

# Course Equivalents between UCONN's Communication Department and Chulalongkorn University's Department of Communication Arts

## *Chulalongkorn Course*

### **2804201 Principles and Practices of Speech Communication 3(3-0-6)**

Condition: -

Theory, practice and criticism of speech communication, linear and non-linear models of speech process, the use of language in speech communication, role adjustment in speech interaction, face-to-face communication, group process and group discussion, argumentation and debate, public speaking, and methods of criticism.

### **2800205 Introduction to Mass Media 3(3-0-6)**

Condition: -

This course introduces students to different types of mass media, covering print, electronic, and other modern forms. They will explore developments of mass media at national and international level in both social and historical contexts. Roles, structures, and processes of the mass media as laws and regulations as well as ethics governing these media will be examined.

### **2803200 Introduction to Public Relations 3(3-0-6)**

Condition: -

Definition, semantics of terms, concepts, and evolution of public relations; public opinion and public relations; impact of public relations on society; ethics and social responsibility of public relations practitioners.

## *UCONN Course*

### **COMM 1100 Principles of Public Speaking**

Theory and performance in public speaking: overcoming apprehension; audience analysis; development of concepts; maximizing message impact; professional presentation skills; group projects; evidence; listening and speech evaluation.

### **COMM 1300 Mass Communication Systems**

The history, organizational structure, economics and functioning of technologically-based communication systems and the relationship of these factors to mass communication issues and effects.

### **COMM 4820 Public Relations**

Practical applications of major theories of communication and mass media to public relations practiced by organizations. Based on readings, student research, and case histories.

**2803201 Introduction to Advertising 3(3-0-6)**

Condition: -

Theory of advertising and Integrated Marketing Communications. Development of IMC Plans, advertising and support promotion based on consumer, product, service and market research and analyses.

**2800450 Crisis and Conflict Management 3(3-0-6)**

Condition:

Conflict and crisis nature in communication management in government and business organization; issue analysis and problem solving including public hearing; forming advisory committees; preventing conflicts and crises ; co – operation with conflict consultants; dealing with activists; crisis management and communication; image restoration; issues management; and implementation for high risk organization.

**2800357 Communication Research Design and Data Analysis 3(3-0-6)**

Condition : -

Concepts, scope and types of communication research, techniques and research methods, data collection, testing measures of communication work, audience research, evaluation and analysis of data obtained from various sources.

**COMM 4800 Communication in Advertising**

Covers communications theory relevant to advertising, with specific application to the creative elements of art and copy. Students create actual print advertisements and radio commercials.

**COMM 4250 Communication in Conflict Management**

The principles of communication underlying conflict and its management, including negotiation and intervention strategies, in interpersonal, group/organizational, and inter-group conflict.

**COMM 3000Q Research Methods in Communication**

The scientific approach as it specifically applies to communication.

**2800355 Persuasion and Negotiation 3(3-0-6)**

Condition : -

Various concepts explaining changes in human cognition, attitude and behavior, credibility in communication sources, messages, channels, and receivers; analysis of persuasiveness of discursive and non-discursive communication; the need of negotiation at various levels in today society; principles and techniques of effective negotiation; reasoning strategies appropriate to situation, occasion, and people involved; analysis of cultural conditions that affect negotiations and choice of media most appropriate to negotiation.

**2800480 Communication Planning, and Evaluation 3(3-0-6)**

Condition: -

Students will be introduced to the principles and process of systematic communication planning. The problem analysis, target group environment, objective setting, message content, communication media and channels, management and evaluation principles will also be covered.

**COMM 3100 Persuasion**

Introduction to theories of attitude formation, change and reinforcement. Research is used to evaluate past and present models of persuasion.

**COMM 4130 Marketing Communication**

Principles, strategies, and theories of communication in product and brand marketing contexts.

**2602241 Introduction to Information Technology and Information Systems 3(3-0-6)**

Condition :

Roles of information technology in solving business problems; concerns and technical background of the state-of-the-art in information technology; computer based information systems applications. their planning, development; and management issues.

**2800498 Communication Management Professional Internship 1(0-6-0)**

Condition : -

Direct experiences in the field of communication management, including communication planning and designing and media selection; analysis of cases on actual situations in business environment; preparing topics and project proposals; and project evaluation.

**COMM 3600. New Communication Technologies**

An overview of new communication technologies. Topics include the uses, evolution, diffusion, operation, and effects of new communication technologies.

**COMM 4991 Internship in Communication**

Provides students with an opportunity for supervised field work in a professional communication organization. Student's performance will be evaluated both by the field supervisor and course instructor.

**2800356 Communication Campaign Management 3(3-0-6)**

Condition: -

The process and procedure in campaign planning for business, social, political, other purposes will be discussed as well as the psychological factors related to change of knowledge, attitude, and behavior of target audiences. Students will utilize strategic planning analysis of situations to create work for each type of communication. Media analysis in campaign management will be taught as well as types of motivation, impact control, setting priorities of target groups, and fund raising for a communication campaign.

**2800531 Crisis Communication Management**

3(3-0-9)

Condition:

The nature of conflict and crisis in government and business organizations with emphasis integrated communication management; theories and techniques to prevent conflict and crisis, including issue analysis and problem solving through public hearing; cooperation with conflict consultants, dealing with activists, crisis management campaign planning and image restoration, particularly for organizations with high risk.

**COMM 4120 Communication Campaigns and Applied Research**

Application of media, persuasion, and social change theories to the design of communication campaigns, including focus groups, interviews and other background research. Students will work with community organizations.

**COMM 4430. International Communication and Conflict**

Communication in international conflicts and crises. Negotiation, mediation, and transformational approaches; globalization and the media; communication in war and peace; cultural, social, political, and economic effects.

## **2800109 INTRODUCTION TO DIGITAL MEDIA**

Condition:

Concepts and principles of digital media, production tools and channels of communication; the process of presentation in digital media namely designing, planning and producing; application for best practice in communication via digital media

## **2800101 INTRODUCTION TO COMMUNICATION 3(3-0-6)**

Condition:

This course introduces students to the importance of communication, its objectives and meanings. The types, models, process and components of communication will be studied as well as its perception. Students will get a chance to learn about the systems and impact of mass communication and analyze the types of communication existent in today's world.

## **COMM 4340 Visual Communication.**

Theory of design and creation of graphics for professional and technical purposes, to complement or supplement written and spoken communications.

## **COMM 1000. The Process of Communication**

A study of modern communication theories and principles useful in understanding how people affect and are affected by others through communication.

**2800354 ORGANIZATION  
COMMUNICATION BEHAVIOR 3(3-0-  
6)**

Condition: -

Individual behavior in organizations, analysis of causes and effects of behavior with emphasis on psychology; organizational theory, theory of human relations, motivation theory and learning process, application of these theories in working and in organizations for more effective organizational management and operation will be covered.

**2800533 DIGITAL MEDIA  
MANAGEMENT 3(3-0-9)**

Condition:

Nature and development of digital media management, impact of digital media, participation, control, filtering, communication evaluation, intellectual property issue, privacy ethics, and security.

**COMM 4230 Organizational Communication**

Communication in formal organizations; horizontal and vertical communication; effectiveness of different organizational structures and channels; feedback; networks; norms and roles.

**COMM 4630 Communication Technology  
and Social Change**

Examination of new communication technologies and their influence on social change. Provides a foundation for students with professional as well as academic interests in communication technology.