# 정치언론국제학과 (Department of Politics, Communication and International Studies)

## 1. Educational Goal

The goal of our department is to deepen the understanding about both human beings and various societies. In the end, we want to make students have higher levels explanatory / analytic capabilities about politics, security, international relations and communication & journalism.

## 2. Educational Objective

-To activate interdisciplinary and Consilience Researches.

-To cultivate students' analytic and surmounting capabilities in the rapidly changing global societies.

-To promote professionals about politics both national and local, International Relations, Security and Journalism Communication.

## 3. Field of Majors

Field of Majors	Outline		
Political Science	Political science consists of theory/ideology, comparative politics, International		
	relations. Each area in divided into three divisions such at basic classes, specific		
	international relations classes, and field research classes.		
	Political theory/ideology includes ancient modern political ideologies, Korean		
	political ideology.		
	Comparative politics includes theory of modern comparative polities, comparative		
	studies of foreign policies.		
	International relations includes power and international relations, Current		
	international political economy, international organizations, international relations		
	of North east asia.		
Defense	Defense studies includes such classes an acquisition management for national		
Studies	defence, military strategy, national security & defence.		
Communication Studies	Currently, We are the importance of communication at the technology of		
	information communication develops rapidly. In graduate school, systematic		
	study about various areas is emphasized. Futhermore, Communication studies		
	includes such areas at newspaper, broadcasting, movies, information industry,		
	and advertisement.		

## 4. List of Full-time Faculty

Name	Position	Degree (University)	Field of Instruction	Area of Research
Lee,		Ph. D		Korean
Bong	professor	(University of Texas	Political Philosophy	Unification,Order of
Cheol		at Austin)		Living, Human Rights
Kim,	professor	Ph. D	Comparative Politics,	Comparative Politics,
YeonCheol	professor	(Korea University)	Korea Politics	Korea Politics
Kim, Sang Tae	professor	Ph. D (University of Kentucky)	International Relations S&T Policy	International Relations S&T Policy
Kim,	Associate	Ph. D	Policy Analysis	Defence Acquisition,

Jong Ha	professor	(University of Bristol)	niversity of Bristol)	
Mha,	Associate	Ph. D Communication		Communication theory,
		(Kyung Hee	Advertising,	Advertising,
Jung Mee	professor	University)	Public Relations	Public Relations
Shin	Professor	Ph.D. (Florida States University, USA)	Public Policy, Statistics for Public Administration	Methodology of Public
				Administration,
Hyeon				Statistics for Public
Joong				Administration
Jun.	Assistant professor	Ph. D	Journalism	New media,
Najin		(University of Texas	Communication	Political
		at Austin)		Communication

# 5. Department Bylaws

- 1) Classes are divided into basic, mid-, and high level.
- 2) Mandatory credits are 36.
- 3) Other rules follow rules & regulations of Graduate school.

## 6. List of Courses

Major	Subject Classification	Name of Courses	Credit Hours
Political Science	Foundation Course	Modern & Contemporary Political Thoughts, Quantitative Analysis and Political Science, Unification Politics of South-North Korea in the 21C, Power and International Relations, Studies on the Contemporary Korean Politics, The Order of Living and Modem political Order, Methodology of Political Studies,Contemporary International Relations	
	Intermediate Course	Korean Political Thought, Contemporary Theories of Comparative Politics, Political Economy, Studies on International Political Economy, Comparative Studies of Foreign Policies, International Organizations, Studies on East Asian International Relations,	3
	Advanced Course	Study on the Contemporary Human Rights, Leadership & Management of Social Group, Study on the Socialist Thoughts, Science & Technology Policy and Development, Study on Selected Topics of Diplomatic History, Study on War & Peace, Research on the Third World, Studies on Chinese Socialism, Study on European Union, Politics in Europe and Russia, Topics of Political Thoughts, Seminar on Political Parties, Study of Fluctuations of Chinese Economy and Society, Acquisition Strategy Theories,	
Defense Studies	Foundation Course	Theories on the Defense Acquisition Management, Defense Industrial Policy	3

		Theories, Defense Policy Theories,Politics in North Korea	
	Intermediate Course	PPBS, Planning, Programming, and Budgeting System, Military Science & Technology Theories, Acquisition Strategy Theories, Study of future war,	
	Advanced Course	Requirements Planning Theories, High-Tech Weapons Systems, Military Strategy	
	Foundation Course	TheoriesofCommunication,CommunicationResearchMethod, PoliticalCommunication,PersuasiveCommunicationTheory,OrganizationalCommunicationVersuasive	
Communication Studies	Intermediate Course	Interpersonal Communication, Critical Theories of Communication, Media Psychology, Studies in Advertising, Studies in PR, Seminar in communication	3
	Advanced Course	Studies in New Communication Techyeslogies, Studies in Media Ethics and Law, Political Advertising, Crisis Management, Studies in Visual Communication, Media Management)	
Research Course		Research for the Master's Degree I Research for the Master's Degree II Research for the Master's Degree III	0

## 7. Course Description

## Political science

## Unification Politics of South-North Korea in the 21C 3credits

We could find solutions to make the relationship between North and South Korea better and achieve the unification of Korea earlier. For this goal, we should understand the hurt of being separate, necessity of the unification, the background and causes of the Korean separation, the relationship history of both South and North Korea, the point of both the South and North Korean government's view for the unification, the policy for each other, the unification policy, the main issues between South and North Korea, the attitude of countries related to Korea for the unification. Moreover, we could think of the desirable future of the unified Korea in terms of the spirit and systems through the analysis of experience of those countries that achieved the unification already such as Vietnam, Yemen, and Germany.

### Research on the Third World 3credits

It is the main goal of this class to manifest the problems(especially foreign debts) that the Third World countries in the Asia, Africa, and Latin America have been suffered. Futhermore, we will manifest the causes why the Third World countries could not overcome the underdevelopment and the dependency. For this goal, we will conduct several research for the theories concerning the causes of the underdevelopment and the conquest of it, and we will select a few countries to analyze the history, the heritage of the colonial ruling, development strategy, the degree of the social development, the political system and process, the external relations, etc.

#### Politics in Europe and Russia 3credits

We will historically take a look at the changes of European society and politics in terms of creation and changes(development and extinction) of the plural democracy, communism, social democracy, and fascism. On the basis of this understanding, we will focus on the research for the democracy and the market economy which is dominating especially in the Europe. In case of Germany, we will deal with the modern and contemporary history, political system and process, economic and social policy, social movement, and effects and problems emerged after the unification of German. This research is to figure out how both the democracy and the social market economy could go together simultaneously as well las successfully. In case of Russia, we will devide the current situation of democracy and market economy into several points such as problems that Russia had in 1980's, Gorbachev's renovation, the Soviet Union's Extinction, Russia under Yeltsin, and Russia under Putin.

#### Studies on Chinese Socialism 3credits

It becomes a big issue whether China, North Korea, Vietnam, and Cuba will be able to maintain the socialist system or not. It is the goal of this class to take a access to this answer. For this goal, we will take a look at the history of the Soviet Socialism in terms of the global view, and we will explain the causes why the Socialism became collapsed in the Soviet Union and East Europe. Furthermore, we will take a look at the problems produced in China in the middle of the process of the socialist building after the establishment of the socialist system, and we will also take a look at the struggles for the line and the power surrounded the Chinese Communist Party. Especially, we are going to deal with the contents and problems related with the renovation and opening policy which was practised in China after the death of Mao Tse-tung.

#### Political Economy 3credits

Political economy is a academic discipline that analyzes the social relationship that is formed among people who are engaged in the production, exchanges, distributions, and consumption of products. This social relationship is closely related with the development of producing power and the role of the state. Moreover, we will explain how both the productive relation and producing power could go together, and how different social groups are formed according to the place of the group in the given productive relation. We will also think which attitude the state will take under the confliction situations among different social groups.

#### Seminar on Political Parties 3credits

Firstly it would scrutinize the genetic process, structure of organization, functions and the types of

political parties. It would explore all the historical, institutional, and socio-cultural factors that influence the function and system of political parties. Secondly, we would try to apply its studies to the analysis of Korean political party systems.

#### Contemporary Theories of Comparative Politics 3credits

It focus on the several comparative theories such as modernization theory, dependent theory, state theory, and corporatism, and pluralism. It study on the their advantages and assumptions from the viewpoint of Korean situation.

#### Studies on the Contemporary Korean Politics 3credits

It would study cause of colonization in the 19th century, developmental process of modern Korean capitalism, structure of modern Korean state, collapse of authoritarian system, process of democratization, Korean political culture, features of Korean political elites, and Korean social movements.

#### Seminar on Leadership & Management of Social Group 3credits

It would introduce several theories on the leadership to guide the political, economic, and social organizations successfully. And then analyze the prominent political leaderships and how to apply their leadership to the everyday life in the economic and social organizations. Study on the leadership is necessary for all the people who are not the lowest follower.

#### Power and International Relations 3credits

Contemporary international relations is characterized by the struggle among nations. This course, therefore, will focus on various realist theories such as international realism, neo-realism, power theories, and various pluralist theories. In addition, we'll explore major powers' competition for power with focusing on hegemonic stability theory.

#### Studies on East Asian International Relations 3credits

One of the most important area in the world is North. east Asia because the area is the center of major powers' national interests. In this area, territorial disputes are occurring, struggles for global hegemony are intense, and North Korean nuclear problems are drawing global attention. In this course, we'll deal with various diplomatic strategies of major powers including two Koreas'.

#### Studies on Inter-national Political Economy 3credits

International political economy is the study of the interplay of economics and politics in the

current world arena. In fact, it's almost impossible to differentiate political sectors from economic sectors in the real world. In this course, we'll deal with important issues related to international political economy with focusing on dynamic interactions. Major issues are international trade, monetary system, multinational companies, capitalist world system, world hegemonic system and regionalism.

#### Quantitative Analysis and Political Science 3credits

The field of statistical analysis is concerned with the collection, organization, and interpretation of data according to well-defined procedures. We can view the data manipulation and organization as achieving one or more of three basic objectives:1. data reduction 2.service as an inferential measuring tool, and 3. the identification of associations or relationships between and among sets of data. This course is going to explore into hypothesis testing, correlation analysis, regression analysis and factor analysis.

#### Science and Technology Policy and Development 3credits

This course has two purposes. One is to study various theories about both industrial policy and s&t policies. Therefore, that effort will contribute to build a new perspective for theory-building of international competitiveness. The other goal of this course is to contribute to the economic development of Korea in the extremely competitive economic environment. With these two goals we'll study various theories related to industrial policy-s&t policy-advantages of national competitiveness. Whenever it's possible we'll also study about real and specific issues.

#### Topics of Political Thoughts 3credits

This course is a leveled-up one from the M.A. course having the same title. Its goal is for brain-storming the Ph.D. students. Since they are to contribute to the world a new creation they are also to be acquainted with a untimely thinking. This is just like Khunian anomalies bring out the paradigm shift. We are very often familiar with the main stream of political thoughts of yesterday and today, but are apt to very far from other lines of thoughts. This course is to turn our attention to these other lines. We will read the literature of the leading thinkers standing on these other lines, and compare them with those belonging to main stream. To take examples of the groups of former thinkers not listed in the other courses, they would be Sophists of Classical times in the East and West, Nietzschians, Marxist-Engelsians, Post-modernists, etc.

#### Modern & Contemporary Political Thoughts 3credits

This course is to prepare the students with a basic knowledge in the theory field. As the course-title says, hereby we will study Western Thoughts since Modern era until today. During the course, we will read the early modern thinkers like Hobbes, Locke, Rousseau, and think about Contractarianism, Constitutionalism, and etc. which have been basing today's democracy; and discuss recent political paradigm shifts caused by the post-modernism shock. In regard of the

latter, we will bring on our table the literature written by Toffler, Clinescu, Lyotard, Derrida and so on and think about humanitarianism, globalism, the suggestions for world-peace entailed in those literature. We will welcome your cheerful participation and brilliant talks.

### Korean Political Thought 3credits

This course is to understand Korean political thoughts of yesterday and today. And it will lay its focus especially on their yesterday roots and their today beginnings. When it comes to yesterday's roots, it will require us to review Oriental wisdoms. And when it does to today's beginnings, we may have to start with Sil-Hak thoughts led by Yu Hyungwon, Lee Ik, Park Chiwon, and Park Jaega; and to proceed to Korean modernization movements headed by Dong-Hak modernism, 3-1 Nationalism and Representative Democracy Movements.

## Study on the Socialist Thoughts 3credits

Socialist thoughts are still containing within themselves an unending ideal. This course is for the students who want to expand their imagination capacity beyond Western Liberalism. It will survey the history of socialism from Ancient Platonic thoughts, via those of Modern Levellers and Utopian Socialists, to those of Marx-Leninists. Surely we can trace the various lines of socialism such as Maoism, Titoism and New-Leftism. During the study we may attempt to link Marxist thoughts to Postmodernism as appeared in the literature published by Foucault, Baudrillard, Derrida and so on who are known as Post-structuralists.

## Study on the Contemporary Human Rights 3credits

Recently we value human rights highly enough to call 21C a 'human rights age'. The reason for this may be the sharply increasing phenomena of globalisation and a withering trends in Modern state-system contrastingly. In this course, we will study human rights thoughts and theories, yesterday and today as well as Western and Eastern. In the course of study, some emphasis will be given to conflict resolution issues such like that of humanitarian intervention, of human rights generalism, culture-cum human rights theories, liberty-welfare debates and so on. Surely to the background of upsurging phenomena of human rights some stress would be given.

## Study on Selected Topics of Diplomatic History 3credits

This course will deal with mainly history of international relations in modern western Europe. This course will also focus on the processes of World War I, II and also their outcomes. This course will also analyze the process of Cold War dismantlement. In particular, we'll explore into significantly important issues in diplomatic history,

## Study on European Union 3credits

The study of European Union is significant for Korean people. The origin, development(or integration) processes and future prospects of EU will be the mamor issues in this course. Lastly, we'll study the possibilities of North-South Korea integration in the light of EU experiences.

#### Study on War & Peace 3credits

This course is going to deal with the issues related with war and peace. There are many causes leading to major wars such as international system, domestic problems, nature of political leaderships, and nationalism. One by one we will try to analyze the causes. In particular, we'll explore into the frameworks for achieving peace.

#### Comparative Studies of Foreign Policies 3credits

In the current world, without full understanding of foreign policies of major powers, it's hard for Korea to survive and develop. In particular, we need to understand and analyze of foreign policies of major powers such as the U.S., Russia, China, Japan and North Korea. This course will explore into South Korea's appropriate foreign strategies after fully understanding foreign policies of major countries.

#### International Organizations 3credits

The most important international organization is United Nations. In this course, we'll comprehensively explore into UN in terms of its origin, structure, and functions. There are also many issues how to improve UN for international justice and peace. We'll focus on the development of UN systems. In addition to that, we'll deal also with major international politico-economic regimes such as WTO, IMF, and NPT.

#### The study of fluctuations of Chinese Economy and Society 3credits

It is the main focus of this lecture that we're going to study the modern China's politic, economic, and social movements and understand the China's actual circumstances after the opium war. By the depth studying of the research about the enlightenment movement prior to the introduction of socialism, research about the China's capitalism before the new-cultural movements and the foundation of the people's republic of China, the big leap forward after the foundation day, economical and social effects of the cultural revolution, the changes of China's society, economy, and politics after the opening of trade, this lecture's object is focused on having an exact understanding and prospects in the future.

#### Contemporary International Relations 3credits

Contemporary international relations is characterized by the struggle among nations. This course, therefore, will focus on various realist theories such as international realism, neo-realism, power theories, and various pluralist theories. In addition, we'll explore major powers' competition for

power with focusing on hegemonic stability theory.

#### Analysis of Current International Affairs 3credits

This course will focus on major issues in international community. In the current world major issues are international conflicts, terrorism, environmentalism, international organizations. Each subject will be deeply identified and analyzed.

#### Methodology of Political Studies 3credits

Just as the Form figures the Content, Method determines the Truth value of the Findings. The purpose of this course is to figure out how this proposition works. Hence our task is dual: on the one hand, we have to appreciate the existing methodologies: and on the other, we are to keenly examine whether they work properly in getting the truth goal they are supposed to reach out. For the first task, we will read the materials on Behaviorism, Structuralism, Quantitative Method, Qualitative Method, Historicism, Relativism, Postisms, etc. And for the second task, we simply indulged in serious talks and some paper-works which are to be philosophically and theoretically thorough.

#### Defense Studies

#### Requirements Planning Theories 3credits

This subject studies not only overall understanding of the requirements planning, but also emphasizes the necessity and importance of requirements planning, which is one of the most essential elements in estimating the success(cost, performance, schedule) of the acquisition program.

#### Theories on the Defense Acquisition Management 3credits

This subject suggests the basic conceptual explanation on the overall defense acquisition management, focusing on the interaction of the requirements generation system, PPB system, acquisition management system. Through this, it develops for our requirements/acquisition personnels to enhance independent abilities in seeking for effective and efficient methods

#### Defense Industrial Policy Theories 3credits

This subject studies defense industries, working for weapons systems' research and development(R&D) for the purpose of the national security. Based on this, it searches desirable direction of the defense industries, coping with flexibly the future security environment and technology development speed.

#### Acquisition Strategy Theories 3credits

This subject studies how to acquire the weapons systems & materiel cost-effectively through what kinds of methods and procedures. Through this, it develops capabilities of the strategic planning, coping with problems flexibly that lead to negative results in cost, performance, schedule.

#### Defense Policy Theories 3credits

This subject attempts to understand the formulation and implementation process of the defense policy as a subordinate concept of the national security policy. In particular, it develops fundamental knowledge as working-level policy officials on defense policy by analyzing systematically the role of the President, Ministry of National Defense, National Assembly, Armed Forces, Interest groups being involved with the formulation and implementation process.

#### Military Science & Technology Theories 3credits

This subject attempts to enhance combat power by maximizing current abilities of the advanced weapons systems of the Armed Forces through systematic analysis of the advanced military science and technology. In addition, it develops the necessary alternatives by studying technological limitations of the weapons systems operating in field.

#### High-Tech Weapons Systems 3credits

This subject analyses and evaluates the several characteristics, strength and weakness of the several advanced weapons systems operating in the modern warfare. In particular, it focuses on the power of overall understanding on the each advanced weapons systems' system capability and system characteristics.

#### PPBS, Planning, Programming, and Budgeting System 3credits

This subject studies the Resource Allocation Process(RAP) of the Ministry of National Defense. In particular, it focuses on developing specialized abilities for understanding logistically how to be linked together national strategy and defense budget.

#### Study of future war 3 Credits

The goal of this lecture is to understanding about the concept and theory of national safe security also developing the knowledge system related establishment of national policy of security. Consequently, we will analyze and find the way how to forming security policy and setup the organization related with international security. In addition, analyze about the international situation with the korean peninsula circumference nations and establish the way of developing the diplomatic, unity, military and environment policy of south and north korea.

#### Military Strategy 3credits

The great strategist, André Beaufre, said "The fate of human beings depends on the philosophy they choose, and it depends on the policy made by human beings and the strategies to achieve it.", and on the basis of his 'Introduction à la Strategie', we will study the military strategy which is the core in one national strategy in the relations among politics and war, war and strategy, scheme, strategic dimension, regarding its notion in the abstract. Furthermore, we will historically study to understand the process of transitions in strategic ideology so that we can develop the strategic thinking, which is necessary for making strategies that modern society requires, and we will also improve the ability.

## Politics in North Korea 3credits

This subject is to study the fundamental theories on the North Korea's political system and power structure. In particular, it will divide structural characteristics of the North Korean system into the three parts, i.e., political, economical, and societal characteristics – and make a profound study of each characteristics in comparative perspectives. In line with this, it will examine the current Kim Jung Eun's regime security and economic reform measures. Through this, we will attempt to predict how the North Korea will change.

### Communication Studies

#### Theories of Communication 3credits

This required course investigates of contemporary approaches to building communication theory. Examination of current research and literature on communication in several contexts: mass, interpersonal, organizational, and intercultural. Discussion of theory-building options in communication.

## Communication Research Method 3credits

Students are introduced to the research process, from problem definition to survey design, sampling, data analysis, and interpretation of results. In addition, students will examine qualitative research and secondary data analysis. Students participate in a research project or application.

## Political Communication 3credits

In modern times, the relationship between politics and communication has become much stronger. This course helps students to understand the political role of mass media. There is a need to better understand the relationship between politics and communication in terms of publicity among nations. This course systematically looks at politics, communication, public opinions, advertising, PR, etc. from this perspective

#### Persuasive Communication Theory 3credits

This course presents an overview of social and individual processes of persuasion in various contexts. Students will learn the developments in theories and methodologies of persuasion studies and the implications for practical applications. Theoretical issues concerning attitudes, behavior, individual differences, message factors and contexts are examined. Methodological considerations about measurement, experimentation, message construction, modeling, and analysis are also discussed.

#### Organizational Communication 3credits

The main purpose of this course is to provide some answers to the following questions: What is the current intellectual state of organizational communication? How do we define the parameters of organizational communication? What theoretical propositions have evolved from the past two decades of research in organizational communication?

#### Interpersonal Communication 3credits

This course aims to introduce foundational theories and recent research trends in interpersonal communication. Topics include, but are not limited to: communicative competence, formation and maintenance of relationships, verbal and nonverbal communication, cross-cultural communication, self-disclosure, deception, humor, and the like.

#### Critical Theories of Communication 3credits

In this course we study the theories and concepts to understand as well as explain the communication phenomena in contemporary society, especially within the context of Korean society. Course work will include lectures, question - and - answer time, and group e-discussions. Students will have chances to learn how to critically reflect critical theories in the context of concrete realities where they live in.

#### Media Psychology 3credits

This course introduces a variety of psychological theories regarding media use and responses to media. Specifically, this course discusses how different characteristics of TV, Internet, and smart phones influence the effect of media and effective media use from the psychological perspectives. This course is designed to help students in understanding media and media users. Students will observe and analyze media-use behaviors of others and their own.

#### Studies in Advertising 3credits

In modern societies, advertisements link consumers with new products. This class reviews various theories on advertising and analyses them to reveal their social/economic influences in modern society. Emphasis will be on persuasive effects and attitude changes as well as on production of actual ads.

#### Studies in PR 3credits

This course emphasizes general understanding of public relations as its role in modern society becomes more important. It explains the distinction between PR and advertising, so as to enable students to grasp the concepts of modern PR. Since PR's professional areas are different from those of advertising. Many talks are featured to discuss varied topics pertaining to the study of public relations process. Various practical issues and theoretical perspectives are introduced and discussed in depth.

#### Seminar in communication 3credits

The aim of this seminar is to provide students with an overview of recent developments of concepts, theories, approaches, methods, and applications in media and communication studies in order for them to advance theoretical understanding of media and communication and to develop a new research topic.

#### Political Advertising 3credits

This course would study on the principle and practical knowledge for the political advertisement. Moreover to promote the understanding on the electoral process and effective political strategy is the objective of the subject. It deals with general understanding on the mass communication theories, effect of political advertisement, choice of media type, and the relation of politics with communication.

#### Issue & Crisis Management 3credits

This course is to provide students with an overview of crisis management. This course examines problems and opportunities related crisis management and establishes a new framework of crisis management. Details include crisis detection, crisis preparation, crisis prevention, crisis detention, crisis evaluation and learning. After taking this course, students can aspire to become crisis managers or crisis experts.

#### Studies in New Communication Technologies 3credits

Currently mankind is entering the Information Age as a result of new communications media. In this class, students will study the technological characteristics of the new media and their possible effects on society and civilization. Topics include the digital revolution, channel, networking, changes in transmission methods, and wired/wireless/packaged communication technologies among others.

#### Studies in Media Ethics and Law 3credits

The course deals with the press freedom and responsibility from the perspective of social science.

The formation and change of press laws reflects the conflict and reconciliation among political powers. Revolution of communication technology

resulted in media fusion which in turn raises a problem of legal fusion regarding media laws. These issues are discussed in the class. Also reviews the influence of current deregulation trends on media law system

#### Studies in Visual Communication 3credits

This course deals with the analysis of visual texts. Students will examine what visual texts are made of and learn how to analyze them. Based on structuralistic linguistic

models as well as literature and film theories, students will have an opportunity to analyze actual texts, such as newspaper photos, ads, TV dramas, and films. Since visual texts allow a broader range of interpretations as compared to verbal texts, students are strongly encouraged to consider various perspectives when analyzing visual texts

### Media management 3credits

The overall objective of the subject is to broaden your understanding of the organization and operation of complex media organizations and to familiarize you with some critical management principles useful in dealing with issues facing managers. This subject is designed to provide you with an understanding of the principles and issues of managing contemporary media organizations. It will focus on the challenges and opportunities faced by management and familiarize you with management level problem-solving tools and techniques especially as they apply to media entities. The course examines the breadth of the decision making processes involved in operations, personnel, finance, program content, sales, and marketing. This course will also provide students with an understanding of how electronic media firms operate within a complex social, political, and multi-cultural environment. There will be an examination of the issues of management specific to media operations incorporating the internet and other new and convergent media systems.