



# DOCTOR OF PHILOSOPHY PROGRAM IN COMMUNICATIONS

■ FACULTY OF BUSINESS, ECONOMICS AND COMMUNICATIONS

## DOCTOR OF PHILOSOPHY PROGRAM IN COMMUNICATIONS

The Doctor of Philosophy program in Communications offers research-based advanced training aimed at building academic and administrative leadership in communications with consideration of current social changes. The program has collaboration with Macquarie University, a leading school in communications in Australia. Consequently, our doctoral students are provided with the opportunity to learn, discuss, and exchange knowledge and experiences with professors in the field of communications at Macquarie University's main campus during the course of their study.



## Objectives

Specific outcomes expected in graduates are as follows:

- Competency is research in communications emphasizing Thai social contexts for creation of new knowledge.
- Expertise in managing research projects in communications and carrying out applications in academic, social, and business settings.
- Knowledge and capability in cutting-edge communication approaches, being looked up to as a leader in ideas for the benefits of the society and the nation.
- Mastery of both theories and practices for efficient and effective use in the academic profession and in business.
- Morality and ethics.

## Admission

In accordance with the Graduate School Rules and Regulations. The program committee reserves the rights to require more qualifications as deemed appropriate.

## Medium of Instruction

Thai and English

## Research Focus

Communication Development in Thailand

## Requirement for Graduation

Apart from the university Graduate School Rules and Regulations, all students are to have taken 9 credits as non-credit requirements from the following:

811601: Epistemology and Theory Construction

811601: Advanced Communication Research Methodologies

811603: Seminar in Communications 1

811604: Seminar in Communications 2

811605: Seminar in Communications 3



communication  
mu/ni·ca'tor n.  
**com·mu·ni·ca·tion** ( )  
communicating; transm  
messages, or informatio  
cations (used with a si  
using words effective

# Doctor of Philosophy Program in Communications

- FACULTY OF BUSINESS, ECONOMICS AND COMMUNICATIONS

## Structure of the Program

### 1. Credit Requirements. \*

Requirements	Option 1.1	Option 2.1
Coursework	-	12
Core Courses	-	6
Electives	-	6
Required Non-credit Courses	9	9
Dissertation	48	36
<b>Total</b>	<b>48</b>	<b>48</b>

\* Minimum credits required.

### 2. Core Courses

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Advanced Communication Theory	-	-	811621	3
Integrated Communication Research Study	-	-	811622	3
<b>Total</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>6</b>

### 3. Electives

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Integrated Brand Communication	-	-	811631	3
Information Technology for Communication	-	-	811632	3
Mass Communication and National Development	-	-	811633	3
Global Communication	-	-	811634	3
International Communication	-	-	811635	3
Political Communication	-	-	811636	3
<b>Total</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>≥6</b>

### 4. Required Non-credit Courses.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Epistemology and Theory	811601	3	811601	3
Advanced Communication Research Methodologies	811602	3	811602	3
Seminar in Communication 1	811603	1	811603	1
Seminar in Communication 2	811604	1	811604	1
Seminar in Communication 3	811605	1	811605	1
<b>Total</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>9</b>

### 5. Dissertation Credit Requirements.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Dissertation 1	811680	6	811686	9
Dissertation 2	811681	6	811687	9
Dissertation 3	811682	9	811688	9
Dissertation 4	811683	9	811689	9
Dissertation 5	811684	9	-	-
Dissertation 6	811685	9	-	-
<b>Total</b>	<b>6</b>	<b>48</b>	<b>4</b>	<b>36</b>

## Course Descriptions

### 811601 Epistemology and Theory Construction

3(2-2-5)

An inquiry into ways and means of obtaining knowledge in sciences and social sciences as the basis of contemporary research methodology, in conjunction with fundamental understanding of epistemological philosophy leading to theory construction; highlighting theoretical topics relative to nature of knowledge in case studies; and preparing students as thinkers and analysts capable of locating solutions in authentic communication academically and professionally.

### 811602 Advanced Communication Research Methodologies

3(2-2-5)

Examining research methodologies, modeling, analysis, techniques and approaches in quantitative and qualitative research; testing hypothesis involving descriptive, inference, and advanced statistics in quantitative data analysis; and conclusive analytical interpretation to arrive at new knowledge in qualitative research.

### 811603 Seminar in Communication 1 (Non-Credit)

1(0-2-1)

Interesting topics to be discussed to develop dissertation titles, to serve as the framework for literature review, comprising approaches, related theories, published research findings, and other relevant research.

### 811604 Seminar in Communication 2 (Non-Credit)

1(0-2-1)

Discussion of the selected research methodology appropriate to the thesis title, including approaches to access research resources in order to gain correct, precise, and reliable results and/or findings.

**811605 Seminar in Communication 3 (Non-Credit)****1(0-2-1)**

Discussion of the research findings from the fieldwork by applying concepts and theories studied in literature reviews, including syntheses of the researcher and exchanging and establishing new bodies of knowledge at this stage before proceeding to the dissertation defense process.

**811621 Advanced Communication Theories****3(2-2-5)**

Definitions and scope of advanced communication; levels and processes of dynamic communication, subsuming various dimensions of communication, namely, traditions, cultural groups, and ethnic groups leading to the study of theories and concepts related to communication; and theoretical applications in communicative situations at administrative and operational levels.

**811622 Integrated Communication Research Study****3(2-2-5)**

Discussion and exchange of ideas in class with experts on research studies in terms of research processes associated with theories and social phenomena leading to results and/or bodies of knowledge, analysis and evaluation of research studies on communication for analyses and models, and development of reports/assignments into a research outline and bringing it into class discussions.

**811631 Integrated Brand Communication****3(2-2-5)**

Study of approaches, related theories, values, significance, and attributes of the integrated brand communication, covering steps and strategies in communication to enable the highest organizational efficiency and effectiveness; and case studies discussed and debated, such as brand value management, situational impacts on the operations, communicative marketing, morality and ethics concerned in carrying out the integrated brand communication.



**811632 Information Technology for Communication****3(2-2-5)**

Study of the role of modern technology, mass media, and information technology and their supportive functions in strategic planning in communication management and organizational administration in various contexts.

**811633 Mass Communication and National Development****3(2-2-5)**

Examination of concepts and theories of mass communication for development; study of the driving processes of mass-media organisations in the modern age; a look at the management of mass-media organisations and different social networks in order to emphasise the roles of modern mass media as public floors in developing the nation; and a study of political factors, economics, and societies affecting roles of mass media, including its ethics and responsibilities.

**811634 Global Communication****3(2-2-5)**

Investigation of concepts of social process and communication in globalisation, including characteristics of global communication, information society, communicative technology, and all kinds of new media along with forms and types of global communicative organisations and mega media.

**811635 International Communication****3(2-2-5)**

Study of the philosophy, concepts, and theories of international communication, discussion and exchange of ideas towards different issues on contemporary international communication, such as laws related to international communication, impacts from politics, economics, and social and cultural factors, all of which affect people and society, leading to research studies.

**811636 Political Communication****3(2-2-5)**

Study of concepts, theories, and the philosophy of communication applicable in explaining political phenomena and operations by emphasising the connection with research studies in order to allocate the knowledge of managing political communication at local and national levels.

**811680 Dissertation 1, Option 1.1****6Credits**

Conducting research studies related to interesting issues in communication for further development into a dissertation title.

**811681 Dissertation 2, Option 1.1****6Credits**

Developing the thesis title as approved by the supervisory committee and conducting literature reviews covering related concepts, theories, and research findings from journals and reports.

**811682 Dissertation 3, Option 1.1****9Credits**

Development of a research conceptual framework based on the reviewed topic, research design and selection of research methodology, and passing an oral examination as a research proposal defense.

**811683 Dissertation 4, Option 1.1****9Credits**

Verification of research tools, data collection of field work, and presentation of the progress report and notes.

**811684 Dissertation 5, Option 1.1****9Credits**

Data analysis, presentation of research findings, and new knowledge.

**811685 Dissertation 6, Option 1.1****9 Credits**

Discussion of research findings by applying concepts and theories from the literature reviews and synthesis from the researcher's point of view; dissertation writing, presenting, defending, and revising (if applicable); and submitting to the Graduate School.

**811686 Dissertation 1, Option 2.1****9 Credits**

Conducting research related to interesting issues in communication for further development into a dissertation title.

**811687 Dissertation 2, Option 2.1****9 Credits**

Developing the thesis title as approved by the supervisory committee and conducting literature reviews covering related concepts, theories, and research findings from journals and reports.

**811688 Dissertation 3, Option 2.1****9 Credits**

Development of a research conceptual framework based on the reviewed topic, research design and selection of research methodology, and passing an oral examination as a research proposal. defense.

**811689 Dissertation 4, Option 2.1****9 Credits**

Verification of research tools, data collection of field work, and presentation of the progress report and notes.