

School of Communication

Mass Communications

Major Requirements

- (1) Total credit requirements by track
 - Multiple Major Track: Min. of 36 credits.
 - Major Concentration Track: Min. of 48 credits.
- (2) Required courses (12 cr.): COM2001, one of COM2002 or COM2003, and COM2004, and COM3103
- (3) Multiple majors are required to take a minimum of 24 major cr. in addition to the required courses, and Concentration majors are required to take a minimum of 36 additional major credits.

Course Completion Roadmap

Acad. Year	1st Semester		2nd Semester	
1	COR1003	3	COR1001	2
	Select one from: - ETS2001-2004	3	Select one from: - CHS2001-2005	3
	Select one for the 1 st or 2 nd semester from: - STS2001-2008	3	Select one for the 1 st or 2 nd semester from: - STS2001-2008	3
	Select one for the 1 st or 2 nd semester from: - LCS2001-2006	3	Select one for the 1 st or 2 nd semester from: - LCS2001-2006	3
	COM2001 in either the 1 st or 2 nd semester	3	COM2002 or COM2003 in either the 1 st or 2 nd semester	3
	COM2002 or COM2003 in either the 1 st or 2 nd semester	3	COM3103 in either the 1 st or 2 nd semester	3
	Others	4	Others	2
	Total	19	Total	19
2	Select one from: - HFS2001-2005	3	Select one from: - HFS2001-2005	3
	COM2004 in either the 1 st or 2 nd semester	3	COM2004 in either the 1 st or 2 nd semester	3
	COM3103 in either the 1 st or 2 nd semester	3	Others	13
	Others	10	Total	19
	Total	19		
3	Others	19	Others	19
4	Others	19	Others	19

*Note: "Others" refers to major courses, general division electives, core curriculums, etc.

< English lect. Roadmap >

	Total 11 Courses			
Semester	Journalism and Info. (2 courses)	Ad. and PR (4)	Performing, Film and Visual Arts (3)	Digital Media (2)

Required Major Courses**COM2001 Introduction to Communication Studies 3 cr.**

(lect.: 3hr)

A basic course of communication studies and academic approaches to the study, in order to promote a student's understanding of communication studies and phenomena.

COM2002 Human Communication 3 cr.

(lect.: 3hr)

A basic study of concepts, processes, effects, research trends and relations of different communication models, in order to analyze communication perception, message creation, memory, interpretation and attitude.

COM2003 Introduction to Mass Communication 3 cr.

(lect.: 3hr)

A study of basic concepts and the characteristics of mass communications; the relationship between modern society and mass media; and different types of mass media and their characteristics so that students have a basic understanding in their major.

COM2004 Communication Research Methods 3 cr.

(lect.: 3hr)

A study on the methods of communication research, including survey planning, interviewing, sampling, and probability and statistics studies.

COM3103 Creative Speaking and Writing 3 cr.

(lect.: 3hr)

A study of the basics of rhetoric to logically and persuasively express one's stance on difference issues.

Journalism and Information**COM3101 Introduction to Journalism 3 cr.**

(lect.: 3hr)

A general survey on the character, development process, social functions, organization and management of the press.

COM3102 Principles of Broadcasting 3 cr.

(lect.: 3hr)

A study of the nature and characteristics of broadcasting; the functions and development of broadcasting media; and analysis and research of various issues generated by broadcasting media in contemporary society.

COM3105 History of Korean Journalism 3 cr.

(lect.: 3hr)

A historical survey of Korean mass communications in the context of relevant policies.

COM3106 Communication Thought History 3 cr.

This course investigates the creation and development of basic concept; the freedom of speech. This investigation into the freedom and independence of the individual will enrich the modern lifestyle.

COM3107 Political Communication 3 cr.

This course analyzes the communication phenomena occurring in political processes and institutions. Through this analysis, students will explore the role of the press as an important social system to realize democratic value, and finally understand the appropriate role of the press.

COM3109 Communication of the Challenge to Scientific Environment 3 cr.

This course examines communication theories in relation to scientific technology. It also explores various methods to promote the understanding and social awareness of scientific information and knowledge through communication.

COM3110 The Effects of Mass Communication 3 cr.

(lect.: 3hr)

A historical survey of theories and empirical studies on the effects of mass communication.

COM3111 Popular Culture 3 cr.

(lect.: 3hr)

A study of the general concepts of popular culture and an analysis on the phenomena of popular culture from various theoretical perspectives.

COM3112 Theory and Practice of Media Culture Research 3 cr.

This advanced course deals with multiple topics related to modern media culture, and its academic discussions. Utilizing these theories methodologically and applying them to real life, students can establish a better understanding of media culture. However, the topics can be changed flexibly.

COM3113 Publishing 3 cr.

(lect.: 3hr)

This course explores digital publishing of paper media, such as newspapers, magazines, and books. Students will acquire practical knowledge related to publishing these media. Furthermore, they will examine the social significance of publication and discover solutions for future publications.

COM3114 Journalism and social issues 3 cr.

(lect.: 3hr)

This course analyzes cultural topics and issues raised throughout various media, and explores the critical alternatives through the study of journalism.

COM3117 Cultural History of Communication 3 cr.

(lect.: 3hr)

A study of the development, forms, characteristics and implications of communication from the perspectives of cultural history. Research on the developing process, types, characteristics, and the meaning of communications from pre-history to the rise of modern mass communication as cultural history.

COM3118 Unification Journalism 3 cr.

This course deals with the issues related to the unification of North and South Korea from a communication aspect. It also explores the role of the press and the actual implication in these issues.

COM3119 Media Semiology 3 cr.

This course explores the theoretical discussion and its application method required to understand the sociocultural meaning of various media texts. For better understanding, this course covers epic, genre and ideologic theories related to media text as well as basic semiological concepts required to analyse media text.

COM3120 Integral Problem Solving and Communication 3 cr.

Based on understanding integral problem solving, students will examine the overall lives of the individuals and communities. In this course, students can enhance the ability to interpret a theory, and this ability endows them with high-class professionalism as university students. This course helps students expand the ability to solve individual and even social problems they encounter in real life. It has an ultimate goal of acquiring how to solve

the anxieties and troubles productively.

COM3121 Media Culture and Society 3 cr.

This course helps students improve critical comprehension about media culture consisting of various media images. In particular, focusing on the aspect of the study tradition for cultural research, this course examines media culture within the boundary of Marxism, Structuralism, Feminism, Posr-modernism and others. This lays the foundation for the in-depth study related to media culture in future.

COM3122 Online Journalism 3 cr.
(lect.: 3hr)

A study of characteristics, processes and social effects of online journalism as well as new effects of its structures and processes.

COM3123 News Article Writing 3 cr.
(lect.: 3hr)

A course designed to acquire basic knowledge about news articles, and to create news articles based on this understanding so that students become prepared for professional news writing.

COM3124 Understanding and Application of Newspaper Editing 3 cr.
(lect.: 3hr)

A course designed to introduce theories about newspaper editing and publication, and to practice the editing process so that students secure practical knowledge about newspaper editing.

COM3125 Data News 3 cr.

This course covers the process and method of integrative data journalism, which is recently raised in external media industry, into news contents production in South Korea. In addition, in this course, students explore specific method and cases to produce 'Data News.:'; Data News defines the news that analyzes, digitalizes and presents tri-dimensionally 'Big Data.'

COM3126 Production of News Documentary 3 cr.

In this course, students learn the production method of the news programs emphasizing storytelling to move and persuade viewers as well as to introduce the approach like films of documentary and deliver true stories or subjects of the news. Through firsthand experience to plan, compose, and produce programs, students can enhance their professionalism in producing the news in a new way.

COM3127 Media Programming Capstone Design 3 cr.

In this course, focusing on the relationship with production media, the watching condition, and problems, students examine the theoretical characteristics of media programming, including broadcasting. In addition, this course analyzes the impact and its effect on the programming process on the programming.

COM3128 Podcasting Planning and Production 3 cr.

Focusing on the relationship with media, the watching condition, and others, this course explores the characteristics of 'Podcasting,' which has become more influential as individual media. In this courser, students analyze the method of the production and actually produce Podcasts.

COM3129 Mass Communication Research Planning / Exploratory Report 3 cr.

This course covers the planning report and exploratory report. In addition, it covers the traditional method of planning / exploratory report, the coverage method through the request of information disclosure, and CAR, GIS and SNA by utilizing New Media and internet. In this course, students will submit the plan,

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cover the news, and write the article by themselves.

COM3130 Theories on Information Society 3 cr.

(lect.: 3hr)

An in-depth discussion on the different theories of information society and on the economic, political and cultural characteristics of information society.

COM3131 Internship in the Journalism Industry 3 cr.

(lect.: 3hr)

A course designed to provide students with opportunities to take part in the process of program production and to build up firsthand experience and knowledge.

COM3133 Visual Communications 3 Credits

Recently, communication through visualization has become active. This course analyzes the meaning of various contents in the aspect of visualization, and relates the analysis to the production of actual contents.

Advertising & Public Relations

COM3201 Introduction to Advertising 3 cr.

(lect.: 3hr)

A course designed to examine the principles of marketing (a critical part of modern corporate activities), the socioeconomic value of advertising, and related problems. Students will systematically examine academic and practical issues of advertising, including the natures of traditional advertising media and new media, activities of advertising agencies, consumer behavior and technical issues in advertising production.

COM3202 Introduction to PR 3 cr.

(lect.: 3hr)

A course designed to examine principles of modern PR activities and relevant theories as well as PR execution strategies via different media. Students will conduct

case studies on PR activities that are particularly influential in forming public opinions, so that they can understand the nature of modern PR activities. This course also covers practical workshops on PR.

COM3203 Persuasive Communication 3 cr.

(lect.: 3hr)

A course centering on the persuasion purposes of communication and on examinations of relevant theories, principles and methods to maximize the persuasive effects.

COM3204 Advertising and Consumer Psychology 3 cr.

(lect.: 3hr)

A course designed to examine the internal and external variables that affect a consumer's decision-making process, including consumer perception, emotions and behavior; and the influence of controllable marketing variables that interact with the internal and external variables, in order to better understand consumer behaviors and to utilize the understanding in establishing marketing strategies.

COM3205 PR Strategies and Theories 3 cr.

(lect.: 3hr)

An introductory course of PR strategies and relevant theories including risk management; press relationship; local community relationship; reputation management; intra-company communication; consumer communication; shareholder relationship; and government relationship and lobbying, covering excellent PR theories and advanced circumstance theories in order to effectively operate PR strategies to contribute to organizational development.

COM3206 Integrated Marketing Communication 3 cr.

(lect.: 3hr)

A course designed to learn methodologies to comprehensively execute various marketing strategies and tactics, including research on a mix of advertising, MPR and marketing, and relevant case studies.

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COM3207 Marketing PR 3 cr. (lect.: 3hr)

A examination into marketing PR (PR strategies to support marketing), which is emerging as a new pillar of marketing in the 21st century, based on the understanding of marketing IMC and publicity, including case studies on marketing PR strategies and analyses on key success factors so that students can develop practical abilities in advertising and PR jobs.

COM3208 Advertising/PR Research Methodology 3 cr.

(lect.: 3hr)

A course designed to learn the advertising/PR research methodologies necessary for strategic decision making in the advertising/PR sector; to identify problems in the decision making processes; to decide how to measure and collect data and information about the causes of and the solutions to the problems; and to ultimately deliver desirable research results.

COM3209 Advertising Creation Theories 3 cr.

(lect.: 3hr)

An examination into the creative theories and strategies for composing and expressing effective advertising messages. In this course, students will establish creative strategies and produce advertisements for different media so that they can understand essential theories and practices of advertisement creation.

COM3210 Advertising Copy and Creation 3 cr.

(lect.: 3hr)

A practical course to create effective advertising copies by means of experiencing the process of ad creating, including planning strategies and campaigns and creating copies.

COM3211 Advertising Media Planning 3 cr. (lect.: 3hr)

A practical study about diverse media

environments to select the best media to effectively achieve communication goals, based on the understanding and practice of creative and scientific media selection and of execution theories.

COM3212 Advertising Campaign Practice 3 cr.

(lect.: 3hr)

In this course, students will play the role of an advertising agency, covering planning, management, execution and other details of advertising projects, as well as market and consumer intelligence, advertising campaign planning and evaluation.

COM3213 Advertising/PR Seminar 3 cr. (lect.: 3hr)

A course designed to deal with important topics that were not handled by other classes for freshmen, sophomores and juniors, and is mainly led by student discussions and presentations. Details of each class shall be discussed by the syllabus of each professor.

COM3214 PR Writing 3 cr. (lect.: 3hr)

A course designed to learn how to create PR materials, including writing skills in PR works, press releases, manual reports, brochures, fact sheets, backgrounders, company journals and books.

COM3215 PR Campaign Planning Practice 3 cr.

(lect.: 3hr)

A course designed to set up the basic frames of PR campaigns and execute plans, including extensive discussions on how to apply research results to actual campaign practices. It includes the definition and characteristics of campaigns, the theoretical approach by social science, the planning of campaigns, and the evaluation of campaign strategies and tactics under different socio-political environments.

COM3126 Critical Issues and Risk Communication 3 cr.

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(lect.: 3hr)

Issue management is an ability to discover and manage problems in advance whereas risk management is an ability to minimize loss. This course examines issues and risks that companies and government organizations routinely face, and discusses effective communication strategies and tactics based on best practices.

COM3217 Intracompany Communication 3 cr.

(lect.: 3hr)

Intracompany communication that advances intracompany marketing, intracompany branding and corporate image strengthens corporate competitiveness and invigorates the organization; this has become a critical activity of 21st century organizations. The first half of this course will discuss the concept of intracompany communication, human resource management and organizational behavior theories, and the second half will discuss best practices and practice program planning.

COM3218 PR Capstone Design 3 Credits PR 3 cr.

Based on the consideration of modern PR principle and theory, this course explores the concrete strategy and tactics to conduct PR activities. In addition, this course gets the support of LINK Business Cooperation. In particular, to learn the practice of PR activities and get some advice, in this, students will meet mentors who work as specialists.

COM3219 Advertising/PR Field Practice 3 cr.

(lect.: 3hr)

A course designed to provide field opportunities through which students can practice what they have learned in the courses of internship activities in PR agencies, government organizations, companies and other bodies.

COM3220 Health Communications 3

cr.

This course explores how people keep and change the principle and behavior about health. It also analyzes how the media can be used and what its effect is in the process of conveying and utilizing the health-related information. In this course, students analyze the phenomena of communication among doctors, patients, guardians and medical institutions, and study the effective communication method to improve physical and psychological health and to prevent and treat a disease.

COM3221 Advertising / PR Internship 3 cr.

Unlike previous internships, students participate in actual projects in advertising and PR companies. This internship helps students improve their practical skills in the field of advertising and PR.

COM3222 Strategic Communication Planning Capstone Design 3 cr.

In this course, students will recognize the need for strategic communication in companies, government, hospitals, and other institutions. This course explores the integrated and strategic communication to solve all problems and discover opportunities in the institutions. Furthermore, this course is based on the capstone design project. This means students will study elaborate tactics and strategies to implement in real-life situations and submit final planning reports.

COM3223 Health Communication and New Media Capstone Design 3 cr.

As the advanced course of health communication, this project-based course explores the definition of health communication. Furthermore, this course examines how the health-related message can be effectively conveyed to the public and how to improve the quality of life.

Undergraduate Curriculum

Performing, Film & Visual Arts

COM3301 Introduction to Plays 3 cr.

(lect.: 3hr)

An introductory course to basic knowledge about different aspects of plays.

COM3302 Introduction to Movies 3 cr.

(lect.: 3hr)

An introductory course to basic knowledge about different aspects of movies.

COM3303 History of World Plays 3 cr.

(lect.: 3hr)

A general survey of different formats of performances and plays by examining the history and changes of stage performances in the world.

COM3304 History of World Movies 3 cr.

(lect.: 3hr)

A general survey of different formats and genres of movies by examining the history and changes of world movies.

COM3305 Analysis and Interpretation 3 cr.

(lect.: 3hr)

A systematic examination of the analysis and interpretation methods of play/movie works in order to establish the foundations for not only creation, but also critiques of play/movie works.

COM3307 Aesthetics and Theories of Performances 3 cr.

(lect.: 3hr)

A course designed to lay the foundations for the critique and creation of play/movie works based on the aesthetical and theoretical background.

COM3311 Introduction to Directing 3 cr.

(lect.: 3hr)

An introductory course to the basics of directing plays and movies. In this course, students will systematically examine the basic principles and practice directing short scenes.

COM3312 Directing of Scenes 3 cr.

(lect.: 3hr)

A course for students who have taken COM3311. In this course, students will systematically examine the issues that arise in directing and practice directing longer scenes to overcome such problems.

COM3313 Directing of Short Plays 3 cr.

(lect.: 3hr)

A course for students in their 7th or 8th semester to create a graduate work. Students will be responsible for directing an entire performance, from work selection and casting to the final stage play.

COM3314 Directing of Short Movies 3 cr.

(lect.: 3hr)

A course for students in their 7th or 8th semester to create a graduate work. Students will be responsible for directing an entire performance, from work selection and casting to movie editing.

COM3315 Basics of Scenario Creation 3 cr.

(lect.: 3hr)

An introductory course to the basics of creating scenarios for plays, movies and TV dramas. In this course, students will learn the basic principles of scenario and the skills of storytelling.

COM3316 Workshop on Scenario Creation 3 cr.

(lect.: 3hr)

A practical course to systematically develop a short scenario of a play/movie.

COM3317 Video Editing 3 cr.

(lect.: 3hr)

A practical course to examine and practice video editing skills.

COM3318 Acting and Directing 3 cr.

(lect.: 3hr)

A practical course to systematically examine methodologies for encouraging actors to act in accordance with the director's intention.

COM3319 Planning and 3 cr.

Management of Performance

(lect.: 3hr)

A general survey of the theories and practices of planning and management in the performance industry.

COM3322 Introduction to Musicals 3 cr.

(lect.: 3hr)

A general survey of the Korean musical market, in order for students to develop abilities to appreciate and criticize the musical genre.

COM3323 Basics of Musical Creation 3 cr.

(lect.: 3hr)

A general survey of musicals as dramas, and the roles of music and songs as dramatic action, in order for students to practice writing lyrics and scene descriptions.

COM3324 Story and Plot Development 3 cr.

(lect.: 3hr)

A practical course to develop a story that serves as a source for all dramatic genres, such as literature, performances and movies, and the plot structure that provides the dramatic nature to the story.

COM3325 Advanced Films Production 3 Credits

This advanced course is for student who took the course of short film production. This course helps them produce the film in the advanced level. It is conducted with more professionalism in the whole process from shooting to editing.

Digital Media & Contents

COM3401 Introduction to Digital Media 3 cr.

(lect.: 3hr)

An introductory course to the emergence of digital media from social, political, economic and cultural dimensions.

COM3402 Introduction to Digital Media Technology 3 cr.

(lect.: 3hr)

An introductory course to diverse technologies of digital media from social, political, economic and cultural dimensions.

COM3403 Digital Media Broadcasting 3 cr.

(lect.: 3hr)

An examination into the diverse issues of the digitalized broadcasting environment, including production, distribution and viewership from multi-dimensional perspectives, and to discuss social implications of these issues.

COM3404 Telecommunications 3 cr.

(lect.: 3hr)

A systematic and analytic examination into various sub-sections of telecommunications.

COM3405 Media Economics 3 cr.

(lect.: 3hr)

An examination into the micro- and macro-economic aspects of the media industry, and a systematic analysis on the determining factors of the structural changes and media contents.

COM3406 The Creative Industry 3 cr.

(lect.: 3hr)

A systematic analysis on the comprehensive dimensions of the creative industry, including topics like knowledge economy, creative destruction and dynamism.

COM3408 Complex System of Digital Media 3 cr.

(lect.: 3hr)

A systematic analysis on the complex system that is embodied by digital media.

COM3409 Media Psychology 3 cr.

(lect.: 3hr)

An exploration into the psychology of digital media users, regarding their perception, emotions and behavior.

COM3411 Digital Media Policy 3 cr.

(lect.: 3hr)

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A general survey of the digital media industry structure and policies of major economies in order to identify problems of the institutional definitions of each media industry in Korea, and to find measures to address these problems.

COM3412 The Information Entertainment Industry 3 cr.

(lect.: 3hr)

A systematic analysis on the information entertainment industry that is emerging as a high value-added sector backed by the development of digital technology and network infrastructure. Discussions in this course will primarily focus on five sectors (broadcasting, movie, animation, gaming and music), and also include internet and mobile contents.

COM3413 Digital Contents 3 cr.

(lect.: 3hr)

Digital contents are being dynamically and revolutionarily changed, and social demands for the change are growing day by day. Accordingly, this course is designed to systematically analyze digital contents from the industry perspectives, and thus apply the implications to the industry.

COM3414 Digital Media Receivers 3 cr.

(lect.: 3hr)

A systematic analysis on the thoughts and behaviors of digital media receivers in order to provide information on their behavioral decision-making process.

COM3415 Game/Animation Communication 3 cr.

(lect.: 3hr)

An examination into the influences of communication theories on the gaming world and gamers' interactions, and the implications of the influences on the relationship between the virtual and real worlds.

COM3417 Media Literacy 3 cr.

This course helps students improve the ability to use the media independently and enthusiastically in a changing media

environment.

COM3418 Media Aesthetics 3 cr.

(lect.: 3hr)

An examination into the essential aesthetic components of broadcasting and video media, i.e., the structures and spheres, including functions of light and colors; depth and structure of planes and spaces; and sound, time and movement structures.

COM3419 Understanding and Practice of Interactive Media 3 cr.

(lect.: 3hr)

In this course, students will practice interactive media creation based on the industry analysis and sociocultural perspectives, covering various approaches from introduction of new technologies for interactive media creation to the analyses on product-related service marketing practices.

COM3420 Video Contents Planning and Production 3 cr.

(lect.: 3hr)

Under the circumstance where the importance of planning is ever growing, this course provides both theoretical and practical approaches to every component of contents planning.

COM3421 TV Production 3 cr.

(lect.: 3hr)

A course designed to provide education focused on the TV production environment, including TV studio and live program directing experiences.

COM3425 Smart Application Planning and Production 3 cr.

Following the introduction of smart media environment, in this course, students will participate in actual industry-university projects, which cover from film production to smart application production.

COM3426 Cyber Communications 3 cr.

This course systematically analyzes

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functions and characteristics of the communication on the Internet. Furthermore, it methodically investigates various phenomena on the Internet which appeared as other alternative reality.

COM3427 Social Media and Human Beings 3 cr.

This course examines the definition and history of social media, how social media influences personal relations, community and society, and how social media functions. In particular, this course explores various development forms of social media, which has been evolved into mobile, and effects of social media on the communication among people.

COM3428 Mobile Communications 3 cr.

This course examines the definition and history of mobile media, how mobile media influences personal relations, community and society, and how mobile media functions. In particular, this course explores various issues associated with mobile media that has been evolved, and its related major theories. It also analyzes characteristics of each in the mobile media CPND ecosystem, and investigates cases of various development forms.

COM3429 Social Media and Social Issues 3 cr.

This course examines the definition and history of social media, how social media influence personal relations, community and society, and how social media functions. In particular, this course explores social media, which has been evolved, and its cases of application, and finally predicts the cases in various aspects including economics, politics, and culture. This course especially analyzes various development forms of social media, which has been evolved into mobile, and its effect.

COM3431 Digital Contents Service Planning Capstone Design 3 cr.

This course has a goal of planning digital contents service through actual market survey based on the understanding of overall digital contents industry as the advanced design course of capstone design to be supported from LINK Business Cooperation. It helps students plan and produce the service based on the creative idea by inviting the people planning service who are working in the field.

COM3432 Digital Media Contents Internship 3 cr.

This is the course institutionalized to encourage student participation in various media companies and projects, and designed from at least 3 credits to up to 15 credits. In this course, through the counseling with academic advisors, the internship will be decided, and the assignment of participating companies and projects and their performance evaluation will be managed and overseen by intern committee in the department. This course is the institutional device to realize the project-based education for the actual integration of theory and reality to enhance the practice education to the level of the changing market and then competitiveness of the students with this major.

COM3434 Digital Media Business-Management Counseling 3 cr.

This course takes a look at the corporate consulting from a communication study's point of view with the increasing digital media related companies. And it has a goal of looking at the actual status of the companies and diagnosis regarding this.

COMG401 Digital Contents Capstone Design Project 3 cr.

This is the advanced course of media

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production to give students the chance to apply various media theory and technology to actual production, and to train themselves in regard to various roles to produce the professional program for broadcasting. Therefore, students will

produce higher quality program by participating in the entire process ranging pre-production, production and post-production.