

## Dept. of Communication

Communication is a burgeoning field increasingly influencing all of our social institutions. We believe that cultural, social, and personal experience improves through more effective understanding and practice of communication. Our program is developed to understand various issues and phenomena regarding communication. Our courses explore the theory behind contemporary mass communications and telecommunications including their origins, structures and implications for our society.

Our program is designed for students whose interests in communications are focused on broad issues involving communication studies, advertising, public relations, journalism, and new media. Our courses seek to understand communication and to improve its practice in theories and methodologies to better explain, predict and control over various communication phenomena.

### □ **Communication Major**

The communication major focuses on understanding of various media including newspapers, magazines, TV, CATV, satellite TV, Internet, etc. It prepares students for varied and long-term careers in areas such as newspaper, magazine, broadcast and online journalism. Moreover, it prepares students for lifelong learning beyond their job by teaching them to be active participants in society who can critically consume as well as produce media content.

### □ **Advertising and Public Relations Major**

The advertising major is designed to provide knowledge of principles basic to all advertising, marketing and persuasive communication through the courses in the creative, media, management, consumer behavior and research areas, in order to ensure the richest possible background for the advertising. It prepares students for advertising and marketing related positions and to develop analytical skills.

### □ **Courses**

#### □ **Core Courses**

##### • **Communication Theories (3)**

Introduction to theoretical orientations and research findings relevant to communication studies.

##### • **Communication Research Methods (3)**

Seminar on communication research methods such as content analysis, experiments, survey, research, historical and legal methodology.

- **Communication Statistics (3)**

Seminar on intermediate or advanced level communication research methods.

- **Theories in Advertising (3)**

Examination and analysis of communication theories relevant to the study of advertising.

- **Speech Communication (3)**

This class investigates communication processes as they occur within and among individuals, groups, organizations, and societies. will be subjects such as group and organizational communication, language development, the practice of rhetoric and public argument, and related topics.

- **Advertising Research Methodology (3)**

To study marketing survey method accordingly with marketing theory.

- **Independent Study (3)**

Professor and student independently study more in detail and perfectly about specific field.

- **Communication Major**

- **Communication Theory & Network Analysis**

This course explores communication theories/concepts/phenomena from a relational perspective, using network analysis. This perspective enhances our understanding of behavioral change by explaining communication behavior with changing relations accordingly to a specific context, rather than unchanging attributes irrespective of context.

- **Network Society and the Flow of Information (3)**

Along with the development of digital technologies, the flow of information and content is changing in both domestic and international settings. This flow of information is framed as algorithmic, journalistic, social, strategic, and personal curations. We closely examine each curated flow and discuss its technological, political, and sociocultural impact to have better understanding of the contemporary network society.

- **Human Being and Communication (3)**

Understanding human symbolic processes and examining various principles and practices of effective oral communication in both interpersonal and public contexts.

- **Theories in Broadcasting (3)**

Examining the theoretical bases on broadcast organization, human resource, production and social

- **New Media Theory (3)**

Topics include various problems of the new media such as concept, characteristics, formation, developments, role of information technologies in society, and current issues.

- **Research on Media Industry (3)**

Topics include economic, managerial, and policy aspects of the media industries and the network infrastructures that support them.

- **Audience Analysis (3)**

Examining fundamental principles of audience research and understanding existing theoretical approaches and methodologies.

- **Journalism Theory (3)**

Examination of structure, functions, ethics, and performance of communication and mass media, stressing a review of pertinent journalism research literature.

- **Political Communication (3)**

Research and analysis of political communication and government-media relations. Emphasis on reporting on government, elections, and political parties and other areas of general public interest.

- **Comparative Communication (3)**

Comparative analysis of international or intercultural communication behaviors and media systems.

- **Persuasion (3)**

Examining theoretical approaches concerning persuasive process in communication and advertising.

- **Topics in Mass Media (3)**

Topical course dealing with mass media subjects from semester to semester.

- **Critical Communication (3)**

This class seeks to analyze and describe communication as a social and cultural process. It will promote critical reflection on the requirements of a more democratic culture by giving attention to subjects such as gender, polity, public sphere, nation, and environment in our society.

- **Digital Media and Social Change (3)**

This course tries to enhance the understanding of new information technologies, focusing on their social impacts in the information society.

- **Media Sociology (3)**

This course devotes most emphasis to news and information production, from the different perspectives: journalist, news organization, society, culture.

- **History of Media Culture (3)**

Analysing the relationship between the society generated by the media and communication from the history of media culture. To achieve this, the course tries to understand diachronically how a development of newspapers, radio, broadcast, magazine and internet has been affected on the society.

- **Media Psychology (3)**

Analysing what we pursue through media, characteristics of each genre of media, and what mental process occurs with the unique connection between each genre with social psychology in-depth. Furthermore, the course covers the new media trends including the media convergence phenomenon, the internet, the mobile phone, the social media such as Twitter and Facebook, and the media art a nexus between the digital media and the art.

- **CMC, Computer-Mediated Communication (3)**

This course deals with the newest types of mediated communication including computer-mediated communication and other similar forms of ubiquitous digital communication. Students learn to analyze how these new forms of mediated communication are different from traditional context of communication under various conditions such as intra- and inter-personal interactions, group-level and more macro-level situations; and, how and why CMC leads to certain directions of individual and social effects.

- **Studies in Cross-Media and Multiple Media Use (3)**

This course reviews several recent changes in communication studies especially given the recent newly developing media environment, focusing on multiple media, multiple channels, and media convergence. Students research how audience's changing habits in multiple media and cross-media uses can relate to media contents and genre uses in both theoretical and analytic levels, consequently incorporating media literacy issues in contemporary media environment.

- **Longitudinal Studies of Social Media**

The impact of social media is increasing throughout our society. It influences not only individuals' interpersonal relationships but also companies' marketing strategies and furthermore the public's formation of opinions. From a longitudinal approach, we explore the creation, maintenance, dissolution, and reconstitution of relations based on social media and discuss the underlying communication mechanism embedded in this process.

- **Practice in Computational Social Science**

This course examines how to draw theoretical implications from the unstructured data(so-called Big Data) through computational methods such as network analysis, text mining, computer-assisted content analysis, and sentiment analysis. We discuss the bright and dark sides of Big Data research and its ethics. We also discuss how computational social science may contribute to opening new inquiries in communication studies.

- **Media Entertainment and Communication**

Media Entertainment and Communication explores emerging genres of media contents and popular culture based on social psychology and communication studies research. Media culture which had been exclusively studied in qualitative cultural studies will be systematically analyzed by employing various empirical and theoretical perspectives.

- **Korean Media and Journalism**

Focusing theoretical, historical, and interdisciplinary approach, this class aims to develop student's comprehensive ability of critical analysis about korean journalism reviewing the production and reception processes of printed, broadcast, and internet news in korean society.

- **Media and Journalism Reading**

This course aims to develop a critical analysis of literature of eastern and western theories, practices and philosophies of Journalism. Readings for this course will be focused on theoretical, practical, and philosophical discussions addressing the key problematic issues of Journalism.

- **Advertising Major**

- **Public Communication Campaign (3)**

This course is designed to teach students how sophisticated public campaigns are planned and executed. This course will cover topics such as how attitudes are changed, how opinions are created, and how behaviors are triggered on a mass scale through carefully orchestrated communication campaigns. This course will also teach students how to evaluate and design effective public communication campaigns.

- **Health Communication (3)**

This course introduces students to theories and research about the role that communication plays in health behavior change programs and provides training in the skills students will need to be a professional health communicator. This course focuses on the health communication planning process and explores alternative planning models and theories used to design communication interventions. This course will cover research on specific topics relevant to health communication, such as entertainment education, media advocacy, multicultural audiences, new technologies, and health literacy.

- **Advertising Management (3)**

Account planners are the voice of the consumer within ad agencies. They constitute the crucial link between client objectives, account management, and the creative development team, and also the media planning team. Account planners are strategists that are particularly attuned to the emotions and thoughts of the target audiences of advertising messages. The purpose of this course is to help you better understand concepts that managers must comprehend.

- **OOH Promotion Strategy (3)**

The main objectives of this course are to focus on the unique challenges of marketing services and advertising quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

- **Advertising Ethics and Public Policy (3)**

Advertising Ethics and Public Policy allows students to supplement their major field with in-depth knowledge of one or more relevant areas of advertising. The course provides valuable insights into the advertising-government interface and the development of ethics and public policy affecting the marketplace and consumer culture. It also enhances students' knowledge and skills in practical areas directly relevant to advertising activities.

- **Psychology in Advertising (3)**

Examining the basic underlying processes of selective attention, perception, learning, and memory concerning advertising information.

- **Digital Media and Advertising (3)**

Examining the impact of new media on advertising and other areas of general interest.

- **Topics in Advertising (3)**

Topical course dealing with advertising subjects from semester to semester. Examining case studies on strategic brand building in both advertising and marketing.

- **Brand Communication (3)**

The importance of brand is embossed advertisement and marketing field by parity phenomenon between goods. To learn strategy theory for effective brand building

and to acquire knowledge through deep case study.

- **Theories of Advertising Effects (3)**

To learn theories related to advertising effects on consumers and explore how to measure advertising effectiveness.

- **Advertising and Media Strategy (3)**

To explore strategies related to media planning as well as the relationship between advertising and media.

- **Global Advertising (3)**

To study the managerial, economic, legal, and cultural aspects of multinational advertising.

- **Advertising Creativity (3)**

To examine the process of developing creative concepts and their effective execution.

- **Advertising Strategy (3)**

To introduce to various strategies of observing and interpreting consumer behavior for the purpose of integrating consumer point of view into the creative strategy for advertising.

- **Public Relations Strategy (3)**

To explore systematic access method for relevant PR theory and PR plan.

- **Consumer Behavior (3)**

Examination of various behavioralism approaches explaining motivations, information processing and consumption behavior of consumers. Furthermore, this course covers psychological and sociological factors have significant effects on consumer behavior.

- **Marketing Communication (3)**

To broaden understanding of the new academic field utilizing various marketing communication method such as not only advertising but also public relations, sales promotion, event and sponsorship by in-depth studying on issues related to marketing communication.

- **Public Relations Seminar (3)**

To extend the overall understanding of public relations through in-depth course of certain topics in the field of public relations.

- **Crisis Management (3)**

The course covers topics related with two interrelated fields, issue management

and crisis management. The issue management field includes a series of process such as understanding the issue, analysis, choose the strategy, practice of the program and evaluation, and this field is on the basis of analysis of organization's structure and function, and issues about society, economy, politics and environment affect on countermeasures. The crisis management field includes a series of process of building pre and after management toward the crisis situation the organization encounters such as system preparation for the crisis, detailed arrangement and crisis management.

- **Multivariate Statistics (3)**

This course covers statistical methods analysis independent variable and dependent variable simultaneously as an extended form of existing unitary and dualistic analysis methods. Also dealing with multiple regression analysis, discriminant analysis, factor analysis, multi-variate analysis and cluster analysis and so on.

- **Theories in Public Relations (3)**

This course provides the conceptual framework that underlies the theoretical body of knowledge in public relations. It develops an understanding of theories in public relations and its application to practice.

- **Corporate Public Relations (3)**

This course provides an analysis of the practice of corporate communications and public relations. It will cover how major companies provide information on their activities, defend their issues and spin their image.

- **Advertising Campaign (3)**

This course provides the intellectual skills needed in developing well-planned and effective advertising strategies. It will cover how to utilize market research, strategic planning, creative development, media planning and all integrated marketing communication disciplines.

- **Advertising and Cultural Contents (3)**

This course offers an investigation into the parameters and meanings of our culture of consumption. It will examine how cultural contents are utilized in advertising, marketing and public relations.

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