



Master of Communication Arts Program in
Communication Arts
(English Program)

COLLEGE OF COMMUNICATION ARTS
RANGSIT UNIVERSITY

*Master of Communication Arts Program in
Communication Arts
(English Program)*

Degree: Master of Communication Arts Program in Communication Arts
M.Com.Arts (Communication Arts)

ENTRY REQUIREMENT

- 1 The Applicants must hold a Bachelor's Degree in any field from an accredited academic institution either in Thailand or another country that has been approved by the Thai Ministry of Education or the Office of the Civil Service Commission.
- 2 The Applicant must have a good level of English proficiency (TOEFL or IELTS scores) or take the RSU-English Proficiency Placement Test (RSU-EPPT) conducted by the Rangsit English Language institute.

Structure of the Program

Minimum credits for the entire program are 36 credits

Plan : course work and thesis

The total number of credits for the program is not less than 36 credits with 12 credits for thesis.

Remedial Courses	Non - Credits
Core Courses	15 Credits
Electives	9 Credits
Thesis	12 Credits
Total	36 Credits

Remedial Courses; the student must take the following subjects; (Non - Credits)

ENL 500	English for Graduate Studies	Non - Credits
MAT 503	Statistics for Communication Studies	Non - Credits

Core Courses; the student must take the following subjects; (15 Credits)

COM 611	Communication Theories	3 Credits
COM 621	Communication Research Methodology	3 Credits
COM 623	Seminar in Communication Research	3 Credits
COM 631	Principles of Communication Criticism	3 Credits
COM 633	Integration of Communication Research	3 Credits

***Electives;** the students must choose from the following 3 subjects; (9 Credits)

COM 612 Perspectives on Media Landscape and Media Literacy 3 Credits

COM 613 Communication and Cultural Studies 3 Credits

COM 641 Communication Technologies and Society 3 Credits

COM 680 Selected Topics in Communication 3 Credits

*Courses may be changed as appropriate.

Thesis; the student must take the following subject; (12 Credits)

COM 699 Thesis 12 Credits

TUITION FEE (per term)	95,000 Baht
APPLICATION FEE (For new students)	515 Baht
TOTAL	380,515 Baht

CONTACT US

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STUDY PLAN 2023

Master of Communication Arts Program in Communication Arts (English Program)

Year 1		
1nd Semester (1/23 August - December 2023)		
COM 611	Communication Theories	3 Credits
COM 612	Perspectives on Media Landscape and Media Literacy	3 Credits
COM 631	Principles of Communication Criticism	3 Credits
		Total 9 Credits
TUITION FEE		95,000 Bath

Year 1		
2st Semester (2/23 January - May 2024)		
COM 621	Communication Research Methodology	3 Credits
COM 623	Seminar in Communication Research	3 Credits
COM 633	Integration of Communication Research	3 Credits
COM 613	Communication and Cultural Studies	3 Credits
		Total 12 Credits
TUITION FEE		95,000 Bath

Year 2		
Special Semester (S/24 June - July 2024)		
ENL 500	English for Graduate Studies	Non - Credits
MAT 503	Statistics for Communication Studies	Non - Credits
		Total Non - Credits
TUITION FEE		0 Bath

Year 2		
1nd Semester (1/24 August - December 2024)		
COM 699	Thesis	6 Credits
COM 680	Selected topics in Communication	3 Credits
		Total 9 Credits
TUITION FEE		95,000 Bath

Year 2		
2 nd Semester (2/24 January - May 2025)		
COM 699	Thesis	6 Credits
		Total 6 Credits
TUIION FEE		95,000 Bath

Course details

Remedial Courses

ENL 500 English for Graduate Studies

Development of listening and reading skills to conceptualize main points of complex technical and non-technical texts, skills in presenting viewpoints giving arguments and counter arguments both orally and in writing.

MAT 503 Statistics for Communication Studies

Descriptive and inferential statistics for communication studies, sampling theories, tests of hypothesis, analysis of variance, correlation, regression and prediction; selecting appropriate statistics and application of software packages for communication studies and research.

Core Courses

COM 611 Communication Theories

Exploration of sources and distinguishing essences of varied genres of human communication theory, such as structural and functional theories, cognitive and behavioral theories, interpretative and critical theories specifically focusing on system theory, sign and language theories, speech act and conversational analyses, theories of message production and reception, communication context; mass communication and new media theory such as theories about content and structure, media and audience and also theories about communication effects on cultures and individuals.

COM 621 Communication Research Methodology

Philosophy of social sciences and communication research; relationship between theory and research; and key similarities and differences between quantitative and qualitative researches; selection of communication problems; methods and process of historical, descriptive, experimental and critical researches; ethical issues in research; trends of communication research.

COM 623 Seminar in Communication Research

Analyses of quantitative and qualitative communication research study analysis techniques on research problems; analysis of consistency of research topics scope, objective and methodology; evaluation of research study and its value to the academic and social arenas.

COM 631 Principles of Communication Criticism

Principles of communication criticism; theories, and approaches focusing on formalist criticism, contextual criticism, marxist criticism and feminist criticism, genre criticism, and psychoanalysis criticism; principles of analysis, interpretation, and evaluation of communication texts and contexts, study the principles of criticism and how to principles function in terms of practical criticism.

COM 633 Integration of Communication Research

Integration of communication theory with an attempt to explain various aspects of communication in every form and context, application of research methods with emphasis on quantitative and qualitative research designing appropriate to different communication problems, application of communication criticism with special emphasis on development of critical skills via utilizing methods and communication criticism.

Elective Course

COM 612 Perspectives on Media Landscape and Media Literacy

Characteristics, evolution, roles, functions, changes of media landscape, impact and media literacy of mass media and all kinds of new media, including communication activities related to media such as advertising, public relations and marketing communication.

COM 613 Communication and Cultural Studies

Concepts, importance and characteristics of culture in general and mass culture; phenomena of new global cultural imperialism and hybrid culture; relationships between culture and communication; intercultural communication, cross-cultural communication; communication in contexts of multicultural society such as political system, dominance of technology system and belief and value system.

COM 641 Communication Technologies and Society

Evolution of communication technologies for mass communication and other new forms of communication, emphasis on computer and information technologies and telecommunication; significances and roles of communication technologies in post modern society and dharmacarcy society; media convergence and transmedia storytelling; impacts of

the technologies in digital era on individuals and society at national, ASEAN region and global.

COM 680 Selected Topics in Communication

Study of critical communication issues; intellectual and academic movements in the field of communication; global innovative activities in communication.

THESIS

COM 699 Thesis

Research on communication as approved by the graduate program committee.