

Department of Journalism and Communications

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What is Journalism and Communications?

The Department of Journalism & Communication is the place to equip the students as future communication specialists with professional knowledge, research abilities, and most importantly, insightful perceptions to understand the rapid changes that our society and media industries are undergoing in technologies, culture, economy, and society. The department provides a wide range of curriculum where students select a variety of courses to deepen their knowledge and experience in the fields of journalism and communication, such as news reporting, advertising, PR, visual communication, and interpersonal communication. With an outstanding faculty and professional staff members, students will be trained as competent communication experts, who have a critical and insightful eye for the rapidly changing industry.

Journalism and Communications at Kyung Hee

The Department of Journalism & Communication, founded in 1965, provides comprehensive programs for future specialists in the communication, journalism, and media fields. Our students are among the very best students admitted to Kyung Hee and the faculty members have shown strong scholarly and professional leadership in relevant fields. The Journalism & Communication program consists of two major fields: 1) journalism & mass communication and 2) visual communication & information studies. The journalism & mass communication track focuses on print and broadcast journalism, advertising, and public relations, while the visual communication & information studies track concentrates mainly on visual and interpersonal communication, new media and digital production using the latest communication technologies. Through these programs, the Department provides the students with both theoretical and practical training, trying to achieve the following goals: First, students will get a refined theoretical understanding of the functions and impacts of mass and interpersonal communications in our society and the technological, economic, and cultural attributes of the ever-evolving new media. Second, students will have specialized skills and knowledge required in actual worksites so that they can develop a successful professional career in the fields of their own interest. Third, students will be able to apply their theoretical insights and research skills to real world practices and, in so doing, they can establish themselves as leading experts.

Degree Requirements

- At least 130 units of undergraduate level credit in Journalism & Communications courses are required.
- There are three requirements for graduation: foreign language test, thesis, and, project.
- Students must fulfill one of them.

Courses

Year 1

Mass Media in Contemporary Society, Writing for the Media, Speech & Presentation, Logic & Critical Thinking, Computer Literacy, Introduction to Contemporary Korean Literature

Year 2

Communication Theory, Communication Research Methods, History of the Korean Press, Creative Thinking & Cultural Industry, Philosophical Thoughts in Journalism, History of Communication, Political Communication, Consumer Behavior, Persuasive Communication, Principles of Advertising, Public Relations, Understanding Popular Culture, Introduction to Speechwriting, Voice & Articulation, Interviewing

Year 3

Copy & Layout, Production of Print Advertisement, Production of Broadcast Advertisement, News Writing & Reporting, Book & Magazine Publishing, Online Journalism, Media Management, International Communication, Media Education, Organizational Communication, Introduction to Rhetoric, Understanding Public Speech, Argumentation & Debate, A History of Visual Image, Visual Communication, Video Journalism, Video Production I

Year 4

Practices in News Reporting, Advertising Media Planning, International Advertising, Media Law & Ethics, Event Planning & Management, Crisis Management & Negotiation, Speech Practice, Business Presentation, Argumentation Skills and Practice, Media Aesthetics, Criticism in Visual Communication, Nonverbal Communication, Video Production II, Non-Linear Editing

Careers and Graduate Destinations

Students in the School of Journalism & Communications will graduate with a bachelor of political science degree. Most students who graduated from the school are currently working as a reporter, announcer, program director in journalism-related areas, or working at advertising agencies or the PR division of a company. Some of them are studying at graduate schools to be future researchers.

Faculty

Kyun-Tae Hahn, Ph.D. University of Texas at Austin, 1987, Professor, Research Method in Communication, hahnkt@khu.ac.kr

Tae-Wan Kang, Ph.D. University of Muenster, 1993, Professor, Critical Communication, ckang@khu.ac.kr

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Jong-Min Park, Ph.D. University of Missouri at Columbia, 1999, Professor, Public Relations, jongmin@khu.ac.kr

Ji-Ah Hong, Ph.D. Ewha Womans University, 2010, Associate Professor, Visual Communication, hja2081@khu.ac.kr

Kee-Hyeung Lee, Ph.D. University of Illinois at Urbana-Champaign, 2002, Associate Professor, Cultural & Media Studies, barthes@khu.ac.kr

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