**언론정보학과**

**<Department of Media and Communication>**

**1.Department Introduction**

**The Department of Media and Communication** is committed to the full spectrum of research and teaching in the discipline of Media and Communication. We offer undergraduate majors in Media and Communication that lead to Bachelor's degrees. We also offer Master of Arts, and Ph.D. degrees in Media and Communication.

**2.List of Faculty Members**

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| --- | --- | --- | --- | --- |
| Position | Name  | Last School Graduated | Degree | Major |
| Professor | Kang, Kil Ho | Michigan State Univ. 1991 | Ph. D | Advertising, Communication Theory |
| Professor | Bae, Hyuhn-Suhck | Michigan State Univ. 1998 | Ph. D | Broadcasting and New media |
| Professor | Joo Hyoung-Il | Univ. de Paris V (Univ. Rene Descartes) 1999 | Ph. D | Communication  |
| Associate Professor | Ahn, Euijin  | Michigan State Univ .2001 | Ph. D | Advertising |
| Associate Professor | Park, Han Woo | State University of New York at Buffalo 2002 | Ph. D | Internet and Multi-media |

**3.Course Description**

언론 정보학의 이론 연구 3 credit

(THEORY BUILDING IN MEDIA AND COMMUNICATION)

This course covers the principles and processes of building theories related to the phenomena on media and communication. The main purpose of this class is to foster abilities to discover theories of media and communication and further to encourage abilities to develop theories modified through sound critics of theories established for the phenomena on media and communication. This class includes observation processes, conceptualization, and theorization related to the phenomena on media and communication.

언론 정보학 통계 방법론 3 credit

 (STATISTICAL ANALYSIS FOR MEDIA AND COMMUNICATION)

This class introduces statistical procedures and techniques with which empirical data for media and communication are analyzed. Specifically, this class discusses shortcomings of statistical results of previous research. The basis of empirical studies will be provided through the lecture of this class.

커뮤니케이션 기초 이론 연구 3 credit

 (COMMUNICATION THEORIES)

This course deals with basic theories and principles of communication. This class purports to make students understand various theoretical frameworks and rationales which explain communication phenomena and further to make students foster abilities to apply relevant communication phenomena. This course includes media theories, message theories, communicator theories, and so on.

광고 이론 연구 3 credit

(ADVERTISING THEORY)

This class deals with various theories which explain the phenomena of advertising. Specifically, theoretical frameworks and rationales for explicating advertising will be introduced from the social-psychological, marketing, psychological, and sociological viewpoints in this class. Further, research articles recently applied for advertising theories will be reviewed. And limitations and future directions of research related to advertising theories will be discussed.

광고 드라마 3 credit

(Advertising Dramas)

This course is designed for students with an advertising creative focus, introducing them to major issues in advertising dramas, and storytelling while providing an overview of the related theories.

교육적 오락물 세미나 3 credit

(Entertainment-Education Seminar)

This course explores ways in entertainment can be used to educate people and encourage them to adopt and enjoy improved life styles. Throughout history, stories, drama, poetry, music, dance and other entertainment formats have been used to enlighten and educate both adults and children. In today's contemporary society, the channels of communication are ever increasing. This course will investigate ways in which education can be subtly but effectively worked into both new and time-honored genres of entertainment in order to foster positive behavior change.

구조 방정식 모델 세미나 3 credit

(SEM(Structural Equation Modeling) Seminar)

This course will introduce structural equation modeling (SEM). Some fundamental materials necessary for SEM will be reviewed; i.e. covariance algebra, multiple regression; and factor analysis. SEM is a family of techniques. Some of the different SEM techniques that will be discussed include path analysis, confirmatory factor analysis, general SEM, and mediation/moderation models. Therefore, students must be equipped with background knowledge in social science research methodology and statistics.

국제 커뮤니케이션 세미나 3 credit

 (INTERNATIONAL COMMUNICATION SEMINAR)

The emphasis of this course is on the economic and political dimensions of international communication and their relationship with technological and cultural process. It aims to provide a critical overview of the profound changes in international media and communication in the new millenium, at a time when the political, economic and technological context in which media and communication operate are becoming increasingly global. It also covers a theoretical overview of competing theories that inform the study of international communication, from Marxist to culturalist and post-modernist analysis of the subject.

기호학 세미나 3 credit

 (Semiotics Seminar)

This course will provide a basic introduction to Semiotics by tracing its development from Saussurian linguistics and by examining various theories of such semioticians as Roland Barthes, C.S. Peirce, Umberto Eco, A.J. Greimas and others. Systems of verbal and non-verbal communication in areas such as advertising, cinema, gesture, language, art, literature and the media will be studied.

내용 분석 세미나 3 credit

 (Content Analysis Seminar)

This class focuses on content analysis as a data collection technique as it is often employed in communication science. The contribution and restrictions that the method entails are briefly discussed. The course then continues into presenting and detailing a number of common content analysis techniques, with special emphasis on quality indicators and pitfalls.

뉴 미디어 기술 연구 3 credit

 (STUDIES IN NEW MEDIA TECHNOLOGY)

In this course, students will examine varying theoretical perspectives related to the uses and effects of information technologies and services. The course provides a foundation from which scholars and practitioners can conceptualize the factors that lead people to use telecommunications systems, the needs that these systems fulfill, and the effects of such use on individuals, organizations, and society. Perspectives are drawn from such diverse fields as communication, economics, sociology, and management science.

뉴 미디어 이론 및 실습 3 credit

 (THEORY AND PRACTICE OF NEW MEDIA)

This course discusses theoretical and methodological limitations of previous research. In this class, positive and negative aspects of research published will be addressed by scrutinizing all the research procedures such as conceptual definition, operational definition, research design, measurement, and statistical results. Eventually, students will learn how to develop research topics and how to do research more perfectly.

매스 커뮤니케이션 세미나 3 credit

 (MASS COMMUNICATION SEMINAR)

To enhance the understanding of mass communication in the information society, this course will cover changes in mass communication and their social implications in the information society, in general.

매스 커뮤니케이션 정책 연구 3 credit

(STUDIES IN MASS COMMUNICATION POLICY)

This course is intended to teach approaches and methods for analysis of the public and private policies of mass communication systems and services. Although the course addresses a broad range of analytic approaches in mass communication policy, a considerable volume of policy substance (such as public or private rules and regulations) is either treated directly or presumed to be understood by students.

문화 연구 세미나 3 credit

 (CULTUARAL STUDIES)

This course provides an overview of the historical development of theories and approaches to cultural studies, surveying contemporary theories and discussing a wide range of approaches.

미디어 경제학 연구 3 credit

 (MEDIA ECONOMICS)

Media economics is concerned with the changing economic forces that direct and constrain the choices of decision-makers across the media. This course, which is accessible to media students without a background in economics, introduces some of the main economic concepts and issues affecting the media and addresses some of the more interesting economic characteristics and industrial questions surrounding media corporations and markets. It examines the distinctive economic features of media, the relationship between these features and the strategies deployed by media corporations and a range of key forces and issues affecting the economics of the main sub-sectors of mass media. Areas that will be covered include economics of broadcasting, film and new digital media.

영상 문화와 사회 연구 3 credit

 (Visual Culture and Contemporary Society)

This course will explore the role of visual culture in contemporary society. It uses an interdisciplinary approach that examines the ways in which meaning is produced through photography, film and videos, and electronic media.

영상 커뮤니케이션 연구 3 credit

 (VISUAL COMMUNICATION)

Analytical, historical, and critical study of visual communication. Role and effects of imagery in communication. Ethics of visual messages. Impact of technology on visual communication.

인간-컴퓨터 상호 작용 3 credit

 (Human-Computer Interaction)

The purpose of this class is to investigate theoretical perspectives of Human-Computer Interaction (HCI). HCI becomes a truly inter-disciplinary field that includes human communication, psychology, information science, and computer science. Thus, some specific approach from related majors is necessary to understand the way in which people interact with computer media. In this class, socio-communicational studies in HCI are examined. For example, Persuasive Technology is one of key topics this class deals with.

인간 커뮤니케이션 세미나 3 credit

 (SEMINAR IN HUMAN COMMUNICATION)

This class introduces theories and recent research related to human/interpersonal communication, which in turn leads students to foster research abilities for the area of human/interpersonal communication. In this course, research articles recently published will be discussed in terms of theoretical rationale, measurement, design, and statistical analysis.

인터넷 선거 캠페인 연구 3 credit

 (Electoral campaigns on the Web)

Electoral campaigns increasingly take place on the Internet, where politicians and parties use websites, email, social networking sites and sharing services to inform and communicate with (potential) voters. Although politicians have the same options to choose from, websites are still remarkably different. Why these differences exist will be the focus in this course. This course will take the case of the upcoming local elections (June 2010) in the Republic of Korea.

The focus in the research project is to learn how to conduct theoretically guided empirical research on Internet specific issues. The end targets of this course will be the following:

• The students will be able to formulate a relevant (set of) research questions in the field of political communication and the Internet

• The students will be able to search for, select relevant and comprehend theoretical and empirical article on the subject of web analysis on political parties and political candidates.

• Based on existing theories, the students will be able to formulate hypotheses.

• Based on the hypotheses, students will be able to develop a measurements instrument to measure web features on political websites

• How to archive websites using available software

• Students will learn to use existing open source software to code websites.

• Students will learn to assess inter coder reliability using SPSS.

• Students will learn how to test hypotheses using SPSS

• Students will be able to describe empirical findings in an efficient and clear manner

• Students will be able to write a clearly formulated conclusion and discussion

인터넷 연구 방법론 3 credit

 (Internet Research Method)

In this class, students are expected to learn how to conduct Internet research. Many types of methods employed in Internet studies are examined. The particular focus is placed on the humanistic and social science methods. Some technical and software techniques are also discussed.

인터넷 윤리 세미나A 3 credit

 (A seminar on Internet ethics)

This class is designed to help graduate students understand about the ethical issues surrounding the Internet. The topics this class covers include online privacy, flaming/hate speech, cyber bullying, Internet addiction, hacking, identity change, copyright/copyleft, and freedom of expression.

정보분석과 e-리서치 3 credit

 (Informetrics & e-Research)

Informetrics is an area that examines quantitative aspects of information produced in communication processes. All quantitative analyses of information contained in documents, patents, websites, and media contents are within the scope of Informertics. Understanding e-research procedures in informetrics research is important since data collection, analysis, visualization, and presentation has been electronicized.

정보 사회와 다문화 연구 3 credit

 (Information society and multi-cultural society)

This class aims to examine some theoretical and policy issues in information society. A special attention is given to the fact that South Korea is shifting to a multi-ethnic and multi-cultural society. During last decade, foreign nationals in Korea have increased. In this class, graduate students are expected to study the cultural role of digital media in their lives.

정치 참여와 미디어 연구 3 credit

 (Political participation and the media in the Republic)

Increasingly there seems to be a worldwide problem concerning the political participation in societies. Many countries show that political participation is decreasing, creating a so called democratic deficit. Why people do not participate is still being debated. The use of media, or lack thereof, is often mentioned as one of the major causes. However, scientific evidence is still inconclusive.

The focus in the course is to learn how to conduct theoretically guided empirical research on the relation between political participation and media use. The end targets of this course will be the following:

• The students will be able to formulate a relevant (set of) research questions in the field of political participation and media use

• The students will be able to search for, select relevant and comprehend theoretical and empirical article on the subject of political participation and the use of media.

• Using existing theories, the students will be able to formulate hypotheses.

• Based on the hypotheses, students will be able to develop a questionnaire to measure political participation, media use and social background characteristics

• Students will learn to use existing open source software to implement a web questionnaire.

• Students will learn how to test hypotheses using SPSS

• Students will be able to describe empirical findings in an efficient and clear manner

Students will be able to write a clearly formulated conclusion and discussion

정치 커뮤니케이션과 인터넷 3 credit

 (Political Communication and the Internet)

This course will focus on the conceptualization of political communication as manifested on the Internet. Political communication on the Internet is performed by two main categories of actors: (a) politicians and their political parties, and (b) citizens. The course will focus on both political actors. The user perspective of political communication on the Internet will look at how people use the Internet to become informed, engaged and involved in the political process. Much has been written on the relations between the use of media generally and the Internet in particular Political communications from a producers’ viewpoint also has received scholarly attention. More recently the transition of Web 1.0 to Web 2.0 has led to transformation of political party and candidate Web sites. These new Web 2.0 features open up possibilities for Web site visitors to engage more directly with politicians and with other users. At the same time, users are empowered to contribute content to Web sites on politics. The course meetings will cover online discussions , blogs , and social networking . The meetings will also devote attention to available audience research on political party Web sites, from the single country perspective as well as from a cross-national perspective . The course will be a mixture of theoretical approaches regarding the relation between the Internet and political communication, from a user’s and producer’s perspective. In addition to the theoretical stance, the course will devote attention to relevant research strategies and methods.

커뮤니케이션과 문화 세미나 3 credit

 (Communication and Culture Seminar)

This course will explore new developments in communication and culture associated with so-called globalization and trans-nationalization.

커뮤니케이션 질적 연구 세미나 3 credit

 (QUALITATIVE RESEARCH IN COMMUNICATION)

In-depth research into the motivation, attitudes and behaviour of respondents or into a given situation : Experience survey, Case study, Pilot study composed of In-depth interview, Focus group, Panels, Projective techniques.

협상 커뮤니케이션 세미나 3 credit

 (Negotiation)

Negotiation is a dialogue intended to resolve disputes, to produce an agreement upon courses of action. It occurs in business, non-profit organizations, government branches, legal proceedings, among nations and in personal situations. This course will introduce the subject called negotiation theory.