

## Bachelor of Communication Arts (Year 2017)

### Courses Description

- 001201 Thai Language Skills 3(2-2-5)**  
The importance and characteristics of Thai language in Thai society as a meaning making tool. Learning about various kinds of modern media including newspapers and electronic media. Cultivating reading habits and practicing analyzing and criticizing literary values especially relations and values in Thai and global societies in various contexts (economics and politics in different situations) along with developing Thai language skills especially reading and writing
- 001211 Fundamental English 3(2-2-5)**  
Development of basic English listening, speaking, reading skills and grammar for communication in various contexts in preparation for a global society
- 001212 Developmental English 3(2-2-5)**  
Gain knowledge of the English language, cultivate 21st century skills and develop in the areas of listening, speaking, reading and grammar in order to understand and communicate real-world information used in different relevant context
- 001213 English for Academic Purposes 3(2-2-5)**  
The development of English skills with an emphasis on academic reading, writing and researching in preparation for a global society
- 001221 Information Science for Study and Research 3(2-2-5)**  
The meaning and importance of information, types of information sources, Access to different sources of information; application of information technology and communication, media and information literacy ,knowledge management, selection, synthesis, and presentation of information as well as creating positive attitudes and a sense of inquiry in students, diligence, patience, honesty and gratitude to the country
- 001222 Language, Society and Culture 3(2-2-5)**  
The relationship between language and society as well as language and culture in terms of the ways in which language reflects society and culture. The study includes verbal and symbolic communication, new meanings of social and cultural structure, changes of language and usages in borderless world

- 001224      Arts in Daily Life      3(2-2-5)**  
 Art Fundamentals and understanding in the basic features, meaning, value, differences and the relationship between the various categories of works of art including fine art, applied art, visual art, audio art, audiovisual art, and new media art. Through the artistic experience and basic practice on various types of art. For developing knowledge, understanding and indoctrinating aesthetic judgment that can be applied in daily life, harmonized with the social context in both the global and local levels
- 001225      Life Privacy      3(2-2-5)**  
 Philosophy and basic knowledge of privacy. Human rights, privacy law. Privacy regarding private information, health, residence, and information technology. Protection of privacy, privacy in daily life
- 001226      Ways of Living in the Digital Age      3(2-2-5)**  
 Development of skills in media usage, various computer equipment utilization, inquiries, analysis, measurement, rights and creation, including ethical awareness and individual responsibility to the society in communication behaviors
- 001227      Music Studies in Thai Culture      3(2-2-5)**  
 Uniqueness and development of various genres of music in Thai Culture Including its roles and functions, aesthetic values, and significance to Thai society and Thai culture
- 001228      Happiness with Hobbies      3(2-2-5)**  
 Concept of happiness, basic elements of happiness in life, creative thinking, Creation of works from hobbies to promote life and social happiness
- 001229      Know Yourself, Understand Others, Meaningful Life      3(2-2-5)**  
 Mindfulness, self- reflection, meaning of life, deep listening, handling emotions, empathy and consideration of the social economic cultural and environmental context, living and working constructively with others
- 001231      Philosophy of Life for Sufficient living      3(2-2-5)**  
 Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experience and factors or conditions which influence success in all aspects of life and profession of respected people



- 001237**      **Life Skills**      **3(2-2-5)**  
Knowledge, relating to role, duty, and responsibility of an individual both as a member of a family and a member of a society which include an adaptation to changes in a society, life and career skills 21st century, flexibility and adaptability skills, creativity and self-direction skills, intra-social and cross culture interaction skills, productivity and accountability skills, leadership and responsibility skills
- 001238**      **Media Literacy**      **3(2-2-5)**  
Processes of media analysis and acknowledgements in digital literacy. Understanding of media effect theories such as myth semiology and advertising concept, attributes and influence of contemporary and digital media. Analyzing of contents on every current platform
- 001239**      **Leadership and Compassion**      **3(2-2-5)**  
The importance of leader, leadership in the 21st century, learning and living with love, good global citizenship, studying good practices of conducting public activities as a guideline for learners' own activities
- 001241**      **Western Music in Daily Life**      **3(2-2-5)**  
Aesthetics of music, elements, structure and the history of Western music. Style of music in daily life. Criticism and admiration of music. The application and process of Western music in daily life
- 001242**      **Creative Thinking and Innovation**      **3(2-2-5)**  
Innovation development process; means of accessing customers' mind and discovering the roots of problems; generating and selecting ideas, creating rough prototypes, testing in the field and extracting information, quick and efficient design-build-test cycles, getting things done as a multidisciplinary team: brainstorming, making decisions, giving constructive comments and managing conflicts
- 001251**      **Group Dynamics and Teamwork**      **3(2-2-5)**  
Various behaviors regarding grouping behaviors, development of group characterization, group's environments, interpersonal relations versus group involvement, group persuasion, change in group attitudes, intra-group communication, teamwork model, guideline to create Team and Network, group unity, factors enhancing teamwork and practice of teamwork

- 001252      Naresuan Studies      3(2-2-5)**  
Biography of King Naresuan the Great; his royal duties while reigning the kingdom such as economy, society and international affairs reflecting Thai identity in various aspects namely the pursuit of knowledge, perseverance, endeavour, courage, sacrifice, loyalty and their tolerance for troubles
- 001253      Entrepreneurship      3(2-2-5)**  
The entrepreneurial practices with an emphasis on learning how to find business ideas, evaluation of new market opportunities and starting a new venture; focuses on identifying and evaluating new venture, and how to recognize the barriers to success. Exposure to the stresses of a start-up business, the uncertainties that exist, and the behavior of entrepreneurs. Theoretical overview, entrepreneurs, entrepreneurship's links with other disciplines, and entrepreneurial networks and alliances. Strategies for sustainable survival
- 001271      Man and Environment      3(2-2-5)**  
Ecosystems and biodiversity, man-nature and ecosystem service, human structure and system change that effects on environment, planetary boundary, climate change, sustainable development goals, environmental ethic and consciousness building, and environmental public participation
- 001272      Introduction to Computer Information Science      3(2-2-5)**  
Evolution of computer technology from past to present and a possible future, computer hardware, software and data, how a computer works, basic computer network, Internet and applications on the Internet, risks of a system usage, data management, information system, office automation software, multimedia technology, web-based media publishing, web design and development and an influence of technology on human society
- 001273      Mathematics and Statistics in Everyday life      3(2-2-5)**  
Fundamental knowledge of Mathematics and Statistics for everyday life including measurement in different types of unit systems, surface area and volume of geometric shapes, tax, profit, depreciation, interest and discount, process of data survey, data collection methods, introduction to data analysis and presentation, probability, and introduction to statistical decision making
- 001274      Drugs and Chemicals in Daily Life      3(2-2-5)**  
Basic Knowledge of drug and chemical, nutrition, food supplement including cosmetics and herbal medicinal product commonly used in daily life and related to health as well as their proper selection and management for health and environmental safety

- 001275 Food and Life Style 3(2-2-5)**  
Roles and importance of food in daily life, cultures and consumption behavior around the world including the influence of foreign cultures on Thai consumption behavior, identity and wisdom of food in Thailand, proper food selections according to basic needs, food choices, information for purchasing food, and food and life style according in the age of globalization
- 001276 Energy and Technology around Us 3(2-2-5)**  
Fundamental knowledge of energy and technology around us; energy sources and knowledge about electrical energy, fuel energy and alternative energy; relationship between technology and energy consumption; direct and indirect energy consumption; global warming and related energy situation; current issues and relationship to energy and technology; participation in energy conservation; efficient energy use and proactive approach to energy issues
- 001277 Human Behavior 3(2-2-5)**  
The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behavior; mindfulness, meditation, consciousness and its involved substances; sensory perception, learning and memory, language; the intelligent and others quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life
- 001278 Life and Health 3(2-2-5)**  
Life and health behavior, health care and promotion for each age group including the implementation of the health knowledge and skills for continuous improvement of the quality of life for oneself and other
- 001279 Science in Everyday Life 3(2-2-5)**  
The role of science and technology with concentration on both biological and physicals science and integration of earth science in everyday life, including organisms and environments, chemical, energy and electricity, telecommunications, meteorology, earth, space and the new frontier of science and technology
- 001281 Sports and Exercises (Non-credit) 1(0-2-1)**  
The sport playing, exercises for improvement of the physical fitness and physical fitness test

<b>205200</b>	<b>Communicative English for Specific Purposes</b> Practice listening and speaking English with emphasis on pronunciation, vocabulary, expressions, and sentence structures for academic and professional purposes	<b>1(0-2-1)</b>
<b>205201</b>	<b>Communicative English for Academic Analysis</b> Practice listening and speaking English with emphasis on summarizing, analyzing, interpreting, and expressing opinions for academic purposes applicable to students' educational fields	<b>1(0-2-1)</b>
<b>205202</b>	<b>Communicative English for Research Presentation</b> Practice giving oral presentations on academic research related to students' educational fields with effective delivery in English	<b>1(0-2-1)</b>
<b>206111</b>	<b>Chinese I</b> Four basic skills of Mandarin Chinese including speaking listening reading and writing, the Chinese phonological system through the CPA (CHINESE PHONETIC ALPHABET) system, writing Chinese character systematically, learning 300 of daily-life words and expressions, basic conversation and basic Chinese grammar	<b>3(2-2-5)</b>
<b>206112</b>	<b>Chinese II</b> 400 daily-life words and expressions, continuously from Chinese I practicing pronunciation in level of multi-syllable word, phrase and sentence, learn the basic grammar of sentence structure; the "shi" sentence structure, the sentence with verbal structure, the sentence with adjectival structure, the sentence with nominal structure, the structure of interrogative sentence, the usage of localizers, telling the time, the structure of optative verbs, the functional word for the perfect aspect, and practicing the writing of Chinese character more influenced	<b>3(2-2-5)</b>
<b>207281</b>	<b>Japanese Skills I</b> Introduction to Japanese characters; Hiragana and Katakana. Practice how to pronounce sounds in the Japanese language correctly and study basic Japanese structure to be able to introduce oneself and have a conversation in daily life	<b>3(2-2-5)</b>
<b>207282</b>	<b>Japanese Skills II</b> <b>Prerequisite: 207281 Japanese Skills I</b> Studying basic Japanese structures at a higher level and 4 skills of Japanese language emphasizing on listening and speaking skills	<b>3(2-2-5)</b>

- 218111 Basic Burmese I 3(2-2-5)**  
Listening, speaking, and writing Burmese language from the text related to everyday life conversation
- 218112 Basic Burmese II 3(2-2-5)**  
Skills at higher level of Burmese language usage with an emphasis on essential grammatical rule found in the selected texts
- 219101 Elementary French I 3(2-2-5)**  
French language for beginners, skills in listening, speaking, reading, and writing with and emphasis on everyday communicative skills, pronunciation and elementary French grammar study
- 219102 Elementary French II 3(2-2-5)**  
Improvement all advanced skills in French with an emphasis on everyday communicative skills in variety of situations
- 221101 Korean Language I 3(2-2-5)**  
Korean characters related to the phonological system ; basic sentence structures; and basic vocabulary and essential affixation. Practice in listening, speaking, reading, and writing skills in order to communicate in Korean at the fundamental level
- 221102 Korean Language II 3(2-2-5)**  
Korean sentences communicated in everyday life situations by following sentence patterns, grammar, and vocabulary given
- 814100 Concept and Theory of Communication 3(2-2-5)**  
Evolution; definitions; importance; factors; forms; communications discipline; communications process in mainstream media; alternative media and new media; concept; theory; functions; power and impacts of communication on individual and society
- 814101 Writing for Communication 3(2-2-5)**  
Writing for communication approaches and theories for convergence channels, meanings and focus of writing genres, types and technics and writing process, works for students skills for specific channels, and law and ethics for writing for communication



- 814102      Speech Communication      3(1-4-4)**  
 Basic concepts and theories in verbal and non-verbal communication, and the practicing in various dimensions and format of verbal and non-verbal communication
- 814103      Creative Thinking for Communication      3(2-2-5)**  
 Thinking skill and creative communication through various case studies as well as practicing by working on creative products and projects
- 814104      Visual Graphic for Communication      3(1-4-4)**  
 Basis of Colour theory, Elements of Art, Composition, Semiotics, Typography, Illustration; Computer Graphic Software; Retouching and Creating the Digital Imagery
- 814105      Creative Photography for Communication      3(2-2-5)**  
 Imaging for multimedia, changing opinions, using imagination to create images technology for still pictures, drawings, and computer programs; Communicating meaning through artwork and applying to media production; history and theory of photography, benefit, taking picture, composition, retouching with computer program and photographic printing
- 814200      Audio and Visual Production      3(2-2-5)**  
 Basic audio and visual production processes by using equipment; camera, audio recorder and computer programs; Creating meanings that effect to perception and changes in opinions, beliefs, and values of the listener/reader
- 814201      Ethics and Legal for Communication      3(2-2-5)**  
 The key concepts about ethical rules with the truth, the justice, the right as well as the liberty and the responsibility to communicate, the laws of human's right and freedom in communication as well as the violation of personal information and other relevant laws related to human communication
- 814202      Communication for Persuasion      3(2-2-5)**  
 Definitions, significance, concepts, theories of communication for persuasion. Audience analysis, impact of senders, messages, communication channels and psychology factors influencing on receivers' behavior changes; Types, steps and techniques of communication for persuasion. Persuasive communication ethics

- 814203      Glocal Communication and Current Issue      3(2-2-5)**  
The concepts of glocal communication, the case studies that are related in communication, media landscape, media convergence; and the analytic perspective in current issues which are based on communication theories and concepts
- 814210      Art of story telling through Media      3(2-2-5)**  
Basic concepts and theories in narration and practices in narration through thoughts, writing and presentation in various dimensions
- 814211      Two-Dimensional Animation and Motion Picture      3(1-4-4)**  
Meaning of images and two-dimensional animated images; types of creating animated images; designing characters and background images; storyboard; audio in two-dimensional animation; two-dimensional animation and motion picture software
- 814212      Writing for Non-Fiction      3(2-2-5)**  
**Prerequisite : 814103 Creative Thinking for Communication**  
**814210 Art of Storytelling through Media**  
Concepts and skills in script writing, news writing, and the analysis through the nature of various media which are related in non-fiction
- 814220      Concept and Theory of Corporate Communication      3(2-2-5)**  
Definitions, significance, concepts and theories of corporate communication. Missions, identities, images, reputations, public relations, advertisements, social responsibilities of corporate communication. Strategies, steps and techniques in corporate communication for government, private and non-profit organizations
- 814221      Writing for Corporate Communication      3(2-2-5)**  
Learning concepts and methods related to writing for media communications, corporate communications and to create the art of storytelling; How to create content and presentation throughout traditional media and new media for an organization's success
- 814222      Principles of Advertisements and Public Relations      3(2-2-5)**  
Concepts and meaning of advertisements and Public Relations; operating, creating advertisements and producing advertisements for various media; functions and service of advertising agencies; communication target groups and instruments used in public relations; Public Relations in organizations; laws and ethics related to advertisements and public relations

- 814300 Marketing Communication 3(2-2-5)**  
Meaning the roles, concepts and composition of marketing communications as well as the tools used including; Advertising, Public Relations, Direct Marketing, Sales and Marketing by salesperson, Communication at Point of Purchases and Online Communications; Tools to be used, with strategy as a fully integrated marketing communications for organizations or products success
- 814310 Non - Fiction Production 3(1-4-4)**  
**Prerequisite : 814212 Writing for Non-Fiction**  
Important concepts of the production of non-fiction work; The study of production process: pre-production, production and post-production, and the distribution throughout various media platforms
- 814311 Writing for Fiction 3(2-2-5)**  
**Prerequisite : 814103 Creative Thinking for Communication**  
**814210 Art of Storytelling through Media**  
Concepts in script writing, the development in script writing skills, and differences of fiction
- 814312 Fiction Production 3(1-4-4)**  
**Prerequisite : 814311 Writing for Fiction**  
Concept in script writing, the development in script writing skills, and the analysis through the nature of various media which are related in fiction
- 814313 Advance Post Production 3(1-4-4)**  
Post-Production Process, digital file converting editing work both online and offline, colour correction, music and sound design, sound mixing - and system organisation for work distribution
- 814314 Digital Media Design 3(1-4-4)**  
Processes and capability of digital media, website and application on devices. Managements of content structure, user interface design and navigator system; Design that suitable for users and project objectives by using computer graphic softwares
- 814315 English for Creative Media and Communication 3(2-2-5)**  
Intermediated and advance English language skills for undergraduate students for the specified purpose in creative media and communication through audio-visual and other media platform

- 814316 Creative Media and Communication Research 3(2-2-5)**  
 Definitions, significance, types and advantages of research in creative media and communication. Research designs, processes and steps of research, and research ethics
- 814320 Corporate Content Communication 3(2-2-5)**  
 Concepts and strategies to create interesting communication issues about corporate in a wide variety of media. Lead to recognition, tendency and positive image
- 814321 Management and Planning for Organization 3(2-2-5)**  
 Management and organizational leadership as an organization's leader, managing and leading public organization as public relations manager, to learn and understand both internal and external communication in order to support the managing and organizational leading of organization's leader to be successful
- 814322 Media Production for Corporate communication 3(2-2-5)**  
 Concepts, theories and processes of digital media production for corporate communication. Practising digital multimedia for corporate communication along the line of prescribed media
- 814323 Advanced Media Production for Corporate Communication 3(2-2-5)**  
 Concepts, theories and processes of advanced digital media production for corporate communication. Communicate effectively with target groups
- 814324 Corporate Reputation Management 3(2-2-5)**  
 Definitions, significance, concepts, and theories of corporate reputation management. Missions, components, processes, and types of corporate reputation management. Strategies and techniques for corporate reputation management through a variety of communication channels. Corporate social responsibilities and crisis communication management
- 814325 English for Corporate Communication 3(2-2-5)**  
 Intermediate and advance English language skills for undergraduate students for the specified purpose in public relations, corporate communication and other related communication patterns

- 814326      Research for Corporate Communication      3(2-2-5)**  
 Definitions, significance, types and advantages of research and evaluation in corporate communication. Research designs, processes and steps of research, creative research, and evaluation, and research ethics. At the end of the class, students can conduct research by themselves
- 814330      Digital Culture and Society      3(2-2-5)**  
 Definition of digital culture, cultural and sociological development and impact of digital media, understanding the social and cultural implications of IT and developing analytical in the area of digital culture, online communities, traditional demographic factors (gender, race, class) and network culture social cohesion, identity and social life, remix culture, myth and citizen in digital culture and society
- 814331      Presentation Technique      3(2-2-5)**  
 Concepts and techniques to develop personality and creating effective presentation by using variety of tools and equipment
- 814332      Development Communication      3(2-2-5)**  
 Communication for development approaches and theories, appropriate communication processes and media for community, political, economic and social issues in community context, law and ethics for development communication, and case studies of communication for development in lower northern region
- 814333      Film Study      3(2-2-5)**  
 Concepts, History and Development of Thai and international films; theories and criticism within social cultural and economic context
- 814334      Political Communication      3(2-2-5)**  
 The processes of communication and the roles of communication coupled with political communication in democracy system among local, national and international level, analysis of communication activities that cause the responsibility in democracy system as well as the impact of the communication towards political activities
- 814335      Sport News Reporting      3(2-2-5)**  
 Basic concepts in sport, sports news reporting, and the development on important skills

- 814336 Digital Media Archive Management 3(2-2-5)**  
 Meaning and Concepts; Analysis and design digital media archiving for retrieval and sharing
- 814337 Corporate Social Responsibility Management 3(2-2-5)**  
 Social situation and also other stakeholders, government private business, public sector including roles and responsibilities, mission and implementation to archive the goal under the accurate and fairness rules with ethical, integrity and morality, encouraging the application of communication and public relations as one of the tools to manage the organization of mentioned sectors for supporting and leading the societal country to be growth, stability and sustainable wealth
- 814338 Integrated Communication Campaign 3(2-2-5)**  
 Communication for integrated public Relations, integrated media and different communication channels as well as new media and old media, designing message to create powerful news and information in order to attract perception, persuasion, leading and influencing target group which result in changing behavior and needed cooperation to support the policy and any project for achieving the goal
- 814339 Special Event Planning and Management 3(2-2-5)**  
 Concept, definition and importance of special activities for communication; management; planning; strategies for special activities; factors related to audience and evaluation
- 814340 Mass Media Management in Digital Age 3(2-2-5)**  
 Opportunity and challenges in mass media management in digital age; mass media organization about; policy making; structure; working system; competition strategies; production and presentation system of online media; problem analysis and mass media trend in the future
- 814341 Three Dimensional Modelling and Animation 3(1-4-4)**  
 3D computer graphic software; Simple to advance 3D Modelling; 3D Typography; Theory of art composition with 3D Modelling; Use of Mapping, Lighting and Camera; Animating the 3D models by Using Joints, Bones and Rigid

- 814342**      **Cross Cultural Communication**      **3(2-2-5)**  
 Communication among Cultures, Individualism versus Collectivism, Democratic and culturally pluralistic values will be encouraged as the student develops understanding and skills in recognizing language, attitudinal, non-verbal, and ethnocentric variations in communication across cultures and adapting to cultures
- 814343**      **Strategy of Creativity Brand**      **3(2-2-5)**  
 Define core terms such as brand, brand equity, positioning, brand architecture understanding brand elements, build brand and measure brand equity design and implement brand strategies that consider brand naming, brand extension, brand stretching, analytical case study of successful global and national brand, local brand design and promotion
- 814344**      **Organizational Communication**      **3(2-2-5)**  
 Concepts, processes of personnel communication organizations, analyze cause and effect of communications, focusing on communication behaviors and motivations, communication strategies for human relation in workplace and organizational loyalty, solving communication problems for strengthen organization practice to better performance
- 814345**      **Stakeholder Relationship Management**      **3(2-2-5)**  
 Concepts, theories and strategic communication management, building and maintaining relationships between organization and stakeholder groups: customers, media, communities and government, lead to strengthen positive organizational images and create sustainable participation and relationships
- 814346**      **Creative Digital Imaging**      **3(2-2-5)**  
 Creating digital images for communication, creating meaning and visual communication with digital image; Manipulating and retouching digital images with computer programs and understanding the proper use of images in different type of digital media.
- 814347**      **Advance Creative Photography**      **3(2-2-5)**  
 Processes of conceptualize creativity to create the digital image for various media; print media and internet; Creating and editing digital photography for artwork and communication arts presentation with computer programs
- 814348**      **Selected Topic in Academic Communication**      **3(2-2-5)**  
 Specific issues related to academic communication; Critical Thinking and practice

- 814349**      **Selected Topic in Practical Communication**      **3(1-4-4)**  
Specific issues related to communication practice; creating different types of media presentation
- 814492**      **Co-operative Education**      **6 credits**  
Professional training at a public or private organization in Thailand with the approval of the university
- 814494**      **International Academic or Professional Training**      **6 credits**  
Professional training and internship in communication arts in government or private sectors in overseas as approved by university for at least 16 weeks
- 814495**      **Undergraduate Thesis**      **6 credits**  
Introduction, objective, research problem, the hypothesis, the connection between functions in doing research, the analysis, the summary of research result and the recommendation as well as presentation