

**Master of Communication Arts Program in Communication Arts for ASEAN
(International Program)
2012 Curriculum**

RATIONALE

Sukhothai Thammathirat Open University's vision is to be a leading world-class open university that employs distance education to make lifelong education available to all. Its missions are to produce qualified graduates; to develop the country's human resources at all levels; to strengthen communities, organizations and social institutions so they can participate in a knowledge-based society; to research, promote and develop the body of knowledge and local indigenous wisdom available to Thai society, and to preserve, promote and develop Thai arts and culture. In addition, the university's strategic plan aims to make the institution more international by developing human resources that can play an active part in the ASEAN community. This has become a priority, because in today's knowledge-based society, economic, social, political and environmental changes are taking place on a global scale, forcing the global community to adapt. Nations are inevitably becoming more inter-dependent.

People in the ASEAN region have become more aware of the benefits of developing greater cooperation and cohesion within the region. This is reflected in the ASEAN Economic Community Development Plan and in Thailand's 11th National Economic and Social Development Plan (2012 – 2019), which puts emphasis on regional development strategies to build up economic, political, social and cultural stability that will increase our overall readiness to fully become a part of the ASEAN community. This means developing multi-partisan cooperation to achieve unity and universally-accepted high standards in all fields. The achievement of these goals undeniably is based on communication arts as a knowledge base to develop and enhance intellect in the drive towards a learning society in all of ASEAN, and to create greater mutual understanding and a melding of ASEAN ways to attain unity amidst ethnic diversity.

In order to achieve these goals, ASEAN nations need to develop human resources with integrated communication arts knowledge and skills by offering interdisciplinary programs of study encompassing other fields such as sociology, anthropology, and the natural and physical sciences.

For these reasons, the Sukhothai Thammathirat Open University School of Communication Arts developed the Communication Arts for ASEAN international master's degree program to produce graduates who can apply their knowledge and understanding of communication arts creatively for the benefit of humanity in order to strengthen the ASEAN community and allow it to stand up and advance in the global community with pride, dignity, peace and prosperity.

The Master of Communication Arts Program in Communication Arts for ASEAN (International Program) is a new graduate program that was approved by the Office of the Committee on Higher Education, Ministry of Education, on 3 December 2012.

OBJECTIVES

The Master of Communication Arts Program in Communication Arts for ASEAN (International Program) is intended to produce graduates with the following attributes:

- 1) Knowledge, ability and leadership in communication arts for ASEAN;
- 2) Skills to analyze, critique and apply communication arts knowledge in depth and multi-dimensionally in order to solve problems in the ASEAN region;
- 3) Ability to research and utilize communication arts knowledge both academically and professionally in the ASEAN region;
- 4) Morality, ethics, creativity, innovation, responsibility and conscience as a communication arts leader in ASEAN;
- 5) Ability to use communications to create unity within ASEAN; and
- 6) Willingness to support and promote the development of the body of knowledge about communications arts in ASEAN

DEGREE AWARDED

Full name Master of Communication Arts (Communication Arts for ASEAN)
 Abbreviation M. Com. Arts (Communication Arts for ASEAN)

APPLICANT QUALIFICATIONS

1) Completed a bachelor's degree or the equivalent from an institute of higher education certified by the university council **or**

2) Approved by the Sukhothai Thammathirat Open University Academic Council as a suitable applicant for the graduate program

- Note
1. The qualified applicant must also be free from any disease or medical condition that would impair his or her ability to study and must never have been expelled from the university or any other institution of higher learning on account of bad behavior
 2. The applicant should have sufficient English and computer skills to be able to conduct research

PROGRAM OF STUDIES**Plan A: A 2**

(1) Program structure	Course	Credits
a. Area-specific courses	4	24
b. Thesis		12
c. Graduate professional experience		No credit

A total of 36 credits is required

(2) Details

- a. Area-specific courses- 4 courses (24 credits)
 - 17701 Communication Arts and ASEAN
 - 17702 Philosophy and Communication Theory
 - 17703 Paradigm and Communication Arts Research
 - 17704 Comparative Communication Studies for ASEAN
- b. Thesis (12 credits)
 - 17798 Thesis
- c. Graduate professional experience (non-credited)
 - 17799 Graduate Professional Experience in Communication Arts for ASEAN
 Intensive practical training to give students professional experience; the training is evaluated (equivalent to 6 credits) but the score is not included in the student's cumulative grade

Plan B

(1) Program structure	Course	Credits
a. Area-specific courses	5	30
b. Independent study	1	6
c. Graduate professional experience		No credit

A total of 36 credits is required

(2) Details

- a. Area-specific courses - 5 courses (30 credits)
 - 17701 Communication Arts and ASEAN
 - 17702 Philosophy and Communication Theory
 - 17703 Paradigm and Communication Arts Research
 - 17704 Comparative Communication Studies for ASEAN
 - 17705 Communication Management for ASEAN
- b. Independent study - 1 course (6 credits)
 - 17797 Independent Study
- c. Graduate professional experience (non-credited)
 - 17799 Graduate Professional Experience in Communication Arts for ASEAN
 Intensive practical training to give students professional experience; the training is evaluated (equivalent to 6 credits) but the score is not included in the student's cumulative grade

STUDY GUIDELINES

Plan A: A2			
Year 1	Term 1	17701	Communication Arts and ASEAN
		17702	Philosophy and Communication Theory
Year 1	Term 2	17703	Paradigm and Communication Arts Research
		17704	Comparative Communication Studies for ASEAN
Year 2	Term 1	17798	Thesis
Year 2	Term 2	17798	Thesis
		17799	Graduate Professional Experience in Communication Arts for ASEAN
Plan B			
Year 1	Term 1	17701	Communication Arts and ASEAN
		17702	Philosophy and Communication Theory
Year 1	Term 2	17703	Paradigm and Communication Arts Research
		17704	Comparative Communication Studies for ASEAN
Year 2	Term 1	17705	Communication Management for ASEAN
Year 2	Term 2	17797	Independent Study
		17799	Graduate Professional Experience in Communication Arts for ASEAN

COURSE DESCRIPTIONS

17701 (51013001) Communication Arts and ASEAN 6 (14-2-0-2)

Objectives

1. To give students knowledge and understanding of the structure, system, context, policies, and strategies of communication in ASEAN
2. To give students knowledge and understanding of the history, thinking, ways of life, ethnic diversity, and cultures in the ASEAN community and all aspects of the development strategies of every ASEAN member state
3. To enable students to analyze, compile and build up knowledge of communication arts in many dimensions within the ASEAN context

Description

Structure, systems, and context of communication; policies and strategies of communication used in ASEAN member states; history, thinking, ways of life, ethnic diversity, and cultures in ASEAN; trends for change in the world society; development strategies for economic, social, political, energy, environmental, human resources, and human rights development employed by ASEAN member states; multi-dimensional analysis, compilation and building of knowledge of communication arts within the ASEAN context

17702 (51013002) Philosophy and Communication Theory 6 (14-2-0-2)

Objectives

1. To give students knowledge and understanding of the philosophy, concepts and theories of communication arts
2. To enable students to analyze and critique communications issues in the ASEAN region
3. To enable students to apply communication theories for development work in ASEAN

Description

Philosophy, concepts, developments and types of communication arts theories; the communication process and its components; communication and the social context; influence and impact of communication; communications problems and issues; professional ethics and responsibility; application of communication theories for development work in ASEAN

17703 (51013003) Paradigm and Communication Arts Research 6 (12-2-2-2)

Objectives

1. To give students knowledge and understanding of the paradigms of communication arts research
2. To enable students to select a topic for communication arts research in ASEAN, formulate a conceptual framework, design a research project, and analyze data
3. To enable students to undertake communication arts research, present their findings and publish a report

Description

Paradigms of communication arts research for building the body of knowledge and solving communication problems in ASEAN; types of research; research problems; setting a conceptual framework; the research process; research design; undertaking research; data analysis; presenting and publishing research in ASEAN

17704 (51013004) Comparative Communication Studies for ASEAN 6 (12-2-2-2)

Objectives

1. To enable students to analyze and compare communication situations in the ASEAN way of life and changing trends in the global society
2. To enable students to analyze and compare different aspects of communication issues in ASEAN and in the global society
3. To enable students to apply knowledge from their comparative studies to create communications innovations that will strengthen and unify the ASEAN community

Description

Comparative analysis of communication situations within the ASEAN way of life in the aspects of politics, security, economy, society, culture, energy, the environment, human resources development, human rights, grassroots movements, public participation, awareness raising, ethics, and legal issues concerned with development in ASEAN; creation of communications innovations to strengthen and unify the ASEAN community

17705 (51013005) Communication Management for ASEAN 6 (12-2-2-2)

Objectives

1. To give students knowledge and understanding of strategic management of organizational communications in ASEAN
2. To give students skills to manage organizational communications in ASEAN

Description

Strategic communications management, planning, organizational structure, administration, and monitoring; development of communication leaders; evaluation of communications management; management of communications resources in the ASEAN context

17797 (51014002) Independent Study (6 credits)

Objectives

1. To enable students to select a topic, prepare and present an independent study proposal
2. To enable students to do an independent study project
3. To enable students to present and publish the results of their independent study project

Description

Identifying and defining a study topic concerning communications in ASEAN; preparing and presenting an independent study proposal; researching, writing, presenting and publishing an independent study project on a topic about communications in ASEAN

17798 (51014001) Thesis

(12 credits)

Objectives

To enable students to

1. select research problems for a thesis
2. review and analyze the relevant literature
3. design a thesis research project
4. gain knowledge and skills for writing and presenting a thesis proposal
5. design research tools
6. collect, analyze and present data
7. present and defend a thesis
8. write a complete thesis
9. write a research report for publication

Description

Selecting a research problem; surveying, reviewing and analyzing the relevant literature; designing a research project; writing and presenting a thesis proposal; developing research tools for a thesis project; collecting, analyzing and presenting data; presenting and defending the thesis; writing a complete thesis; writing a research report for publication

17799 (51015001) Graduate Professional Experience in Communication Arts for ASEAN

(Non-credit)

Objectives

1. To develop the student's leadership, thinking process, and professional conscience as a communications expert and a citizen of ASEAN with morality, ethics and responsibility
2. To enable students to build up a network for communications in ASEAN for greater unity amidst ethnic and cultural diversity
3. To give students field experience in exchanging communications knowledge in ASEAN

Description

Leadership, thinking process, professional conscience, ethics and morality; responsibility as a citizen of ASEAN and communications expert; ASEAN unity amidst ethnic and cultural diversity; regional network building; practical exchange of knowledge about communications methods in ASEAN