course, students will learn to choose a research topic for a thesis, to survey and analyze related literature, to design a research project, to write and present a thesis, to develop research tools both quantitative and qualitative, to collect data, to analyze data, to present research results, to prepare a presentation and defend the thesis, to write a complete thesis and to write a research paper for publication.

17799 Graduate Professional Experience in Communication Arts for ASEAN**(6 credits)****Objectives**

1. To develop the student's leadership, thinking process, and professional conscience as a communication expert and a citizen of ASEAN with morality, ethics and responsibility.
2. To enable students to build up a network for communication in ASEAN for greater unity amidst ethnic and cultural diversity.
3. To let students gain all holistic Communication knowledge of ASEAN from field experiences such as any kind of exchange activity, research, development project, etc. aims to serve the real demands of ASEAN.

Course Description

Leadership, thinking process, professional conscience, ethics and morality; responsibility as a citizen of ASEAN and communication expert; ASEAN unity amidst ethnic and cultural diversity; regional network building; practical exchange in any kind of real demands and practical aims to serve the real demands of ASEAN effectively and sustainably.

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