

Department of Media Communication



Academics

In 2009, our department boldly shed the term mass communication and used the term media communication as its major name for the first time in Korea. The Department of Media Communication provides curriculum covering all areas of media, including journalism, digital communication, video content, pop culture, cultural industry, advertising and public relations, and media ethics.

Graduates of our department are entering various media-related industries such as content production and planning, advertising PR, entertainment planning, and service planning.

Students Envisioned by Departments

Progressive media leaders who are creative, globally minded and ahead of the curve.



Professors



Name	Roh, Dong Ryul
Research field	Broadcast, Video
Subjects in charge	Visual Communication / Story Planning / Human Communication / Visual Aesthetics
E-mail	rohdory@sungshin.ac.kr



Name	Shim, Sang Min
Research field	Culture Content, Cultural Industry Management
Subjects in charge	Media Business / Worldwide Public Policy of Media Industry / Seminar on Media / Culture Content Marketing / Study on Entertainment Industry
E-mail	ssmin@sungshin.ac.kr



Name	Shim, Doo Bo
Research field	Cultural Studies, Popular Culture
Subjects in charge	Media Semiotics and Consumers / Popular Culture and Cultural Studies / Global Media and Communication / Media and Society / Asian Film and Culture / Reading Media Studies Texts in the Original Languages/ Cultural Studies and Consumers(Graduate)
E-mail	doobo@sungshin.ac.kr



Name	Soh, Hyeon Jin
Research field	Advertising and marketing communications, Principles of Persuasion
Subjects in charge	Principles of Persuasion / Marketing Communication Planning / Digital Marketing / Presentation Strategies /The Science of Persuasion (Liberal Arts)
E-mail	hjinsoh@sungshin.ac.kr



Name	Lee, Hyung Min
Research field	Strategic Communication, PR
Subjects in charge	Data-Driven Public Relations/ Culture Content Driven Public Diplomacy / Research Methods in Communications
E-mail	hmllee@sungshin.ac.kr



Name	Park, Young heum
Research field	Journalism, Critical Communication
Subjects in charge	Understanding journalism/ Essay writing and social science writing/ Broadcast journalism production practice/ Journalism writing
E-mail	pyh98@sungshin.ac.kr



Name	Park, Youn jung
Research field	HCI, Virtual reality communication, Machine learning, Artificial intelligence-based media agents
Subjects in charge	Media Data Analysis/ Media Service Planning/ Implementation of communication media in Virtual Space/ Intelligent content creation/ Communicate with HCI/ Communication and Technology
E-mail	leily.yoon@gmail.com



Name	Jang, Yumi
Research field	Media Industry, Emerging Media, and Mobile Platform Ecosystem
Subjects in charge	Mass Media & Society/ Digital Media Literacy/ Research Methods in Communications/ Social Media and Platform Study/ Key Issues in Platform Ecosystem
E-mail	ymjang@sungshin.ac.kr

Curriculum

Media and Cultural Studies Track

Media and Cultural Studies Track		
Track Description	Study the study of media in the context of the theoretical framework of cultural studies.	
Curriculum	Courses	Credits
	Mass Media & Society	3
	Visual Communication	3
	Culture, Media and Communication	3
	Visual Aesthetics	3
	K-culture and Hallyu	3
	Popular Culture and Cultural Studies	3
	Global Media and Communication	3
	Media Criticism and Consumers	3
	Total	24

Media and Content Industry Track

Media and Content Industry Track		
Track Description	Based on media economics, management, and industry research, we aim to expand opportunities for employment, entrepreneurship, and industry-academia partnership projects in the rapidly growing internet and mobile sector. Focus on new contents that converge with new technologies such as AI.	
Curriculum	Courses	Credits
	Study on Entertainment Industry	3
	Media Business	3
	Culture Content Marketing	3
	Worldwide Public Policy of Media Industry	3
	Seminar on Media	3
	Media Law and Ethics	3
	AI Creation and Copyright	3
	Total	21

Marketing Communication Track

Marketing Communication Track		
Track Description	The Marketing Communication Concentration Track has been selected from among the majors in the Department of Media and Communication to help students develop their careers.	
Curriculum	Courses	Credits
	Principles of Strategic Communication	3
	Principles of Persuasion	3
	Creative Thinking	3
	Marketing Communication Effects	3
	Marketing Communication Planning	3
	Digital Marketing	3
	Global Marketing Communication	3
	Advertisement Production with Artificial Intelligent	3
	Total	24



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