

Bachelor of Communication Arts Program (2022)

Courses Description

001211 English Listening and Speaking for Communication 3(2-2-5)

English Listening and speaking skills for communication with emphasis on pronunciation, word and sentence stress, intonation, cross-cultural understanding, listening and speaking practice in everyday life and job-related topics

001212 English Critical Reading for Effective Communication 3(2-2-5)

English language skills for critical reading with emphasis on reading for main ideas and supporting details, guessing meaning from contexts, making inferences, distinguishing facts and opinions, identifying the author's purpose, attitude and tone of voice, evaluating information and ideas

001213 English Writing for Effective Communication 3(2-2-5)

English language skills for effective written communication with emphasis on practice in writing sentences and paragraphs with proper and correct use of vocabulary, grammar, structure and organization

001301 Thai Language for Academic Communication 3(2-2-5)

Reading for information; writing and speaking for academic presentation

001302 Thai Language for Communication in the 21st Century 3(2-2-5)

Developing Thai communicative skills for appropriate and updated use in the 21st century

001303	Reading in the Digital Age Century	3(2-2-5)
	Developing reading skill in context of digital society for knowledge and improving the quality of life	
001311	Korean for Communication	3(2-2-5)
	Basic Korean communicative skills used in daily-life situations and learning of Korean culture	
001312	Japanese for Communication	3(2-2-5)
	Basic Japanese communicative skills used in daily-life situations and learning of Japanese culture	
001313	Chinese for Communication	3(2-2-5)
	Basic Chinese communicative skills used in daily-life situations and learning of Chinese culture	
001314	Burmese for Communication	3(2-2-5)
	Basic Burmese communicative skills used in daily-life situations and learning of Myanmar culture	
001315	French for Communication	3(2-2-5)
	Basic French communicative skills used in daily-life situations and learning of French culture	

001316 **Spanish for Communication** **3(2-2-5)**
Basic Spanish communicative skills used in daily-life situations and learning of Spanish culture

001317 **Lao for Communication** **3(2-2-5)**
Basic Lao communicative skills used in daily-life situations and learning of Lao culture

001318 **Indonesian for Communication** **3(2-2-5)**
Basic Indonesian communicative skills used in daily-life situations and learning of Indonesian culture

001319 **Vietnamese for Communication** **3(2-2-5)**
Basic Vietnamese communicative skills used in daily-life situations and learning of Vietnamese culture

001320 **Hindi for Communication** **3(2-2-5)**
Basic Hindi communicative skills used in daily-life situations and learning of Hindi culture

001321 **Khmer for Communication** **3(2-2-5)**
Khmer language communicative skills used in daily-life situations and learning of Cambodian culture

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

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 Way of Life	3(2-2-5)
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Music development and characteristic in Thai way of life. Cultural and Social significance role, values, changes, aesthetic as well as 21st Century competence

001228	Happiness with Hobbies	3(2-2-5)
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Concept of happiness, basic elements of happiness in life, creative thinking, creation of works from hobbies to promote life and social happiness

001231	Philosophy of Life for Sufficient living	3(2-2-5)
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Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experiences and factors or conditions which influence success in all aspects of life and profession of respected people

001232	Fundamental Laws for Quality of Life	3(2-2-5)
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The laws concerning the quality of student life such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental laws, the laws relating to the protection of art and culture as well as the laws pertaining to the developments towards the 21st century

001233	Thai State and the World Community	3(2-2-5)
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Relations between Thailand and the world community under changes over time
premodern period to the present day and roles of Thailand in the world forum including future
trends, applications of knowledge in self-improvement, ethic of life management and being a good
citizen of Thailand and the world

001234 Civilization and Local Wisdom 3(2-2-5)

Development of local wisdom effecting to gain the body of knowledge in art and culture with concrete and abstract areas which is a foundation of Thai Civilization and a path of developing innovation in art and culture creatively on a foundation of local wisdom and Thai civilization for maintaining, promoting value with worthiness and sustainable integration

001235 Politics, Economy and Society 3(2-2-5)

Meaning and relationship of politics, economy and society, development of international politics, fundamental politics, politics and the adjustment of developed and developing countries, Thai politics, World economy systems, influences of globalization in terms of economy, fundamental economy, the development of economy and society of Thailand, human and society, fundamental sociology, social order, social refinement, social characteristics, uniqueness of Thai society and the application of the body of knowledge to one's living in a dynamic world of change in politics, economy and society and relationships of world and Thai systems

001236 Living Management 3(2-2-5)

Living Management: knowledge and skills concerning role, duty and human nature as well as factors relating to sustainable development in improving responsibility, thinking skills and being updated with modern science and technology in daily life. Living ethically along the dynamics of 21st century which is essential to the members of ASEAN Community as well as world community

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)
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Processes of media analysis and acknowledgements in digital literacy. Understanding of 21st century media effect theories, such as myth semiology and advertising concept, attributes and influence of contemporary and digital media, including analyzing contents on every current platform

001239	Leadership and Compassion	3(2-2-5)
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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)
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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)
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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)
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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)
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This course aims to study on the biography of King Naresuan the Great.

The emphasis is placed on economy, society and foreign affair which reflect to Thai Identity such as knowledge acquisition, endeavor and tolerance

001253	Entrepreneurship for Small Business Start-up	3 (2-2-5)
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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

001254	The King's Philosophy for Living	3(2-2-5)
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Biographie, ideas, philosophie, royal duties, royal initiative projects of the late His Majesty King Bhumibol Adulyadej with special reference to living

001271	Man and Environment	3(2-2-5)
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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 and society

001273	Mathematics and Statistics in Everyday Life	3(2-2-5)
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Measurement, surface area and volume of geometric shapes, introduction to mathematics in financial fields, survey and data collection methods, data analysis and presentation for basic research, application of probability to statistical decision making

001274	Drugs and Chemicals in Daily Life	3(2-2-5)
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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)
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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 in the age of globalization with the awareness of environmental conservation

001276	Energy and Technology around Us	3(2-2-5)
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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)
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The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behaviors; mindfulness, meditation, consciousness and its involved substances; sensory perception, learning and memory, language; the intelligence and others quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life

001278	Life and Health	3(2-2-5)
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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 others

001279	Science in Everyday Life	3(2-2-5)
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The role of science and technology with concentration on both biological and physical 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 1(0-2-1)

The sport playing, exercises for improvement of the physical fitness and physical fitness test

001291 Consumption in Daily life 3(2-2-5)

Importance of consumption, good nutritional status and practical guidelines for good food consumption, Choosing medicines and safe health products, food safety, management of consumerism effects, consumer rights, laws and organizations for consumer protection

001292 Circular Economic Lifestyle for 21st Century 3(2-2-5)

Learning the value of nature to human life in the use of resources and being a source of support and pollution treatment, crisis of resource problems, climate and environmental emergency situations, concepts throughout the life cycle and business design process under the concept of circular economy, business model innovation to the circular economy, lifestyle under the concept of circular economy, awareness and driving force to the way of life under the concept of circulating economy and circulating economy society

001331 Social Innovation 3(2-2-5)

Introduction to Social innovation, Future Uncertainties (21st Century challenges, 4th Industrial revolution), Global Issues (social and environmental issues), Sustainable Development Goals (SDGs), Sustainable community (eco village), Public participation, Introduction to Innovation, Social enterprises, 21st entrepreneurship (social technopreneur), Case study (development of social innovation entrepreneurship)

001332 Introduction to Data Management in Digital Era 3(2-2-5)

Overview of data management, fundamentals and tools for big data and data science, data analytics and techniques of information presentation for business value by using modern tools

001351 From Sufficiency Economy Philosophy (SEP) to Practice 3 (2-2-5)

Meaning, origin, and application of the Sufficiency Economy Philosophy (SEP), the definition of 3 chains 2 conditions, in details, sufficiency philosophy to achieve principles of strategy for livelihood, reasonableness and scientific method to achieve successful working, and

immunity to maintain of physical and mental health in relation to life homeostasis, principles of reading habits practice, information searching principles, introduction to information presentation methods, knowledge for the 21st century, principles of being good citizen, honesty, empathy, and public mind practice

001352 Peace and Religion for Human Kinds

3(2-2-5)

Learning of the value concept, theory, peace, religion principles and morals based on religion and key mans, moral principles, needs, social problems, conflict, organization, socialization, reasonability, friendship, encroachment, harmonious, reconciliation speech, peaceful method, human kind on 21st century, value experience of key man with useful for creatively apply to be human calming and peace to human kinds

001353 Principles of Accounting for Entrepreneur

3(2-2-5)

Types of business, business formation, basic accounting and taxation for entrepreneurs, components of financial reports, basic analysis of accounting information and management accounting for business decision making, information technology for accounting and taxation

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 student's skills for specific channels, includings law, ethics, and responsibilities in writing for communication

814102 Speech Communication

3(2-2-5)

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 Identities of Language and Communication for Communicators **3(2-2-5)**

Being a role model in relation to language and communication skills as a communicator with a good personality, social responsibility or social conscience, professional ethics and morals of communication arts, and a reasonable and beautiful mind

- 814104 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 or projects
- 814105 Visual Graphic for Communication** **3(2-2-5)**
Basis of Colour theory, Elements of Art, Composition, Semiotics, Typography, Illustration, Storyboard, Retouching and Creating the Digital Imagery in Computer Graphic Software
- 814106 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 of photo towards communication, function of a camera and its equipment, composition, and retouching by computer program and photographic printing
- 814200 Journalism and Media Studies** **3(2-2-5)**
Meanings of journalism and media studies, development of journalism and media studies, roles of journalism and media studies, trends of works on journalism and media studies, and case studies that widely impact on the society
- 814210 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
- 814211 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 rights and freedom in communication as well as the violation of personal information and other relevant laws related to human communication
- 814212 Glocal Communication and Current Issue** **3(3-0-6)**
The concepts of glocal communication, the case studies that are related to communication, media landscape, media convergence; and the analytic perspective in current issues which are based on communication theories and concepts

814213 Aesthetics in Communication and Media Landscape

3(2-2-5)

Concept and development of aesthetics in media communication, fundamental and culture in communication field

814214 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

814215 Persuasive Communication

3 (2-2-5)

The meaning, significance, concept and theory of behavioural psychology and corresponding concepts in persuasive communication. The basic elements of persuasion and understanding of social psychology of using sound in media, substance design strategy, creative substance and persuasive strategy. The process of designing substances, applying persuasion in communication activities and analysing the effects of digital influence persuasion

814216 Marketing Communication

3(2-2-5)

Study the roles and importance of marketing in economic, social, activities and marketing functions, market segmentation, target market selection and product positioning including the basic concept or marketing ingredients and consumer behavior. Meaning the roles, concepts, composition of marketing communications, the tools used with strategy as a fully integrated marketing communications for organizations or products

814220 Concept and Theory of Corporate Communication

3(2-2-5)

Definitions, significance, concepts and theories of corporate communication. Missions, identities, images, reputations, social responsibilities and crisis of corporate communication. Strategies, steps and techniques in corporate communication for government, private and non-profit organizations

814230 Entertainment Script Writing

3(2-2-5)

Principle, attributes and patterns of documentary contents, creativity in script writing, acquiring information, writing proposals and scriptwriting for broadcast media and motion picture

814240 Concept and Theoretical Framework in New Media 3(2-2-5)

Principle, concept and theoretical of communicate through new media. Importance, characteristic and category of new media. Using creativity and communication through new media, including ethics and law about communication through new media

814310 Research for Communication Arts 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

814321 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

814322 Writing for Corporate Communication 3(2-2-5)

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 all media

814323 Public Relations Planning 3(2-2-5)

A study of procedure including steps in strategic corporate communication planning, budget allocation, personal recruitment, monitoring and evaluating for either short or long – term as well as contingency plans

814324 Brand Communication 3(2-2-5)

Study and understand the meaning of the brand, product placement, brand standardization elementary design, brand extension, branding process, concepts and theories of building brand awareness, brand value, building brand value, communication with brand elements and marketing action plan

814325 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.

814326 Media Production for Corporate Communication 3(2-2-5)

Concepts, theories, and processes of digital media production for corporate communication. Practicing digital multimedia for corporate communication along the line of prescribed media

814327 Corporate Communication Seminar 3(2-2-5)

Knowledge sharing and integration of communication concepts and theories, corporate communication, corporate communication skills, planning, implementing and evaluating organizational communication, Information retrieval, data analysis and corporate communication approaches, case studies in both normal and crisis

814331 Documentary Script Writing 3(2-2-5)

Principle, Attributes and patterns of Documentary contents, creativity in script writing, acquiring and organizing accurate/detailed/pleasant information, writing proposals and scriptwriting for broadcast media and motion picture

814332 Film and Motion Picture Theory and Criticism 3(2-2-5)

Different schools of film theory and criticism, the limitation and meaning of film criticism, the form of film presentation including techniques for writing film criticism and evaluation of film with regard to art, photography, culture, and society

814333 Content Creativity and Production for Broadcasting 3(2-2-5)

Core principals and skills in television on-field production, intertextuality with creativity, learning production process from the beginning of the creation on programme, reparation, production, and editing

814334 Cinematography and Film Production 3 (2-2-5)

Basic and principle of film and motion picture in pre-production and production stage including cinematography of film such as how to use of equipment and tools for film such as

techniques for digital camera, lens and filters as well as measuring lighting as a basis for film production along with special equipment in film production

814335 Acting and Directing

3(2-2-5)

Principle and concept of performance acting and directing, role and duties of director, interpretation of the script, analysis of the character for selecting the actors along with controlling the performance of characters on the stage and towards camera

814336 Post Production

3(2-2-5)

Basic and concept of film and Post Production; type of cut, transition and editing, colors grading, sound effects, sound editing, automated dialogue replacement including use of film editing and special effects software

814337 Strategic Planning for Broadcasting Production and Motion Picture

3(2-2-5)

Principles and methods in strategic planning concerning needs, attitude, and lifestyles of the target audience, understanding of marketing, programme schedules, rating, media buying, and planning for presenting media works effectively in the frameworks of societal and cultural consideration

814338 Broadcasting and Motion Picture Seminar

3(2-2-5)

Knowledge sharing aesthetics, philosophy, artistic movements, animation, theories of criticism, analysis, interpretation and synthesis of images and sounds elements, semiotic, roles, editing, storyline. Information retrieval to analyze the situation and problem-solving process

814341 Creative Content for New Media Communications

3(2-2-5)

Concepts, components, setting interesting communication issues and content presentation, create valued content through various types of new media, lead to awareness and respond of target groups

814342 Innovative Design and Creative Imaging

3(2-2-5)

Designing new media and creating images for communications in digital age. Meaning construction processes and using visual images, concept and composition for communications, setting interesting communication issues, create valued content through various types of new media, lead to awareness and respond of target groups

- 814343 Digital Media Strategic and Planning 3(2-2-5)**
Creative content in digital media, communication strategy, digital and new media planning, media publisher analyze, platform, behavioral trends of media users
- 814344 New Media Production 3(2-2-5)**
Production and design techniques of innovative media with principle and process of real- world simulation for different types of content. Working with digital audio and visual images for creative media and production
- 814345 New Media Production for Digital Industry and Creative Economy 3(2-2-5)**
Production, design, new media techniques, working with digital audio and visual images and technology to develop and create media following the concept of digital industry and creative economy
- 814346 Globalization of Creative Media Production 3(2-2-5)**
Theoretical framework of globalization, history of globalization of media and culture, Production, presentation, and use of media language in media globalization on digital platforms
- 814347 Digital Media Specialization Seminar 3(2-2-5)**
The learning exchange and integration of communication concepts and theories with professional digital media production skills and technology. Special expert, case studies, analyze and problem solution
- 814350 Presentation Technique 3(2-2-5)**
Concepts and techniques to develop personality and creating effective presentation by using variety of tools and equipment
- 814351 Film Study 3(2-2-5)**
Concepts, history and development of Thai and international films; theories and criticism within social cultural and economic context
- 814352 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

814353 Sport News Reporting 3(2-2-5)

Basic concepts in sport, sports news reporting, data gathering skills

814354 Digital Content Management for Communication 3(2-2-5)

Meaning, concepts, data collecting, data managing via word processing, spreadsheet, presentation software, digital content management for communication, and content sharing

814355 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 behavior change and needed cooperation to support the policy and any project for achieving the goal

814356 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

814357 Two-Dimensionnel Modelling and Animation 3(2-2-5)

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

814358 Three-Dimensional Modelling and Animation 3(2-2-5)

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

814359 Strategy for Brand Creativity 3(2-2-5)

Define core terms such as brand, brand value creation, brand architecture and analytical case study of successful global and national brand, local brand design and promotion

814360 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

814361 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

814362 Digital Media 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 cultural network social cohesion, identity and social life, mixed culture, myth and citizen in digital culture and society

814363 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

814364 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

814365 Organizational Psychology 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 to strengthen organization practice for a better performance

814366 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

814367 Creative Advertising**3(2-2-5)**

Process of creative digital advertising photography for different types of advertising media. Create and manipulate advertising photography for communication and presentation of art and advertising photography

814368 Performing Arts**3(2-2-5)**

Background, principles, concepts, styles and case studies of performing arts in theater, television series and film; character analysis, screenplay interpretation and character transmission; practice of using the sounds, reading and interpretation the script; the process of conveying the actors

814369 Local Content Communication**3(2-2-5)**

The Creation of various works on the issue of local content; study of local wisdom, local identity, way of community, art and culture, products and services; presentation the locality with content with production and presentation through digital media

814370 Travel Photography**3(2-2-5)**

Process of creative digital tourism photography for different types of media. For example, print, multimedia, and social media. Create and manipulate digital tourism photography for communication and presentation of art and promoting tourism photography

814371 Audio Production for Visually Impaired Person**3(2-2-5)**

Principles of creating audio work for the visually impaired and practice producing various forms of audio media for practical use by developing a learning project

814372 In-depth and Sensitive News Reporting**3(2-2-5)**

Concepts, process, techniques and storytelling through in-depth and sensitive news reporting, the analysis on relations between journalists' roles and social context, cultures, safety

and ethics issues in in-depth and sensitive news reporting, and various practices in in-depth and sensitive news reporting

814373	Alternative Journalism in Disruptive Era	3(2-2-5)
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Concepts, meanings, and development of formats, contents, and significant process in alternative journalism in disruptive era, and various practices in alternative journalism

814374	Selected Topic in Academic Communication	3(2-2-5)
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Specific issues related to academic communication, analytical thinking and practice

814375	Selected Topic in Practical Communication	3(2-2-5)
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Specific issues related to communication practice, creating different types of media presentation

814411	English for Communication Arts	3(2-2-5)
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English language skills for undergraduate students for the specified purpose in communication arts and concerning communication formats

814490	Undergraduate Thesis	6 หน่วยกิต
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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

814491	Communication Arts Project	6 Credits
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Integrating knowledge from any courses in the curriculum, produce one work piece media production from multiple platforms at least with a standard appropriate media production. In response to target audiences demand, evaluating the value of the media production to the development media working

814492	Professional Training	6 Credits
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Apply the knowledge acquired in Communication Arts to the real world in the business organization, government agencies or other organization with the length of internship must be at 400 working hour or least 16 weeks per semester

814493 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