Department of Media Communication
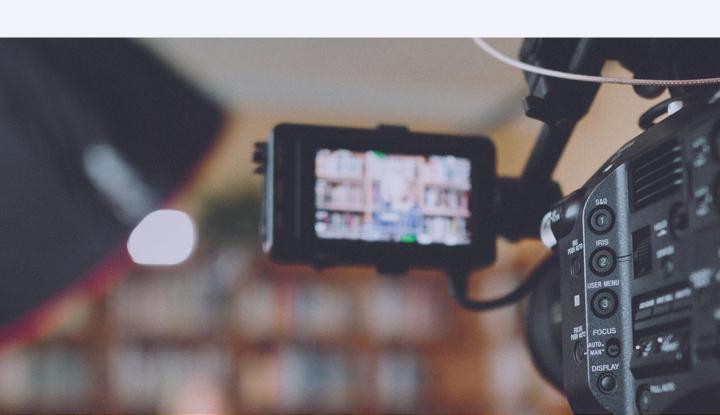
Academics

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	Kim, Ho Sung
Research field	Digital Media, Image Processing, Artificial Intelligence
Subjects in charge	Digital Media Contents Production / Media Data Analysis / Theory of Digital Media / Intelligent Contents Production / Smart Media
E-mail	hkim@sungshin.ac.kr

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	hmlee@sungshin.ac.kr

Name	Sang, Yoon Mo
Research field	Digital Media, Media Law & Ethics
Subjects in charge	Media Law and Ethics / Social Media and Platform Study / Media Ethics and Law Seminar (Graduate) / Digital Media Literacy / Mass Media & Society / Mass Communication Theory
E-mail	ymsang@sungshin.ac.kr
Home page	https://scholar.google.com/citations?hl=en&user=kmqqh1sAAAAJ&view_op=list_works

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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Department of
Media Communication