

COURSE DETAILS

Doctoral Degree

17904 Advance Principal and Theory in Political and

(6 credit)

Local Administration Communication

Course Learning Outcomes

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 (6 credit)

Political and Local Administration

Course Learning Outcomes

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

(6 credit)

(Communication Innovation for Political and Local Administration)

Course Learning Outcomes

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 Art.

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 in Political and Local Administration

(6 credit)

Course Learning Outcomes

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.



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