

## COURSE DETAILS

### Master' Degree

#### **17706 Communication Concepts and Theories for Political and**

**(6 credits)**

##### **Local Administration**

##### ***Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts, principles, theories, methods of study, and development of political communication theories; how communication theories can explain social, political and communications phenomena; innovations in communication, models and theories of communication.
2. To gain the ability to apply communication theories in election campaigns, increasing politicians' approval ratings, communications by political organizations, political marketing, communications networks, resolving conflicts and promoting peace, communication during crises, public hearings, political participation, good governance, communications businesses, and related topics in political and local administration communication.

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

The course covers concepts, principles, theories, methods of study, and developments in political communication theories; the use of communication theories to explain social, political and communications events; innovations in communication; models of communication; application of communication theories in election campaigns, increasing politicians' approval ratings, communications by political organizations, and political marketing; communications networks; resolving conflicts and promoting peace; communication during times of crisis; public hearings; promoting political participation and good governance; communications businesses, and related topics in political and local administration communication.

#### **17707 Communication Research for Political and Local Administration**

**(6 credits)**

##### ***Course Learning Outcomes***

1. To gain knowledge about the methods of finding knowledge through research, forms of research, types of research, principles and processes of doing research, defining a research problem, and doing a review of the literature to set the theoretical and ideological framework for undertaking a research project in the subject area of political and local administration communication innovation.
2. To gain knowledge about how to design a research project and the methods of research in the subject area of political and local administration communication innovation.
3. To gain knowledge, understanding and skills for setting the extent and approach for research projects in the subject area of political and local administration communication innovations, writing a research proposal, managing a research project, and writing a research report about a topic in the subject area of political and local administration communication innovations.
4. To gain skill and experience in researching political and local administration communication innovations.
5. To do research ethically.

### ***Course Description***

The course covers methods of finding knowledge through research, forms of research, types of research, 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 conceptual framework 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 methods; data source selection methods; how to create and test data collection tools; quantitative and qualitative data collection techniques; qualitative data analysis; principles of statistics for research; setting the extent and deciding on approaches for doing research on political and local administration communication innovations; how to manage and undertake research projects; how to write research reports; research ethics; and how to apply this knowledge of research in the development of innovations for political and local administration communications.

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

#### ***Course Learning Outcomes***

1. To gain knowledge of the concepts, meaning, types, components, principles and process of managing communication innovations for political and local administration.
2. To gain knowledge about how to analyze a situation, plan, design, create, test, and improve innovations in concepts and processes as well as inventions and organizational management methods for the operation or management of political and local administration communication.
3. To gain skills for the management and application of communication innovations for politics and local administration.

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

The course covers concepts, meaning, types and components of communication innovations; principles and processes of managing communication innovations for political and local administration; situation analysis; planning, design, creation, and testing of innovations; improvements of conceptual innovations, processes and inventions; and organizational management innovations for doing business or managing political and local administration communications.

### **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)**

#### ***Course Learning Outcomes***

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)**

#### ***Course Learning Outcomes***

1. To provide field experience in planning and operations of communication innovations for political and local administration.
2. To let students practice and develop their thinking process for designing, planning, operating and applying communications innovations in political and local administration work.
3. To let students practice and develop skills for being operators of communication innovations for political and local administration.
4. 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 and local administration. They will develop skills, gain experience and develop their leadership capacity as creative leaders, managers, entrepreneurs and 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.

### **17719 Integrated Learning in Communication Innovation for Political and Local Administration (6 credits)**

#### ***Course Learning Outcomes***

1. To give students the ability to integrate knowledge, concepts, principles and processes into operations of communication innovation for political and local administration.
2. To give students the ability to implement political campaigns, social campaigns, organizational communication, building of political popularity and voter support, topic-related communication, and organization or enterprise management, to increase various dimensions of the capacity of political and local administration communication.

3. To give students the ability to be organization or enterprise managers and to increase the potential of political and local administration communication in various dimensions.
4. To give students the skills needed to run political campaigns, social campaigns, corporate communication campaigns, campaigns to increase political popularity/voter approval, and related topic communication to increase various dimensions of the capacity of political and local administration communication.

***Course Description***

The course covers concepts, principles and processes to integrate knowledge into practice for the use of communication innovation for political and local administration in political campaigns, social campaigns, organizational communication, building of political popularity and voter support, topic-related communication, and organization or enterprise management, to increase the potential of political and local administration communication in various dimensions.

**17720 Creative Thinking, Message Design and Media Production**

**(6 credits)**

**for Communication in Political and Local Administration**

***Course Learning Outcomes***

1. To gain understanding of creative thinking, data analysis, communications planning, message design, production and use of media, and evaluation of the quality, effectiveness and results of media and messages.
2. To gain skills for the design and production of conventional media and new media for use in different forms.

***Course Description***

The course covers creative thinking; data analysis; communications planning, message design, production and use of media; evaluation of the quality, effectiveness and results of media and messages; techniques for designing and producing conventional media and new media; audio spots, audio/visual spots, newsletters, posters, signs, logos, slogans, speeches, debates, informal "coffee house" or salon discussions, meeting the public, activities, infographics, video clips, using mobile applications on smart devices, website management, and different kinds of online social media as related to communication in political and local administration.

**17721 Communication Development for Political and**

**(6 credits)**

**Local Administration Leaders**

***Course Learning Outcomes***

1. To gain understanding of concepts, principles and theories and to develop communication skills and capabilities for political and local administration leadership.
2. To develop communication capabilities in listening, reading, speaking, writing, using technology to communicate personality and personal appearance, and persuasive presentation.
3. To gain communication skills to build political popularity, and for public speaking, campaign speeches, debates, meetings, press conferences, interviews, building a media network, negotiation, conflict management, risk management, crisis management, media conflict and leadership skills to accomplish communication in political and local administration.
4. To gain experience in being a leader in communication for political and local administration.

***Course Description***

The course covers concepts, theories, principles and practical approaches to developing the communication skills, capacity and potential of leaders in terms of thinking, listening, reading, speaking, writing, using technology to communicate personality and personal appearance, persuasive presentation, building political popularity, public speaking, giving campaign speeches, debating, attending meetings, press conferences, interviews, and building a media network; as well as communication skills for negotiation, conflict management, risk management, crisis management, media wars, and leadership skills to accomplish communication in political and local administration.

**17722 Being an Entrepreneur in Political and Local Administration Communication (6 credits)*****Course Learning Outcomes***

1. To gain understanding of how to be a good entrepreneur in political and local administration communication.
2. To develop products and services as a political and local administration communication entrepreneur.
3. To practice developing a thought process for the design, planning and operation of a political and local administration communication enterprise.

***Course Description***

The course covers concepts and principles related to the process of being a political and local administration communication entrepreneur; challenging forms of enterprises; development of products and services; corporate management in the digital era; business planning; service provision management; marketing communication; finding new customers and maintaining old clients; building a network of enterprises; digital technology for management; corporate social responsibility; business morals and ethics; and developing the potential of political and local administration communication entrepreneurs.

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