

COURSE DETAILS

Doctoral Degree

17901/Advanced Communication and Social Sciences Theories (6 credit/non-credit)

17911 Course Learning Outcomes

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/non-credit)

17912 Course Learning Outcomes

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

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.

17913 Strategic Communication and Social Mobilization**(6 credit)*****Course Learning Outcomes***

1. To gain understanding of the concepts and theories of communication for social change.
2. To gain understanding of strategies to manage communication in different situations.
3. To gain understanding of the concepts and theories of communication for social change that is linked to social mobilization.
4. To gain understanding of communication for issue-focused social mobilization.
5. To analyze case studies of communication for social mobilization in Thailand and other countries.

Course Description

The course covers communication for social change; organizational management to meet the needs of social situations wisely and efficiently and in a timely manner to match the surrounding world context; strategies for managing communication in different conditions; image communication and managing organizational reputation; marketing communication for social concerns and business; planning and situation analysis for campaigns; concepts and theories of communication for social mobilization; linking to the process of social movements; and communication for issue-focused social mobilization.

17997/Dissertation (Communication Arts) (Form 1.1-48 credits/Form 2.1-36 credits)**17998 Course Learning Outcomes**

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

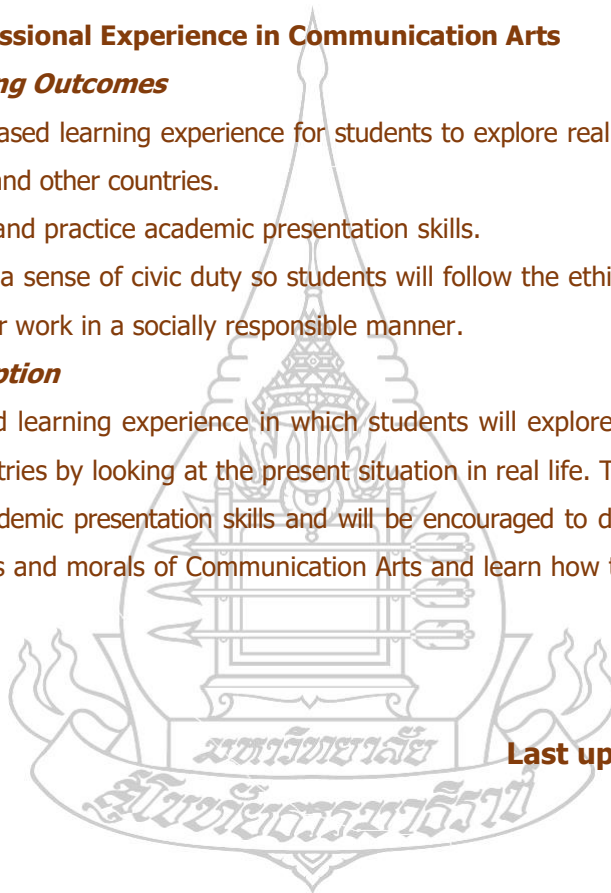
(6 credit)

Course Learning Outcomes

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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