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M.A. In Communication Arts for ASEAN

e-Handbook





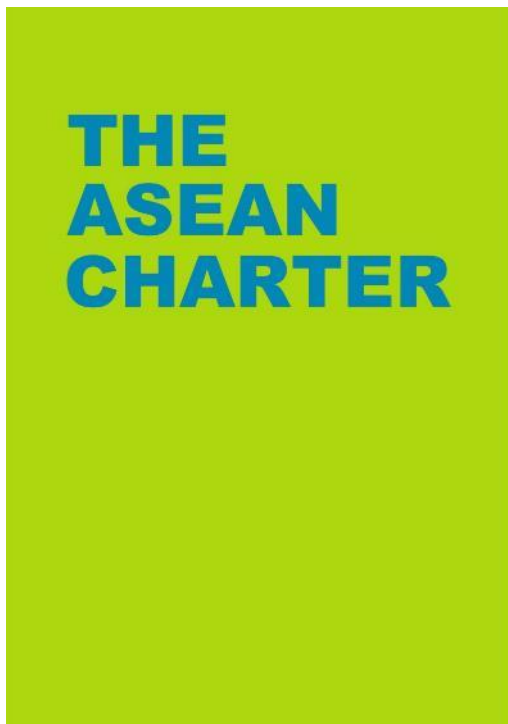
Introduction

The Association of Southeast Asian Nations (ASEAN) was born on the 8th of August 1967, in Bangkok, Thailand when the Deputy Prime Minister of Malaysia and the Foreign Ministers of Indonesia, the Philippines, Singapore and Thailand gathered to sign a declaration establishing an 'Association for Regional Cooperation' among the countries in Southeast Asia. This document, known as the **Bangkok Declaration**, led to the formation of ASEAN. At first, the main reason for the establishment of ASEAN was to ensure and foster regional peace and security. Since then, in addition to the founding members, Brunei Darussalam (1984), Vietnam (1995), Lao PDR (1997), Myanmar (1997) and Cambodia (1999) have joined the association.



ASEAN is one of the fastest growing regions of the world and it is the 8th largest economy. It is strategically located in the Asian region and has a population of 600 million people. The region is rich of natural resources and biodiversity, strong production networks, particularly the agriculture, manufacturing and services sectors. Thailand for example, has been referred to as the “kitchen of the world” and is among the top five food exporter countries globally; Vietnam has become the largest coffee exporter in the world; Indonesia is the world’s largest exporter of nickel, thermal coal and tin and is home to the world’s largest gold mine; and Malaysia is the world’s largest exporter of palm oil. The challenges of globalization, the slow recovery from

the Asian financial crisis (1997-1998) and the economic rise of China and India, have pushed ASEAN to form in 2003 the ASEAN Economic Community (AEC). The objectives of AEC are to implement a free-trade agreement according to which, by 2015, there will be a single market and production base, the liberalization and facilitation of trade in goods, services, and investments, the free flow of skilled labor and capital, equitable economic development and integration into the global economy.



Inspired by and united under *One Vision, One Identity and One*

Community, in 2015, ASEAN will transform from an association to a *community*. Member states have adopted a Charter in which the legal and institutional framework for ASEAN has been set up. One of the main objectives of the Charter is to strengthen ASEAN institutions and laws, and the cooperation and dialogue between political leaders, the business and private sectors, civil society organizations, academia, youth, students and disadvantaged groups. Without the adequate communication skills and competencies, it will be impossible to achieve the goals set by ASEAN and facilitate its transformation process into a community with a shared vision.

As communication scholars working in the region, one of the main challenges that we have identified to the achievement of the goals set by ASEAN is the lack of adequate intercultural communication competencies and skills among

ASEAN society members. One must not forget that ASEAN is the place where the great civilizations and religions (Islam, Buddhism, Christianity, Hinduism, and Confucianism) of the world meet and interact; it is also the home of many ethnic groups with diverse histories and cultural heritage. Despite we are living in an increasingly globally interconnected and mediated world, cultural differences exist and people from different cultures may think and communicate differently. The ways in which ASEAN will deal with these diversities and foster mutual understanding and intercultural dialogue will greatly affect the progress for regional unification and solidarity, and determine whether a deep sense of community can be nourished among all member states.



Until today, ASEAN has made several efforts in the field of communication: the Master Plan on ASEAN Connectivity, the Master Plan on Communication, the ASEAN ICT Master Plan, it has established the ASEAN Telecommunication Regulators' Council (ATRC), among others. However, the focus of these initiatives has been more oriented towards building communication infrastructures, rather than taking a people-centered approach and promoting intercultural communication and mutual understanding among ASEAN peoples. Another issue is that as it is often the case, the language of policy makers, business stakeholders and telecommunication engineers is

not accessible to the general public; this results in the lack of understanding of the important role that communication plays in building and empowering the ASEAN Community and the role that member states and their people play in this regional unification.



The scenario we have described suggests the urgent need for communication curricula that are responsive to the realities of ASEAN. For this reason, in 2014, on its 30th anniversary, Sukhothai Thammathirat Open University (STOU) School of Communication Arts has developed, together with expert international faculty members, the distance learning **M.A. in Communication Arts for ASEAN.**

We believe that students must be empowered with those critical thinking skills to understand and analyze the social, cultural, political and economic issues ongoing in their region and become effective communicators and problem-solvers. They must also be aware and sensitive about the cultural, ethnic and linguistic diversities in ASEAN in order to build a strong sense of community and engage in intercultural dialogue.

The School of

Communication Arts



Sukhothai Thammathirat Open University (STOU) was officially established by Royal Charter on 5 September 1978 as Thailand's eleventh state university. His Majesty King Bhumibol Adulyadej (King Rama IX) graciously bestowed the university its name in honor of King Prajadhipok (King Rama VII), who once held the title "Prince Sukhothai Thammaraacha", before his accession to the throne.

On 24 October 1978, His Majesty issued royal mandates appointing the first University Council and Professor Dr. Wichit Srisa-an as president of the university. After two years, on 1 December 1980, STOU delivered its first academic courses. Three schools were founded: The School of Educational Studies, The School of Liberal Arts and The School of Management Science. STOU was the first Open University in Southeast Asia to use distance education as the main learning system.

The School of Communication Arts

was founded in 1984. In this year, the first distance learning Bachelor of Arts in Communication program was offered. The School recognizes the important role of Communication to achieve the goals set by the ASEAN Community and has developed in 2014, together with expert international faculty members, the first distance learning M.A. in Communication Arts for ASEAN.

Mission

- Offer access to training and credentials that advance individual careers.
- Strengthen communities, organizations and social institutions to participate in a knowledge-based society.
- Research, develop and promote ASEAN knowledge and culture.

Program overview



The Online International **M.A. in
Communication Arts for ASEAN**

launched by STOU School of Communication Arts in 2014 is the first of its kind. The courses of this program investigate the origins of ASEAN, its mission and vision, the development and global trends in media and communication in member states, the key theoretical and conceptual issues in the study of media and communication from Eastern and Western perspectives, communication research methodologies and communication management.

The accredited two-year program is fully online and has been developed in collaboration with experts from academia, the media, NGOs and civil society organizations (CSOs) in ASEAN, Europe and USA.

Courses

SEMESTER I

17701 Communication Arts and ASEAN

17702 Philosophy and Communication Theories

SEMESTER II

17703 Communication Paradigm and Research Practice

17704 Comparative Communication Studies for ASEAN

SEMESTER III

17705 Communication Management for ASEAN

17798 Thesis (Plan A)

SEMESTER IV

17797 Independent Study (Plan B)

17799 Graduate Professional Experience Abroad (1 month)

(Please check the *Academic Calendar* on asean-commarts.stou.ac.th for detailed information about courses)

Program objectives





- Develop students' research skills and ideas in the rapidly changing field of Communication Arts in ASEAN.
- Develop students' critical thinking skills to analyze, understand and take action in social, cultural, political, economic issues in ASEAN and be effective communicators and problem-solvers.
- Develop students' skills to apply research knowledge on ASEAN to real-world situations, at the local, regional and global levels.
- Develop students' morals, ethics and conscience about cultural, ethnic and linguistic diversities in ASEAN.

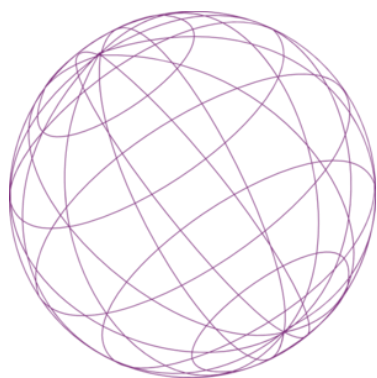
- Communication and Media professionals in ASEAN;
- Development specialists working in ASEAN;
- Academic professionals interested in ASEAN and ASEAN studies;
- Everyone interested in ASEAN.

Requirements:

- Bachelor's Degree from an accredited university, or approval from the University Council in accordance with the graduate studies criteria.
- English Proficiency Test Scores (TOEFL, IELTS, TOEIC, STOU-EPT) for non-native speakers.
- Certified Copy of Transcripts from previous or current educational institution.
- Certified Copy of Graduation Certificate
- Copy of Passport
- Basic ICT Skills

Online learning

Who is this program for?



Since 1980, STOU has long been a leader in online learning in Southeast Asia. The best part of online education is its accessibility. Anywhere that you have access to the Internet, you will also have access to your classroom and your professors.

STOU online learning system is designed to deliver convenient lectures to your computer, tablet or mobile devices. This is one of the great advantages of distance learning; you can read and work through specially designed study materials at your own pace, and at a time and place that suits you best.

Just download your interactive study guides and assignments on your device and you are ready to learn!

Online education helps you balance your professional and family life with your passion for studying.

Classroom without walls

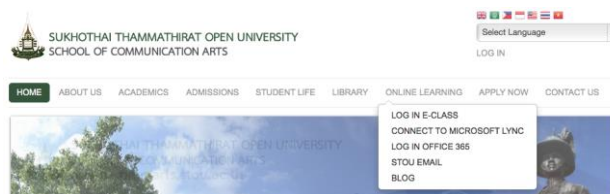
Classrooms at STOU are without walls. Students from Thailand and from countries in the world are enrolled in STOU graduate international program. During your courses, you will be interacting with people from different cultures and getting exposed to new ideas and points of view. In the M.A. in Communication Arts for ASEAN Program, you will also gain the set of skills and abilities needed to become competent intercultural communicators and problem-solvers.

How does it work?



Log in the e-Class whenever it is convenient for you.

Follow these **4 easy steps**:

- 1.** Visit the website asean-commarts.stou.ac.th
- 2.** Click on “online learning” and “log in e-class”.



- 3.** Log in using your **mystou.net** account provided by the university at the moment of registration.

Login  



Username


Password


Remember username


[Lost password?](#)


4. Access your courses.

My courses  

 17701 Communication Arts for ASEAN

 17702 Philosophy and Communication Theory

 17703 Paradigm and Communication Arts Research

 17704 Comparative Communication Studies for ASEAN

[All courses ...](#)

All requirements are clearly stated in your study guides, which you will receive on the first day of class.

There are due dates you are expected to meet, but there are usually no requirements for what time of day-or even which day-you need to log in to read and download lectures, view assignments, reply to discussions and take self-assessment exercises.

Once the course begins, your lectures and assignments will be posted in our e-Class and will remain there for the entire semester.

The tools for submitting your work are built right into the e-Class, including an assignment tool, a testing tool, an academic drop box, a professional social network, and even a Blog where you can share your experiences and ideas not only with your Professors and your classmates, but also with anyone interested in Communication and Media in ASEAN.

STOU e-Library

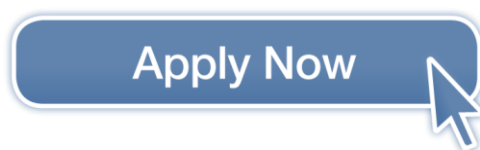


The Office of Documentation and Information (ODI) is responsible for providing *online and offline* library and information services to learners, academics, administrative personnel, as well as the general public.

Visit: <http://library.stou.ac.th/eng/>

How to apply?

Your grades in high school or college from 15+ years ago may or may not reflect the student you will be now. At STOU Graduate Admission Division we look at your whole story: those grades, but also your resume, your work and life experiences, your motivation and what you include in your essay.




Start and submit your online application by clicking here:


<http://www.stou.ac.th/Bankapp/>


Contact Us


Do you have any questions? Contact us - our team will be happy to assist you.

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