



**Project : Communication & Media for ASEAN Digitalization**

**By : Communication Arts for ASEAN Graduate International Program,**

**Faculty of Communication Arts, Sukhothai Thammathirat Open University,**

**Thailand**

**Importance of the project :**

Thailand as one of the members of ASEAN Community who has a shared vision to develop an open society that engages the public in the development of the country. The main objectives of the ASEAN Community are: ASEAN Economic Community (AEC), ASEAN Socio-Cultural Community (ASCC) and ASEAN Socio-Cultural Community (ASCC). Bring to Smart ASEAN on the basis of preparedness in the form of ASEAN Digitalization.

Sukhothai Thammathirat Open University ...as a leading institution and visionary to be an open university that uses the world's leading distance education system in providing lifelong education for everyone. The Graduate Program of Communication Arts for ASEAN has been opened in 2014, Faculty of Communication Arts as an academic institution that produces communication graduates to be the means of linking these three pillars of ASEAN as well as bringing ASEAN community to alliance with the international community with its dignity, pride and peace. The Program has its purpose to create a graduate to become a leader in the field of communication in ASEAN. Have the ability to analyze critical research and bring knowledge to use both academic and professional. Including deepening the issue of multilateral issues in the ASEAN region with its aims for sustaining and strengthening ASEAN Community.

The Communication Arts for ASEAN is the Online International Graduate Program focusing on the use of ICT as the main tool for supporting teaching and learning, especially

multimedia, such as video clips. (Web portal / hub); New online courses SPOC (Small Private Online Course) as well as other online social media; e-Text; e- Study Guide to expand the learners to understanding more about ASEAN Community along with the global world in line with the mission of Sukhothai Thammathirat Open University.

The Communication Arts for ASEAN Online International Graduate Program has been working continuously with other ASEAN and ASIAN networks to develop any kind of innovative pedagogy such as the online learning system using ICT as a tool : MOOC, SPOC and others. So, the Program with its commitment to empower the society with Communication and media want to offer the society's academic services especially in the area of ICT literacy, particularly in the field of educational development aims to empower the Thai citizen to be well equipped under this context of ASEAN Digitalization.

### **Co-Host & Partners**

The Communication Arts for ASEAN Online International Graduate Program has invited its key partners both from Thailand and ASEAN, ASIAN as follow;

**1) Dr. Tsuneo YAMADA**

Professor, Department of Informatics, The Open University of Japan (OUJ)  
Professor, Department of Cyber Society and Culture, The Graduate University for Advanced Studies (SOKENDAI) 2-11 Wakaba, Mihama, Chiba 261-8586, Japan

**2) Dr. Carmencita Castolo, Director of PUP**

(Polytechnic University of the Philippines Open University)

**3) Dr. Anuchai Theeraroungchaisri, National Project Head of Thai MOOC**

**4) Mr. Anothai Udomsilp, ASEAN Media & Communication Expert**

**5) Mr. Rachapol Suwanachot, Director of ASEAN Youths Media Network**

### **Objective :**

The Project : Communication & Media for ASEAN Digitalization has its main objectives as follow;

1) To provide training and practices on media literacy especially in using ICT to develop education and people to be well equipped under the context of ASEAN Digitalization;

2) To link all networks among all key partners in the field of ICT for educational development to learn more innovation from other countries as well as among themselves to be well equipped under the context of ASEAN Digitalization.

### **Expected Benefits :**

The Project : Communication & Media for ASEAN Digitalization is expected to give knowledge and practices of ICT for educational development and people to be well equipped under the context of ASEAN Digitalization.

### **Participants :** Around 70 participants

- 1) The High school teachers, Ministry of Education;
- 2) The teachers in schools under the “Spirit of ASEAN Program”, Ministry of Education;
- 3) The University students relevant to ASEAN;
- 4) The professional media relevant to ASEAN.

### **Venue :**

Sukhothai Thammathirat Open University, Seminar 1<sup>st</sup> Building, 2<sup>nd</sup> Floor, Room 5209.



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