

Development communication : master's degree program at Chulalongkorn University

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**Development Communication :
Master's Degree Program At Chulalongkorn University**

By

Parama Satawedin

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"Development Communication : Master's Degree Program at
Chulalongkorn University"

Paper presented at the International Seminar on Communication
Policy for Rural Development

March 2-8, 1981 at Bhumibol Dam

Prepared by Parama Satawedin, Ph.D.

The master's degree program in development communication at
Chulalongkorn University is administered by Faculty of Communication
Arts. The program has been started since 1978.

Background of the Program

Development communication is another area of study in the
field of communication. This area emphasizes the study of
communication theory and communication strategy in light of
national development for such various aspects of development as
economic, social, governmental, educational, health and sanitary
in order that various development projects with extensive scope
can be achieved within time frame and with full effectiveness.
This area of study may contribute to every national development
project both in policy planning and planning for communication
strategy in order to use media effectively for development. In
addition, development communication may also contribute to the
evaluation and the analysis of development plans and projects.

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Since their beginning, various development plans of Thailand have not been achieved as planned. One of the well-recognized barriers is the failure or the ineffectiveness of communication patterns used at every level which are attached to development plans or projects. Development projects have to be recognized and participated ^{/by} the mass since the projects require their change of attitude and practice. Nevertheless, the mass who will be affected by the results of those projects usually do not get such important information concerning the projects rapidly and pervasively enough or they may not fully understand the message.

At the present, "development communication" has been taught at the college level in various countries especially those developing ones. Development communication as a field of study seems appropriate to the need of Thailand. The master's degree program, thus, has been started at Chulalongkorn University since 1978 under Faculty of Communication Arts.

Objectives of the Program

The program is operated under the following objectives:

1. To produce personnel with the knowledge of and ability in development communication for government agencies responsible for development projects.
2. To search for concepts and theories of development communication which can be applied with full effectiveness for development plans and projects.

3. To increase academic realm, research and logic of development communication
4. To open the opportunity for government officials and personnel of the private firms dealing with development projects and also for interested persons to further their study in development communication.

Qualifications of the Applicants

The applicant who wants to study in this program has to hold a Bachelor's degree in any field. There will be an entrance examination for the applicants. The applicants are classified into two categories:

1. General applicants.
2. Government officials working with government agencies responsible for development projects.

The applicants in each category will compete within their category for the limited seats in the program.

Teaching Staff

There are 14 full time members on the teaching staff of this program. Ten of them hold doctoral degrees and the rest four with master's degrees. In addition, some part time lecturers from outside are also included in the teaching staff. The program expects to have some faculty members who are working on their doctoral degrees abroad on the teaching staff within a few years.

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Curriculum of the Program

The requirement for the master's degree in development communication is 48 credits of the semester system.

Total credits can be classified as follows:

Course Work 36 credits

Core courses 21 credits

Electives 15 credits

Thesis 12 credits

Courses of the Program

Core Courses

Fundamentals of Social Communication	3 credits
Communication of Innovations	3 credits
Advanced Practicum in Production Techniques I	2 credits
Advanced Practicum in Production Techniques II	1 credits
Communication Research Methods	3 credits
Planning and Evaluation of Communication Projects	3 credits
Seminar in Development Communication	3 credits
Applied Statistics for Communication Research I	3 credits

Electives

Communication for Non-formal Education	3 credits
Communication for Persuasion	3 credits
Design and Analysis of Survey Research	3 credits
Applied Statistics for Communication Research II	3 credits
Social Organization	4 credits
Problems of Administration in Government	4 credits

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Social and Cultural Change	2 credits
Sociology of Development	2 credits
Seminar on Problems of Rural Development	2 credits
Economic Development Theory	3 credits

Seminar Organization

1. Co-Chairmen:
 - (1) Dr. Syed A. Rahim
 - (2) Dr. P.R. Singh
 - (3) Dr. Bevilart Sup Hiloko
2. Travel Reservation/confirmation:
 - (1) Mr. Oranuj Lertchanyarak
 - (2) Mr. Surt "L" Kul
3. Medical services
 - (1) Mr. Chant Chirachai
 - (2) Mr. Vassiri Sirivatanakul
4. Seminar paper
 - (1) Dr. Perntip Verakijjastorn
 - (2) Miss Sereares Patrachai
5. Typing service
 - (1) Miss Piyant Ong-Ler
 - (2) Mr. B. Breang Sukpant

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Master of Arts in Mass Communication
Faculty of Journalism and Mass Communication
Thammasat University

1. Program name :
Master's Degree Program in Mass Communication
2. Degree earned :
Master of Arts (Mass Communication)
MA. (Mass Communication)
3. Responsible Department :
Faculty of Journalism and Mass Communication
4. Principle and Rationale :

Journalism and mass communication is a profession that assumes a certain role and high responsibility towards the society as well as each individual. To promote a progress in this professional line in order to be compatible with the need and the dynamic change of Thai society, knowledge, skill and experience of manpower in this field should be developed. It is a great necessity, according to this consideration, that mass communication study at the university level should be extended to cover a master degree program.

The scope of master degree in communication in Thailand should emphasize on theoretical conceptualization, research methodology and practicum generally concerned with communication in society. Besides, it should also put stress on a study in policy-making and planning techniques, communication strategy, and development communication which help supporting the country development projects in various aspects such as in economics, politics, education, culture and public health.

It is expected that the graduates from this program will possess high capability to work in general realm of communication profession, deeply focusing on the research policy-making and planning sections. Moreover they can work as specialized communication experts engaging with the national development programs according to their interest and skill.

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Today, mass communication, especially radio and television broadcasting has been expanding in their progress at a remarkable speed comparable to that of other communication organizations, namely - telecommunication, post and telegram. This progress is the result of the evolution of the modern technology in communication, the progress of advanced studies and the techniques in producing messages and information. These changes have inevitably had great impact on the national development programs.

Though there have been a broaden extension of mass communication facilities in Thailand, the effort in exploiting them as development tools has not yet been effective. Many development projects, therefore, still could not reach the goal set. The major causes of problems seem to be centered around the lack of efficient policy and planning at both the macro and micro level.

Lacking reliable and outstanding scientific research work is the other cause of the problem. This brought about the insufficient knowledge including the inability to effectively apply the use of communication to provide support to development programs. As a result, it is believed that the offering of a higher education at a master degree level in mass communication will help closing those gaps and will help encourage other national development projects as well.

Most of the foreign universities particularly those in the United States have long been offering the master degree programs emphasizing on mass communication research. Recently, the programs in development communication have also been in focus of interest of many universities especially in the developing countries. However, there is no evidence that any university has put its interest in communication policy and planning, though this topic has been judged important and widely discussed by many groups of scholars. Not until a few years ago, that researchers from UNESCO and the East-West Communication Institute have begun to shed light on research works in this field. For the Thai situation, it is considered essential that Thai universities should have provided their academic attributions to all major fields in mass communication as it has been done in other countries

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So far the Faculty of Journalism and Mass Communication of Thammasat University has got the potential in respect to personels and academic resources and is prompt to offer a master degree program in three disciplines : Mass communication research, communication policy and planning and Development communication.

As Thammasat University has the reputation to be an academic institution which is strong in the line of social science, there is possibility to facilitate the master degree program in mass communication as expected. This program apart from making the Faculty of Journalism and Mass communication the academic center in Communication Policy and Planning in this region, is also pave the way for the Faculty to cooperate and exchange academic findings in mass communication study with other institutions who have common interest whether internal or external of the country.

5. Obiectives of the program :

(1). To prepare students with theoretical and practical knowledge, skill and experience for carure in Communication Research, Communication Policy and Planning, and Development communication in order to meet the needs of the society.

(2). To produce graduates with high proficiency to work as policy - makers, administrators or executives. Whose activities are dealing with communication and development, teaching carurs and research in mass communication

(3). To expand educational opportunity by mean of interdisciplinary approach which will contribute to the development of the mass communication education and profossion in Thailand.

(4). To prepare students with technical knowledge, high responsibility and qualification to engage in mass Communi-cation professional field, and general development communication activities for the benefit of the society.

6. Admission requirements :

(1). The applicants are accepted from those who hold baccaloureates in any academic discipline from an accredited university or college.

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(2). The applicants must have obtained the grade point average in their last year studies not less than 3.00 or not less than 2.5 for the average of all courses through their entire program.

In case the applicants were the graduates of the former percentage system curriculum, then their scores must not be less than 75% calculated through the whole program.

(3). Application for admission and the entrance examination will be according to the university criterias. Entering to the program without passing the entrance examination could not be done.

7. Number of students :

For the first year only 20 applicants will be welcome to the program. For the following years, the number of students could be increased up to 30 persons. Part of them will come from the government organizations or the concerned public enterprises, and the vacant left will open widely to all the people interest.

8. Degree requirements :

This is a twilight credit study which set up the program expiration at the minimum of 2 years and the maximum of 2 years. Before the candidate will hold the master of Arts degree, they must meet the general requirements as follow:

(1). The candidates must earn a minimum of 30 credits of course work, 3 credits of practicum, and 9 credits of thesis or department project.

(2). They must maintain the average grade of 3.00

(3). They must pass a foreign language proficiency examination with a satisfactory grade (p. pass) before they can take the oral examination in defense of their thesis.

(4). After completing the required course works, the candidates can sit in for their comprehensive examination for the first time and they must pass the exam with a qualified grade before they can engage in practicum or conduct their thesis or their department projects in their last semester.

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Notice For there candidates who have no background or not enough background in mass communication, they must take some undergraduate courses according to the advice of their advisors but the credits earned could not be add up to the master degree program.

The body of the required courses will composed of lectures in theoretical conceptualization, principle of practicum in mass communication discussion, analysis and critique in problems dealing in this field including directed study according to each candidates interests.

This master degree program urges the enroll students to choose their elective courses outside the faculty in which they think will have some linkages to their majors in mass communication study.

9. Grading system :

(1). The grading system of the program is in accordance with the university principle which divided the grade into 9 levels as follow :

A	=	4.00	A ⁻	=	3.67	B ⁺	=	3.333
B	=	3.00	B ⁻	=	2.67	C ⁺	=	2.33
C	=	2.00	D	=	1.00	F	=	0

(2). In grading for practicum, thesis or department project, the letter S. is used to represent a satisfactory grade and U. for an unsatisfactory one.

(3). In the case of comprehensive examination, P. is used for a passing grade and N. for non - passing.

(4). For any unaccomplished grading process in course work, the letter I as " incomplete " is temporarily recorded while the complete grading of that course must be done within 90 days after the semester has ended.

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10. Faculty members:

(1) Internal faculty members.

Name	Degree earned
1. Asst. Prof. Dr. Boonlert Supadhiloke.	B.A. in Journalism Hons. (T.U.) M.A. (1st Class) Journalism (Panjab, Pakistan) M.A. Journalism and Mass Communication Ph.D. Mass Communication, (Wisconsin - Madison)
2. Asst. Prof. Dr. Somkuan Kaviya.	B.A. in Journalism (T.U.) Dip. Public Information Service (CIESJ, France) Dip. Economic and Financial Ad. (IIAP, Paris) Docteur en Journalisme (Strasbourg)
3. Dr. Seree Vongmontha.	B.A. English language and Literature Hons. (T.U.) M.A.T. English Rhetoric (Washington, Seattle) M.S.J. in Advertising (North Western, Evanston) Ph.D. Journalism (Southern Illinois, Carbondale)
4. Dr. Pornthip Vorakitpokatorn	B.A. Mass Communications (C.U.) M.A. Radio & Television (Eastern New Mexico University) Ph.D. Instructional Technology (Northern Illinois)
5. Asst. Prof. Oratai Srisantisuk	B.A. Social Administration (T.U.) M.A. Mass Communication (Minnesota) Cert. Teaching and Training in Radio (I.B.C.)
6. Asst. Prof. Surat Methockul	B.A. Journalism (T.U.) M.Ed. A-V Communication (C.U.) Cert. in Broadcasting (FES, Bonn)
7. Asst. Prof. Chaorat Cherdchai	B.A. Journalism (T.U.) M.A. Communication (Michigan State University) Cert. Mass Communication (I.I.M.C. India)

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Name	Degree earned
8. Asst.Prof. Boonrak Boonyaketmala	B.A. Journalism Hons. (T.U.) M.A. American Studies (East-West Communication Institute, Hawaii) Ph.D. candidate (University of Hawaii)
9. Asst. Prof. Chawalit Panyalakshana	B.A. Journalism (T.U.) M.P.A. (NIDA) Cert. in Journalism (SEA. Press Centre)
10. Miss Darawan Sukumalachart	B.A. Journalism (T.U.) M.A. Communication (Kentucky)
11. Mrs. Supakawadee Apinantara	B.A. Journalism Hons. (T.U.) M.S. Development Communication (University of the Philippines, Los Banos)
12. Miss Malee Boonsiripunth	B.A. Journalism (T.U.) M.A. Journalism (Michigan State University) Dip. Journalism Teaching and Training (England)
13. Mrs. Deerana Metheskul	B.A. Journalism Hons. (T.U.) M.Ed. (A-V Communication, C.U.)
14. Mrs. Chamroenluk Dhanawangnoi	B.A. Journalism Hons. (T.U.) Cert. Radio Programme Making (Radio Netherland Training Center, Hilversum) M.A. Telecommunication (Michigan State University)
15. Mrs. Oranuj Lertchanyarak	B.A. Journalism Hons. (T.U.) M.A. Communications (Temple University)
16. Mr. Banchong Kosalwat	Cert. Film, New York University M.F.A. Radio-Television-Film (Temple University)
17. Mrs. Chuleeporn Nuibandan	B.A. Journalism Hons. (T.U.) M.Ed. (A-V Communication, C.U.)
18. Mrs. Piyagul Lawansiri	B.A. Journalism Hons. (T.U.) B.A. Law (R.U.) M.F.A. Film (Columbia University)

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Name	Degree earned
19. Miss Piyarad Awnglaaw	B.S.B.A. Banking and Finance (University of the East, Philippines) M.A. Communication (University of the Philippines Diliman)

(2) External faculty members.

Name	Degree earned
1. Mr. Chao Thongma	B.A. (C.U.) Dip. Post & Telecom (ENSPTT, France)
2. Dr. Pornthep Pimolsathira	B.S. M.A. Instructional Media (California State University) Ph.D. Leadership and Human Behavior (U.S. International University) Cert. Environment Aspects of Development (UNAPMI) Cert. International Environment Management (Geneva)
3. Mr. Sriphum Suknet	Cert. Economics Development (NESDB) Cert. National Defence (NDC) Cert. Administration (Paris) Cert. Economics & Finance (ENA, France) Dip. Post & Telecom (ENSPTT,France)
4. Dr. Kowit Vorapipatana	B.S. Elementary Education (Utah) M.S. Educational Administration (Utah) Ph.D. Educational Administration (Utah)
5. Dr. Kasama Voravan	B.A. Psychology (Harvard) Ph.D. Educational Planning (Harvard)
6. Dr. Chaibong Promwong	B.A. Education (C.U.) M.A. Education Hons. (C.U.) M.S. Education Ph.D. Educational Technology (Southern California)

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Name	Degree earned
7. Dr. Lertlak Burusphat	B.A. Hons. (C.U.) M.A. Linguistic (Indiana) Ph.D. Instructional System Technology (Indiana)
8. Mr. Satit Intarakamhang	B.S. Journalism (Oregon) M.A. Psychology (Oregon)
9. Mr. Chamnong Koomalayavisai	B.A. (T.U.) M.S. Journalism (Wisconsin-Madison)
10. Mrs. Somchit Siddhichai	Higher Cert. Secondary School Teaching B.A. (C.U.) Cert. Public Relations M.Ed. Broadcasting (Syracuse)
11. Mr. Wichit Pakdeeratana	Higher Cert. Secondary School Teaching B.A. Education M.S. Educational Radio & TV (Colorado - Indiana)
12. Mr. Prathan Rangsimaporn	B.A. Journalism (T.U.) M.A. Journalism (Pakistan)
13. Mr. Prajuab In-odd	B.A. Journalism (T.U.) M.A. Mass Communication (IOWA)
14. Mr. Supin Panyamark	B.A. Journalism (T.U.) M.P.A. (NIDA)
15. Asst. Prof. Yut Sakdejayont	B.A. (LAW)Hons. (T.U.) Barrister-at-Law Thailand. M.A. Sociology (Michigan)
16. Sathira Bundharangshi	M.A. History and Religion (Otani, Japan)
17. Dr. John L. Woods	Director, Development Training and Communication Planning Unit, UNDP
18. Dr. Syed Rahim	Project Leader, Communication Policies and Planning Project, EWCI
19. Dr. P.R.R. Sinha	Director, Asian Mass Communication Research and Information Centre.
20. Dr. Josifina Patron	Planning Officer National Media Production Centre, Philippines

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Name	Degree earned
21. Dr. Gloria D. Feliciano	Dean Institute of Mass Communication, (UP, Diliman)
22. Dr. Vincent Lowe	Lecturer-Researcher, University Sains Malaysia

11. Location and facilities :

(1). The program main office, classrooms, seminar room and the resource materials room are located on the Third floor of the Faculty of Journalism and mass communication building.

(2). For practicum course, the faculty will initiate contact with the institutions both in Thailand and overseas to send students for special training. The internal institutions expected to provide cooperation are the Public Relations Department, the Ministry of Education, the Ministry of Interior, the Ministry of Agriculture and Cooperatives, Post and Telegraph Department, the Communications Authority of Thailand, the Mass Communication Organization of Thailand, all mass media agencies, financial institutions and other private enterprises.

For the institutions abroad the program expected to get cooperations from the Asia - Pacific Institute of Broadcasting Development (Kuala Lumpur), University Sains Malaysia (Penang) and University of the Philippines (Diliman)

12. Texts and reference books :

Texts and reference books for use in this program are available in the main university library and in the faculty library approximately all together 7500 copies.

In addition, the staff members and the students can go to use the libraries of other institutions outside the university namely - the central library of Chulalongkorn University, the Faculty of Communication Arts library, the central library of the Public Relations Department, the National library and the libraries of many international organizations such as those of UNESCO, UNICEF, FAO, and ESCAP.

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The program also expect to get aids in the matter of texts and reference books from the oversea institutions such as AMIC and EWCI.

13. Finance :

The finance for operating the program has been set in the 1981 fiscal year of the Faculty.

The program has also been grant the budget to build up the essential facilities such as classrooms, seminar room and resource materials room since 1980. Now the construction is on the process and is expected to finish in the beginning of 1981.

14. Curriculum :

The structure of the master degree in mass communication curriculum encompasses the study and analysis in conceptual framework of communication theory and research and other concerned social science disciplines.

In addition to academic knowledge, the program also aims to train students to be keen in skill practice in sepecialized course which depends on the interest of each student.

The curriculum of total 42 credits composed of three groups of subject distributed as follows :

1. Course work	30	credits
2. Practicum	3	"
3. Thesis or departpartment project	9	"
Total	<u>42</u>	"

Course work is devided into three sections - Core course, specialized course and electives.

1. Core course (12 credits) is compulsory to every student. The content of this group of subjects deals with communication theoretical conceptualization and research methods in social science which can be applied to use with communication study.

2. Specialized course (9 credits). This group of subjects consists of 3 major areas, namely - Mass Communication research, Communication Policy and Planning and Development Communication.

Mass Communication research emphasizes the study in empirical and behavioral approach. research methodology which considered appropriate to apply with the Thai media.

Communication Policy and Planning emphasizes structure, functions and process of communication policy-making and planning especially communication planning methods at both the macro and micro level. This line of study will cause great benefit to the national development projects and the overall operation programs of the government agencies and private sectors.

Development Communication focuses the communication theory, process techniques and strategies dealing with the use of communication media for the fruitful result of the country development.

Students must choose to major in one specialized area out the three groups as cited above or they can choose to mix up any course of the three majors to make the total credits of 9 as required.

3. Electives (at least 6 credits). Students are required to choose the electives available outside the Faculty not less than 6 credits, and this group of electives should provide directly support to their specialized areas. The extent of electives should be broad and depend upon each student interest and his program of study.

Practicum :

After finish their course work, students must spend a period of time set by the program engaging in practicum course with any government organizations or any private sectors which are operating projects that congruent with the specialized course the students have chosen.

This requirement of practicum may be waived for the students who have already had enough experience in communication practice. Other equivalent work will be assigned to them instead.

Thesis :

Students can choose to do either thesis or department project.

"Department project" means the project that produce communication materials for use in supporting the development work or other general communication activities. It needs the background of accurate and reliable conceptual idea of theory and practice.

15. List of subjects.

<u>Core Course</u>		12 credits
JC. 600	Communication Research Methods	3 credits
JC. 601	Applied Statistics for Communication Research (prerequisite : Introduction to social statistics or equivalence at the instructor consent)	3 credits
JC. 602	Theories of Mass Communication (students who have no background must take the course of Introduction to Mass Communication or Communi- cation of undergraduate program)	3 credits
JC. 609	Pre-seminar : Communication Technology and Social Change	3 credits

Specialized area

Mass Communication Research

JC. 610	Communication Research Design	3 credits
JC. 611	Communication Evaluation	3 credits
SO. 632	Statistics for Sociological Research (a other equivalent course)	3 credits
JC. 619	Seminar : Communication Research (prerequisite JC. 610 or the instructor consent)	3 credits

Communication Policy and Planning

JC. 620	Micro Communication Policy and Planning	3 credits
JC. 621	Macro Communication Policy and Planning	3 credits
JC. 629	Seminar in Communication Planning methods (prerequisite : JC. 620 or the instructor consent)	3 credits

Development Communication

JC. 630	Development Communication : Strategies and Action	3 credits
JC. 631	Media Production for Development	3 credits
JC. 632	Media Production for Development : Advanced (prerequisite : JC. 631 or the instructor consent)	3 credits

JC. 639	Seminar in Development Communication (prerequisite : JC. 630 or the instructor consent)	3 credits
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Practicum

JC. 699	Practicum	3 credits
JC. 700	Thesis or Department project	9 credits

Electives (Inside)

JC. 615	Mass Communication and Society	3 credits
JC. 616	Comparative Mass Communication	
JC. 617	Techniques of Mass Communication Theory Construction	3 credits
JC. 625	Organizational Communication and Management	3 credits
JC. 633	Advanced Audio-Visual Aids for Development (prerequisite JC. 632 or the instructor consent)	3 credits
JC. 635	Communication and Non - formal Education	3 credits
JC. 636	Environmental Information and Education	3 credits
JC. 669	Directed Study and Research	3 credits

16. Program of Study.

First year

1 st Semester		
Core Course	9 - 12	credits
Total	9 - 12	
2 nd Semester	3	credits
Core Course	3	credits
Specialized course	3	"
Specialized course	3	"
Electives	3	"
Total	12	

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Second year

1 st

1 st Semester

Specialized course (Seminar) 3 credits

Electives 3 "

Electives 3 "

Electives ? "

Total 9 - 12

(Comprehensive Examination)

2 nd Semester

Practicum 3 credits

Thesis or Department project 9 "

Total 12