

## COURSE DETAILS

### Master' Degree

#### 17701 Communication Arts and ASEAN

(6 credits)

##### *Course Learning Outcomes*

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)

##### *Course Learning Outcomes*

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.

#### 17716 Communication Arts Research for ASEAN

(6 credits)

##### *Course Learning Outcomes*

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)*****Course Learning Outcomes***

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)*****Course Learning Outcomes***

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)*****Course Learning Outcomes***

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)*****Course Learning Outcomes***

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)**

***Course Learning Outcomes***

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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