



Television and Radio Report Technique, Content Analysis and Framing, Media Research, Mass Media Management, Investigation Coverage Technique, Journalistic Photography, Broadcasting Technique, TV News Production, Integrated Marketing Communications, Corporate Social Responsibility, Human Rights, Branding Management, Creative Photography, Communication Visual Design, Strategic Communication Research, PR Management, EO Management and PR Campaign.



FACULTY OF LAW AND COMMUNICATION STUDIES

## S1 - PROGRAM **COMMUNICATION STUDIES**

### Program Description

The Communication Studies Program has the following concentrations:

#### 1. Journalism and Media Industry

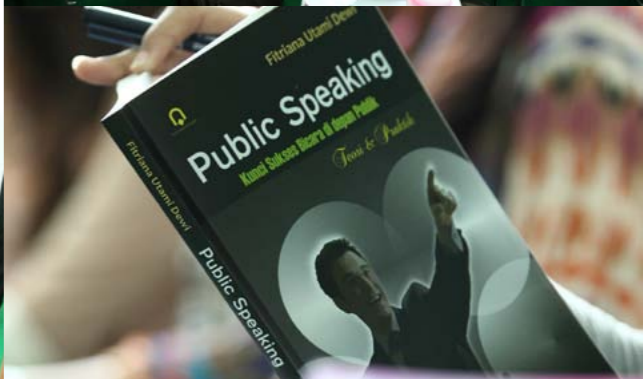
The Journalism and Media Industry aims to produce graduates who are ready to be professionals for industries in the mass media, electronics and social media. The program also brings students to become critical and competent media analysts in the field of communication research or political campaign research through institutional survey or mass media.

#### 2. Strategic Communication

This major aims to produce graduates who are ready to be professionals focusing on developing harmonious relationships between institutions and society in general by making use of integrated marketing strategy, public relations, advertising and other creative communications. In this program, students will learn how to handle communication crisis and design communication process which are relevant to organizing and communicating brand messages to the public.

### Curriculum

Students can graduate from the 146 credits offered in 7 semesters (3.5 years). The core courses offered are among others: Introduction to Communication Studies, Communication Theory, Communication Research Methodology, Social Statistics, Philosophy and Logical Science, Basic Photography Technique, Public Speaking, English, Mandarin, Visual Communication, Communication Psychology, Interpersonal Communication, Communication Organization,



### Competence

The graduates of the Communication Studies department are designed to work as independent entrepreneurs or as media professionals such as:

- Journalist (print, radio, television, or on-line media)
- Public relations practitioners
- Advertising practitioners
- Video or advertorial news producers
- Radio/ television broadcasters
- Communication research researchers
- Lecturers in Communication Studies

### Facilities

- Audio visual lab for all Purpose Studio, Video Analog, Editing, Video Digital Editing, Radio Studio and Photography (preparation)
- Language lab
- Radio SUPRA FM studio lab
- Photography lab
- Multi Media classrooms



