

Course Descriptions

811601 Epistemology and Theory Construction for Communication 3(2-2-5)

The study of inquiry based on scientific philosophy which is a foundation of research methodology leading to the understanding of philosophy of the humanities and social sciences from past to present that constructs concepts and theories related to communication.

811602 Research Methodology in Innovative Communication 3(2-2-5)

The study of research procedures, forms and analyses. The techniques and approaches are related to the quantitative and qualitative, innovative forms of research. Descriptive, referred and advanced statistics will be used to analyse data in proving hypotheses in quantitative research studies. Analytic and interpretative approaches are used to consider the conclusions drawn in qualitative research studies. Includes qualitative and quantitative based analytical methods as used in practical research methodology.

811603 Seminar 1 1(0-2-1)

Discuss the interesting issues on communication in order to develop it into a thesis title and analyse the various literature reviews composed of concepts, theories, journals and research studies, all related to the thesis title.

811604 Seminar 2 1(0-2-1)

Discuss the selected research methodology appropriate to the thesis title, including approaches to access research resources in order to gain correct, precise and reliable results and/ or findings.

811605 Seminar 3 1(0-2-1)

Discuss the research findings from the fieldwork by applying concepts and theories studied in literature reviews, including syntheses of the researcher. The researcher could exchange and establish the new bodies of knowledge at this stage before exceed the thesis defense process.

811621 Application of Communication Theories and Research 3(2-2-5)

The application of Communication Theory in Research helps with Course Description and the Meaning of communication in every paradigm, the understanding of media psychology, political communication, cultural communication and communication in innovation. Processes and application of theories to analyse communicative situations and research at administrative and operational levels.

811622 Technology Digital for Communication Analytic 3(2-2-5)

The study and practice using digital technology and applications includes the use of software packages through digital devices for collecting, searching, organizing data including statistical analysis and the audio-visualization of data in order to utilize it in communication research.

811631 Integrated Brand Communication 3 (2-2-5)

Learn concepts and theories related to value, significance and element of integrated brand communication, including strategies and procedures concerning communication, in order to make integrated brand communication the most effective and efficient for organisations. Discuss and exchange ideas towards integrated brand communication on different issues, such as brand-value managements, situations affecting operation, communicative marketing, morality and ethic while processing integrated brand communication.

811632 Innovation Technology for Communication Concept 3(2-2-5)

The study digital innovative technology influencing communication and Innovative technology in order to support communication management in various organization contexts.

811633 Innovative Communication and New Economic Development 3(2-2-5)

This is the examination of concepts and theories of innovative communication and creative economic development. It studies the driving process of digital media organizations, social networking and digital economy management, including its ethics and responsibilities related to innovative media administration.

811634 Selected Topic in Contemporary Communication 3(2-2-5)

Study the topic in Communication. Look at the new or current issues in contemporary of communication interested in social, regional and national level, leading to research studies.

811635 International Communication 3(2-2-5)

Study the philosophy, concept and theory of international communication which focusing on the concept or theory of cross cultural, political economy and technology advancement both regional and international area. Discuss and exchange ideas towards different issues on international communication at present.

811636 Communication and Political Thought 3(2-2-5)

Study of concepts, theories and political thought forming methods of communication in society their impact on culture and social norms.

811680 Dissertation 1, Type 1.1 6 credits

Studying the elements of thesis; reviewing literature and related research; and determining the thesis title

811681 Dissertation 2, Type 1.1 6 credits

Developing a concept paper and preparing the summary of literature and related research synthesis

811682 Dissertation 3, Type 1.1 9 credits

Develop research instruments and research methodology and prepare thesis proposal in order to present it to the committee.

811683	Dissertation 4, Type 1.1	9 credits
	Collect data and report the progress of the thesis to the thesis advisor.	
811684	Dissertation 5, Type 1.1	9 credits
	Analyze data and prepare a draft of the thesis.	
811685	Dissertation 6, Type 1.1	9 credits
	Prepare full-text thesis and research article to get published according to the graduation criteria.	
811686	Dissertation 1, Type 2.1	3 credits
	Study the elements of thesis, review literature and related research, and determine thesis title.	
811687	Dissertation 2, Type 2.1	6 credits
	Develop concept paper and prepare the summary of literature and related research synthesis.	
811688	Dissertation 3, Type 2.1	9 credits
	Develop research instruments and research methodology and prepare thesis proposal to present it to the committee.	
811689	Dissertation 4, Type 2.1	9 credits
	Collect data, analyze data, and prepare a draft of the thesis.	
811690	Dissertation 5, Type 2.1	9 credits
	Prepare full-text thesis and research article to get published according to the graduation criteria.	