

COURSE DETAILS

Master' Degree

15714 Communication Theories

(6 credit)

Objectives

1. To gain knowledge and understanding of concepts, principles, theories and innovations in communication.
2. To gain the ability to use related concepts and theories as the conceptual framework for the analysis and critique of communications issues in the new media landscape.
3. To gain the ability to integrate communication theories and apply them in research, professional work, and various communication situation.

Course Description

The course covers communication concepts, principles, theories and innovations involving senders, messages, media and receivers in communication. These include persuasion theory and communication management theories in various context. The course also enables students to analyze, criticize and deploy communication theories to address problems and issues in the new media landscape; and the use of communication concepts and theories in research and careers.

15715 Research in Communication

(6 credit)

Objectives

1. To gain knowledge and understanding of the philosophy and concepts of research, types of research, scope and process of communication research.
2. To gain knowledge and understanding of quantitative and qualitative research.
3. To gain knowledge and understanding of data analysis for both quantitative and qualitative communication research.
4. To gain skills, experience, morals, and ethics in communication research.

Course Description

The course covers the philosophy and concepts of research, types of research, scope of communications research; procedures for quantitative and qualitative research; quantitative and qualitative research design; research on new media; research methods and data analysis for quantitative and qualitative research in communication; research conduct, presentation and publication; applying research results in work; including promoting morals and ethics in communication researches.

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

1. To gain knowledge about the meaning, types and components of digital communication innovation.
2. To gain the ability to analyze and apply innovations in communication.
3. To gain the ability to utilize innovations for communication.
4. To gain the ability to create and design content.

Course Description

The course covers the meaning, types, and components of communication innovations; important fundamental understanding in using digital communication innovations; analyzing and applying innovations in communication so that students will be able to create and design quantity content.

15717 Integrated Communication**(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, promote and develop projects at the organizational, community, social or national levels.
3. To gain the ability to set extents, and create ideological frameworks for research projects in communications integration.
4. To gain the ability to analyze, synthesize and criticize issues involved with integrated communication.

Course Description

The course covers principles and concepts of communication integration; communication theories and related theories for problem solving, promoting and developing work at organizational, community, social or national levels, including integrated communication, media, and communication technology. Students will learn how to set scope of study and create conceptual frameworks for integrated communication study; including analyzing, synthesizing and criticizing communication issues in an integrated way.

15719 Media Studies**(6 credit)*****Objectives***

1. To gain knowledge and understanding of media performance and industry.
2. To gain knowledge and understanding in the relationships between media industry and economy, political, society and technology.
3. To gain knowledge and understanding in the changes in technology and telecommunications that impact media industry in the digital era.
4. To gain knowledge and understanding of the context of the media in ASEAN and international level.
5. To gain knowledge and understanding of media literacy and the impact and influence of media in the digital era.

6. To gain the ability to analyze issues involving media performance and industry.

Course Description

The course covers issues about media and industry, including the relationship between the media, the media industry and the economy, politics, society and technology; changes in technology and telecommunications that impact media performance and 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 issues revolving around media performance and 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 desirable characteristics of a Master of Communication Arts graduate.
2. To gain the ability to apply Communication Arts knowledge to solve problems constructively in the workplace as well as in social and national development.
3. To develop leadership capabilities and appropriate human relations in order to be able to work in a team and get along in society.
4. To gain the ability to analyze moral and ethical qualities in their profession 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, decision making, and leadership skills. They will gain a better understanding of the desirable characteristics, personalities, virtues and ethics of a communication leader, including presenting and applying knowledge in communication profession for social and national development.

15723 Strategic Communication for Management**(6 credit)*****Objectives***

1. To gain knowledge and understanding of the concepts and principles of communication management.
2. To gain the ability to analyze and plan communication strategies to accomplish various goals.
3. To gain the ability to implement communication management.
4. To gain the ability to use communication management in a moral and ethical way.

Course Description

The course covers concepts about communication management under the "new normal" context; principles of management and service; analysis and planning of communication strategies for the accomplishment of various goals; building relationships with stakeholders; marketing communication strategies; corporate image and reputation management; strategies for change; crisis management and issue management; corporate social responsibility strategies; content creation and content management strategies; communication strategies for social movements; the role of digital technology in communications management; and the morals and ethics of communication management.

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.

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