



## **Bachelor of Arts Program in Journalism (Media Studies) International Program Curriculum 2018**

### **Program Structure**

Students must register for no fewer than 132 credits worth of courses in line with the program listed as follows:

- |                                 |                   |
|---------------------------------|-------------------|
| <b>1. General Study Courses</b> | <b>30 credits</b> |
| <b>2. Specialized Courses</b>   | <b>96 credits</b> |

#### **2.1 Compulsory courses**

##### **2.1.1 Compulsory courses in the faculty 75 credits**

- JM 200 Introduction to Communication
- JM 201 Mass Communication Law and Ethics
- JM 202 New Media Studies
- JM 204 Media and Social Diversity
- JM 206 Effective Public Speaking
- JM 210 Introduction to Journalism
- JM 211 Basic News Reporting
- JM 230 Introduction to Broadcasting
- JM 231 Writing for Broadcasting and Digital Media
- JM 270 Film Studies
- JM 300 Communication Theory
- JM 301 Art for Communication
- JM 302 Communication Research
- JM 306 Global Media Industries
- JM 310 Editorial and Article Writing
- JM 318 Feature Writing
- JM 319 Current Affairs
- JM 330 Radio and Television Production
- JM 364 Marketing Communication
- JM 367 Audience Analysis
- JM 372 Photography for Communication
- JM 402 Multicultural Communication
- JM 421 Media Business Management
- JM 451 Corporate Communication
- JM 490 Internship OR JM 491 Special Project

##### **2.1.2 Compulsory Courses outside the faculty 9 credits**

- PH 201 Introduction to Logic
- PO 271 Introduction to International Relations
- MK 202 Fundamental of Marketing

## **2.2 Compulsory Elective Courses 12 credits**

Students must select 4 courses from the following:

- JM 311 Content Editing
- JM 356 Creative Communication Campaign
- JM 358 Presentation Design and Technique
- JM 412 Convergent Journalism
- JM 416 Investigative Journalism
- JM 427 Seminar in Journalism and Social Change
- JM 456 Brand Communication
- JM 457 Issue Management and Crisis Communication

## **2.3 Optional Elective Courses 6 credits**

Students may choose to study 6 credits worth of any optional elective courses from other programs offered by at Thammasat University. Alternatively, students may choose optional elective courses offered by the Bachelor of Arts Program in Journalism (Media Studies, International Program) from the following list:

- JM 308 Political Communication
- JM 313 Analysis of Community Media
- JM 336 Drama, Music and Communication
- JM 339 Announcing in Broadcasting
- JM 357 Media and Children
- JM 375 International Film
- JM 401 Health and Environmental Communication
- JM 426 Communication for Developing Societies
- JM 428 Media and Popular Culture
- JM 466 Digital Strategy
- JM 476 Short Film and Documentary Film Production
- JM 477 Studio Photography

## **Course Description**

### **JM 200 Introduction to Communication**

Definitions, concepts, principles, procedures, roles and responsibilities of communication. Levels of communication, as well as exploring the change of media landscape.

### **JM 201 Mass Communication Law and Ethics**

Human rights and freedoms, covering philosophy, government regulations, offences of defamation, journalism law related and other relevant laws and regulations. Responsibilities of mass communication, such as journalist ethics and morality.

### **JM 202 New Media Studies**

Study of current trends and principles in new media, recent shifts in communication technologies, and media platform, and evolution of new media with discussions of electronic resources, internet memes, games, and popular online videos.

**JM 204 Media and Social Diversity**

Analysis of media on social diversity through various vehicles related to media concept, addressing issues of rights, gender, equality, marginalization.

**JM 206 Effective Public Speaking**

Concept, principles and types of speech communication, methods and techniques of effective oral and written speech.

**JM 210 Introduction to Journalism**

An overview of the terminology, history, concepts, professional ethics and evolution in journalism. Explores the roles and responsibilities of journalist, news composition, information seeking process and types of news.

**JM 211 Basic News Reporting**

Practical approaches to news reporting, understandings of news elements, news values and news gathering: interviewing, pinpointing news pegs, organizing ideas and using proper language for news reporting and writing.

**JM 230 Introduction to Broadcasting**

Redefining broadcasting (radio, TV) industries, broadcast production, genres, program structures and content design.

**JM 231 Writing for Broadcasting and Digital Media**

Program proposal and script writing for broadcasting and digital platforms, practicing on program script format and storytelling techniques.

**JM 270 Film Studies**

The power of films and cinematic language, within different cultural, socioeconomic and political contexts, standard shots and angles used in film, different genres, brief history of film movements.

**JM 300 Communication Theory**

Concepts and theories of communications in relation to the elements of communication process in different behavioral and socio-cultural contexts.

**JM 301 Art for Communication**

Meaning of arts for communication, in media contexts, study of tastes and decency, principles of artistic communication, including visual, motion and sound.

**JM 302 Communication Research**

Principles and approaches to communication research, hypothesizing and qualitative and quantitative research design.

**JM 306 Global Media Industries**

Practices of media industries in local and global context. Digitally induce media transformation needed to understand the evolving development in global media businesses and their impact audiences.

### **JM 308 Political Communication**

Fundamental knowledge in political communication, emphasizing political communication as a cause for political changes and as a sensitive system, which is influenced by political changes. The course will examine the relationship between those roles and those factors at both small and a large scale levels.

### **JM 310 Editorial and Article Writing**

Principle, technique and ethics of editorial and article writing. Practicing in writing commentaries and influential editorial pieces for respective media formats.

### **JM 311 Content Editing**

Editing media text content on paper and on digital platform. Factual verification, ethical insight and concern of compiled and self-obtained information.

### **JM 313 Analysis of Community Media**

Definition function role and practice of community media, integrating knowledge about media and community development to serve community needs.

### **JM 318 Feature Writing**

Principles, formats, and steps for writing features for various mass media; practicing related information gathering on creative writing skills, as well as focusing on ethical guidelines for writers.

### **JM 319 Current Affairs**

Capacity building for critical thinking in news analysis emphasis on criticizing news issue, and recreating and analytical media writing pieces with possible solutions.

### **JM 330 Radio and Television Production**

Basic concepts, strategies and production procedures used in professional broadcast studios, such as pre-production and post-production operations, planning strategies and technical skills for digital television production and online media.

### **JM 336 Drama, Music and Communication**

A glance of history and concept of performing arts, drama and music. Their principle function and role for communicative purposes, focusing on practice and implementation.

### **JM 339 Announcing in Broadcasting**

Practical skills of speaking, reading, narrating as required by announcers in radio and television. Students are given opportunities to explore related skills, such as speaking, reading, describing and announcing.

### **JM 356 Creative Communication Campaign**

Creative communication campaign definitions and concepts. Analyzing various campaign case studies including commercial and public service campaign. Creative communication campaign design, execution and evaluation.

### **JM 357 Media and Children**

Children's rights, related rules, regulations, and laws protecting children's rights in various forms of media and communication tools such as broadcasting, print media, advertising, etc. Effects of media on children's attitudes and behavior.

### **JM 358 Presentation Design and Technique**

Concepts and techniques of presentation as an effective communication tools. Presentational skill for various communicative purposes and target audiences. Designing personal and material image construction, employing technique necessary form, carrying out presentation project.

### **JM 364 Marketing Communication**

Principles and planning procedures of marketing communication, as well as providing an analysis of the relationship between marketing and communication. Examinations of various types of marketing communication tools.

### **JM 367 Audience Analysis**

Theory based audience analysis (communication, psychology, marketing). Internal and external factors influencing audienceship, practices typical of categorizing audiences as general public, stakeholders, consumers and media users.

### **JM 372 Photography for Communication**

Concepts and practices of photography for communicative purposes to the employment of different photo genres ie. photojournalism, editorial and commercial approach.

### **JM 375 International Film**

Large picture of the art of international film business such as Hollywood, European art house and contemporary Asia cinema, the different contexts of filmmaking from each region as well as critics and analysis of its process of making, visual styles and audience.

### **JM 401 Health and Environmental Communication**

Principles and implications in environmental and health communication in local and global context. Plan, execute and evaluate health and environmental campaign.

### **JM 402 Multicultural Communication**

Cultural dimensions of interpersonal and organizational communication. Knowledge of multicultural approaches and cultural factors influencing communication behaviors of social groups. Sub-cultures and ethnicity in the contexts of Thai, ASEAN and inter-regional societies.

### **JM 412 Convergent Journalism**

Principles and components of multimedia tools while exploring limitations of media platforms. News and information preparation process in a multimedia setting. Plan and execute multimedia project.

#### **JM 416 Investigative Journalism**

Concepts and study of investigative news and news feature. Importance of primary and secondary information gathering. In depth interviewing technique. Practical work of investigative journalism. Presentational execution of news report.

#### **JM 421 Media Business Management**

An overview and background of media business management in contemporary social settings. Case studies in diverse media business and emerging media entrepreneurship. Evaluation and comparison between media business

#### **JM 426 Communication for Developing Societies**

Journalism and mass communication in the area of development, discussing issues of representation, culture, and transparency, as well as debating multicultural approaches towards creating sustainable development in various societies.

#### **JM 427 Seminar in Journalism and Social Change**

Journalism and mass communication in social change and convergence culture, discussing and debating social issues, relevant to and through the lens of the media.

#### **JM 428 Media and Popular Culture**

Critical exploring the relationship between popular culture and various media, e.g. animation, comics, films, novels, magazines, soap operas, social media, sports events as well as television commercials rather than treating it merely as entertainment. Discussing key issues of class, identity, collective memory, power, diplomacy and postmodernism, which are manifested in popular culture.

#### **JM 451 Corporate Communication**

Corporate communication in today's world. Corporate identity, corporate image and reputation. Creating and maintaining relationships with stakeholders in different context.

#### **JM 456 Brand Communication**

Concept and importance of branding, brand equity, brand management, and brand formulation to build and strengthen brand.

#### **JM 457 Issue Management and Crisis Communication**

Issue management and crisis communication, analysis of issues and problem solving, using various methods: public hearing, image restoration, application of integrated methods in communication planning for issue and crisis management for government and business organizations.

#### **JM 466 Digital Strategy**

Using Digital strategies in applied ways; focusing on real world issues from both advertising and journalistic points of view. Strategic approaches for digital media projects from digital marketing & storytelling to measurable techniques.

**JM 476 Short Film and Documentary Film Production**

Fundamental knowledge of skills in digital film production. Means of achieving disciplined expression in film. Students will produce a short documentary or fictional film based on a range of technical, stylistic, and conceptual challenges.

**JM 477 Studio Photography**

Studio photography practice. Learn lighting technique and studio equipment. Focus on aspect of design for communication purpose.

**JM 490 Internship**

Practical training at media institution or student's choice of corporation under the supervision of the faculty. The internship must cover at least 135 hours or 9 weeks. After having the internship, students must submit a report to the committee.

**JM 491 Special Project**

An individual project that is of interest to the student carried out under faculty supervision and evaluation.

**Evaluation**

Class grades adhere to the rules and regulations of Thammasat University 1997, Section 12, 13, 14. The evaluation is separated into eight levels including;

A	B+	B	C+	C	D+	D	F
4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.00

# Study Plan

## First Year

First Semester		Second Semester	
Subject	Credit	Subject	Credit
TU 101 Thailand, ASEAN and the World	3 (3-0-6)	TU 124 Society and Economy	3 (3-0-6)
TU 102 Social Life Skills	3 (3-0-6)	PO 211 Introduction to Political Science	3 (3-0-6)
TU 104 Critical Thinking, Reading, and Writing	3 (3-0-6)	TU 103 Life and Sustainability	3 (3-0-6)
TU 105 Communication Skills in English	3 (3-0-6)	TU 106 Creativity and Communication	3 (3-0-6)
JM 200 Introduction to Communication	3 (3-0-6)	JM 210 Introduction to Journalism	3 (3-0-6)
PY 200 General Psychology	3 (3-0-6)	JM 202 New Media Studies	3 (3-0-6)
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>18</b>

## Second Year

First Semester		Second Semester	
Subject	Credit	Subject	Credit
TU 100 Civic Education	3 (3-0-6)	JM 204 Media and Social Diversity	3 (3-0-6)
JM 201 Mass Communication Law and Ethics	3 (3-0-6)	JM 206 Effective Public Speaking	3 (3-0-6)
JM 211 Basic News Reporting	3 (3-0-6)	JM 231 Writing for Broadcasting and Digital Media	3 (3-0-6)
JM 230 Introduction to Broadcasting	3 (3-0-6)	JM 300 Communication Theory	3 (3-0-6)
JM 270 Film Studies	3 (3-0-6)	PH 201 Introduction to Logic	3 (3-0-6)
MK 202 Fundamental of Marketing	3 (3-0-6)	PO 271 Introduction to International Relations	3 (3-0-6)
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>18</b>

## Third Year

First Semester		Second Semester	
Subject	Credit	Subject	Credit
JM 301 Art for Communication	3 (3-0-6)	JM 306 Global Media Industries	3 (3-0-6)
JM 302 Communication Research	3 (3-0-6)	JM 318 Feature Writing	3 (3-0-6)
JM 310 Editorial and Article Writing	3 (3-0-6)	JM 367 Audience Analysis	3 (3-0-6)
JM 319 Current Affairs	3 (3-0-6)	JM 372 Photography for Communication	3 (3-0-6)



JM 330 Radio and Television Production	3 (3-0-6)	<b>Compulsory Elective Courses</b> XXX XXX	
JM 364 Marketing Communication	3 (3-0-6)		3 (3-0-6)
			3 (3-0-6)
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>18</b>

### Fourth Year

First Semester		Second Semester	
Subject	Credit	Subject	Credit
JM 402 Multicultural Communication	3 (3-0-6)	JM 490 Internship or JM 491 Special Project	3 (3-0-6)
JM 421 Media Business Management	3 (3-0-6)	<b>Free Elective Course</b> XXX	3 (3-0-6)
JM 451 Corporate Communication	3 (3-0-6)		
<b>Free Elective Course</b> XXX	3 (3-0-6)		
<b>Compulsory Elective Courses</b> XXX XXX	3 (3-0-6) 3 (3-0-6)		
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>6</b>

