

## 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.

### ☐ **Courses**

#### ☐ **Communication Major**

##### • **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.

##### • **Independent Study I (3)**

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

##### • **Independent Study II (3)**

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

- **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.

- **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 (3)**

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 (3)**

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 (3)**

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 (3)**

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 (3)**

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.

- **Social media research (3)**

This course is designed to understand the features of social media and analyze the effects of social media use in various ways. Through the existing research on social media use, this course investigates social and psychological factors of social media users and discusses theories and research areas (human communication, health communication, marketing communication, etc.) in social media.

- **Interactive media research (3)**

This course is devoted to the social and psychological aspects of human-computer interaction (HCI) in using interactive media. By understanding various user experiences (UX), this course explores ways of improving the interaction between

users and digital media

- **Media and Health (3)**

This course explores various media improving users' health and quality of life from theoretical perspectives. By introducing health-related media research, and investigating technological, social, and psychological factors, this course studies how media use ultimately influences the improvement of users' physical and mental health.

- **Communication Data Science (3)**

Data science is becoming an indispensable part of understanding communication behavior and effects. In this course, we will learn various tools of data analysis in quantitative social science and apply those skills for communication research. We will learn cover topics such as descriptive statistics, causal inference, regression, machine learning, and have the opportunities to analyze various forms of communication data ranging from survey data to large-scale social media texts.

- **Internet, Social Media and Politics (3)**

This course considers the relationship between digital media and politics. We will examine the role of internet and social media in contemporary politics, especially the ways in which they affect political elites and citizens. The students will be familiar with various research findings on topics such as partisan media, echo chamber, the effect of social media on collective action, social media algorithms and so on.

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