

Department of Media

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What is Media?

The Department of Media is the place to equip students as future communication specialists with professional knowledge, research abilities, and most importantly, insightful perspectives to understand the rapid changes that our society and media industries are undergoing in technology, culture, economy, and society. The department provides a vast 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.

Media at Kyung Hee University

The Department of Media, 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 Media program consists of various subjects such as news coverage, video production, advertising-PR planning, cultural analyses, human communication research, and big-data application. Through these studies, the Department provides students with both theoretical and practical training, with our main objectives in mind. 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 work sites 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 doing so, can establish themselves as leading experts.

Degree Requirements

- At least 120 units of undergraduate level credit are required
- There are three requirements for graduation: foreign language test, thesis, and project. Students must fulfill one of them

Courses

Year 1

Modern Society and Media, Media Law and Ethics

Year 2

Communication Theory, Communication Research Methodology, Market and Consumers, Visual Communication, Speech and Presentation, Introduction to Human Communication, Journalism and Communication' and Career, Market and government in digital Transformation society, Special Lecture Series of Mentors, Writing for Mass Media, Journalism, Principles of Public Relations, Principles of Advertising, Issue and Crisis Management, Writing for Visual Media, Cross-cultural Communication, Persuasive Communication

Year 3

Media Industries and Policy, The Psychology of Emerging Media Technologies, Policy Communication, Health Communication, Data Communication, Media Philosophy, History of Visual Communication, Organizational Communication, Capstone Design(Journalism and Communication), Journalism and Communication' and Career, Political Communication, Video Journalism, Investigative Reporting, Creative Strategies, Marketing Communication Strategy, Understanding Culture Industry, Video Production, Media Contents Planning, Understanding Popular Culture, Non-Linear Editing, Introduction to Rhetoric, Conflict management and negotiation, Interpersonal Communication, Emerging for Broadcast Media, Debate and Argumentation, Independent Learning & Research 1(Journalism and Communication), Independent Learning & Research 2(Journalism and Communication)

Year 4

Media Literacy, Seminar in Communication, Pratical Study, Capstone Design(Journalism and Communication), Photojournalism, Media Management, Campaign Planning, Media Planning, Media Criticism and Cultural Studies, Independent Learning & Research 1(Journalism and Communication), Independent Learning & Research 2(Journalism and Communication)

Careers and Graduate Destinations

The students in the Department of Media 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

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

Tae-Yong Kim, Ph.D. University of North Carolina at Chapel Hill, 1996, Professor, Advertising & Media Psychology, persuasion@hanmail.net

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

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