

COURSE DETAILS

17701 Communication Arts and ASEAN

(6 credits)

Objectives

1. To gain knowledge and understanding of the structure, system, context, policies, and strategies of communication in ASEAN;
2. To gain knowledge and understanding of the history, thinking, ways of life, ethnic diversity, and cultures in the ASEAN community and all aspects of the development strategies of each ASEAN member state;
3. To be able to analyze, compile and build up knowledge of Communication Arts in many dimensions within the ASEAN context.

Course Description

Structure, systems, and context of communication; 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 employed by ASEAN member states; multi-dimensional analysis, compilation and building of knowledge of Communication Arts within the ASEAN context.

17702 Philosophy and Communication Theory

(6 credits)

Objectives

1. To gain knowledge and understanding of the philosophy, concepts and theories of communication arts;
2. To be able to analyze and critique communication issues in the ASEAN region;
3. To be able to apply communication theories for work development in ASEAN.

Course Description

Philosophy, concepts, developments and types of Communication Arts theories; 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 work development in ASEAN.

17703 Paradigm and Communication Arts Research

(6 credits)

Objectives

1. To gain knowledge and understanding of the paradigms of Communication Arts research;
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.

17704 Comparative Communication Studies for ASEAN (6 credits)***Objectives***

1. To be able to analyze and compare communication situations in the ASEAN way of life and changing trends in the global society;
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 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, and legal issues concerned with development in ASEAN; creation of communication innovations to strengthen and unify the ASEAN community.

17705 Communication Management for ASEAN (6 credits)***Objectives***

1. To gain knowledge and understanding of strategic management of organizational communications in ASEAN;
2. To gain skills to manage organizational communications in ASEAN.

Course Description

Strategic communications management, planning, organizational structure, administration, and monitoring; development of communication leaders; evaluation of communication management; management of communication resources in the ASEAN context.

17797 Independent Study (Communication Arts for ASEAN) (6 credits)***Objectives***

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.

17798 Thesis (Communication Arts for ASEAN)

(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 collect data, analyze data and present research results;
6. To prepare a presentation and defend the thesis;
7. To write a complete thesis;
8. 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, 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)

Objectives

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 give students field experience in exchanging communication knowledge in 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 of knowledge about communication methods in ASEAN.

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