

Graduate School of Journalism & Communication

Tel : +82 2 961 0560/0561 Fax : +82 2 967 7083 E-mail : khsb2520@khu.ac.kr URL : <http://www.communication.ac.kr>

The Graduate School of Journalism and Communication offers both a Master's degree and non-degree professional training programs. It was established second earliest in Korea as a communication-related graduate school. The school provides a curriculum that focuses on the nuances of the information-based 21st century society.

The Master's degree can be pursued in one of the following three departments.

The Department of Journalism has two majors: broadcasting, and newspapers and magazines. The Department of Strategic Communication has four majors: advertising, public relations, speech and debate, and political communication. Finally, the Department of Cultural Contents includes the majors of mass art, digital visual, and publishing and copyright. Short-term non-degree programs about basic communication studies are offered for all the majors of the school.

Degree Requirements

- At least 24 course units of graduate level credit in journalism & communication courses are required for the Master's degree.
- Students must pass a qualifying examination.

Courses

Communication Methodology, Communication Theory, Communication History, Communication Ethics and Laws, Philosophies of the Press, Seminar in Mass Media and Culture, Knowledge-Information Society and Media, Introduction to Journalism, News Reporting, Investigative Reporting, Broadcasting, Systems and Regulations, Online/Mobile Broadcasting, Media Management, Media Aesthetics, Understanding Audience, Persuasive Communication, Interpersonal Communication, Rhetorics, Speech Writing, Theory and Practice of Speech and Debate, Principles of Advertising, Consumer Behavior, Integrated Marketing Communication, Marketing Communication Research, Media Planning, Creative Strategy, Public Relations, Crisis Management and Negotiation, Organizational Communication, Entertainment Management, Political Communication, Political and Social Campaign, Campaign Research and Strategy Designing, Introduction to Popular Culture and Arts, Field Research in Popular Culture and Arts, Culture and Communication, Visual Language, Media Education, Introduction to Copyright, Case Studies in Copyrights, Digital Publishing, Cultural Contents Planning, Digital Storytelling, Video Production, Cultural industry Policy, Contents Distribution

Faculty

In-Hee Lee, Ph.D. Rutgers University, 1994, Professor, New Media, ihlee@khu.ac.kr

Chang-Nam Kim, Ph.D. Kent State University, 1995, Assistant Professor, Political Communication & Campaign Management, cnkprmr@khu.ac.kr

Kwang-Jae Lee, Ph.D. Kyung Hee University, 1979, Emeritus Professor, Communication History, leekw@khu.ac.kr

Kyung-Ja Lee, Ph.D. Southern Illinois University, 1977, Emeritus Professor, Communication Theory, kjlee@khu.ac.kr

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

Tae-Wan Kang, Ph.D. University of Münster, 1993, Professor, Critical Communication, ckang@khu.ac.kr
Tae-Yong Kim, Ph.D. University of North Carolina, 1996, Professor, Advertising, tkim@anstex.com
Kyung-Ho Hur, Ph.D. Kent State University, 1995, Professor, Speech Communication, hkho@khu.ac.kr
Jong-Min Park, Ph.D. University of Missouri/Columbia, 1999, Associate Professor, Public Relations,
jongmin@khu.ac.kr
Ji-Ah Hong, M.A. American University, 2000, Associate Professor, Visual Communication, hja2081@khu.ac.kr
Jung-Gyo Lee, Ph.D. University of Missouri/Columbia, 2003, Associate Professor, Advertising, jglee@khu.ac.kr
Gi-Hyung Lee, Ph.D. University of Illinois, 2002, Associate Professor, Culture & Communication, barthes@khu.ac.kr
Sun-Young Lee, Ph.D. University of Michigan, 2005, Associate Professor, Human Communication,
sylee300@khu.ac.kr
Soo-Young Cho, Ph.D. University of Missouri, 2005, Assistant Professor, Public Relations, sycho@khu.ac.kr
Jong-Hyuk Lee, Ph.D. Syracuse University, 2006, Assistant Professor, Journalism & Media Sociology,
jonghhyuk@khu.ac.kr