



경희대학교 미디어학과

DEPARTMENT OF MEDIA
KYUNG HEE UNIVERSITY

Kyung Hee University Graduate School

Department of Media

2026-2027



The Department of Media at the Graduate School of Kyung Hee University conducts research across a broad spectrum of fields, including Journalism, Advertising & PR, Visual Media & Popular Culture, Artificial Intelligence(AI), Data Communication, Media Technology, Content Industry, and Human Communication.

The Department of Media at the Graduate School explores the roles of various media and platforms—including newspapers, broadcasting, advertising & PR, the Internet, social media and other forms of social communication—that mediate interactions and the sharing of information and perspectives among key actors in modern society. Furthermore, amidst the ongoing digital transformation, we focus on cultivating the ability to proactively adapt to and leverage the diverse functions and impacts of these major media.

In our department, students gain a profound understanding of diverse theories and methodologies within their respective fields, designing and conducting original research through the academic application of these theories. Through this rigorous process, we foster highly capable professionals who can insightfully analyze, explain, and predict complex communication phenomena.

To achieve these educational objectives, our distinguished faculty provides a rigorously structured curriculum and thorough academic guidance, empowering students to reach the highest levels of both academic and practical excellence.

Welcome



Chair of the Department of Media
Professor Taeyong Kim

"Building upon a 60-year legacy with a commitment to innovation, we will help you bring your dreams to life."

Since establishing Korea's first majors in journalism, broadcasting, advertising, and public relations in 1965, the Department of Media at Kyung Hee University has shaped the history and tradition of media studies in the nation for six decades. Built on this extensive foundation of educational and research excellence, we have cultivated countless leaders who excel in both academia and the broader media industry. This proud legacy and our strong alumni network will serve as a solid stepping stone for you to soar to new heights.

We foster broad insights—from human-centric communication to cutting-edge AI technology. Our curriculum encompasses the entire lifecycle of media—from content planning and production to distribution and consumption—exploring the "communication phenomena" at the heart of modern society through a perfect balance of theory and practice. Beyond building expertise in diverse formats like news, documentaries, entertainment, and advertising, we are uniquely positioned ahead of the curve. In response to the rapidly evolving media landscape, we pioneer convergence education that integrates emerging technologies such as data science and artificial intelligence (AI), nurturing forward-thinking innovators.

The Department of Media is a dynamic academic community where expert faculty and highly capable students thrive together. The active collaboration between professors and students has long been the driving force behind our leadership in domestic media research. Here, your experience will go far beyond the mere acquisition of knowledge; you will connect with dedicated mentors who will guide your personal and professional growth, as well as lifelong colleagues who will share in your career aspirations.

The years 2026 and 2027 will mark our "Year of Innovation," a pivotal time as our department takes another giant leap forward by implementing meaningful advancements across our curriculum, facilities, and operational systems. Our faculty, united in their dedication to creating an optimal educational environment, along with alumni who are actively pursuing their dreams in their respective fields, are eagerly waiting to welcome you. You are the future leaders who will shape the media of tomorrow. We invite you to embark on this exciting journey with the Department of Media at Kyung Hee University. We warmly welcome your ambitions and look forward to supporting your next great challenge.

Faculty Introduction



Inhee Lee
New Media, Visual Journalism



Taeyong Kim
AI, Advertising, Media Psychology,
New Media, Research Methodology



Jongmin Park
Policy Communication, Organizational
Communication, Public
Relations (PR)



Jia Hong
Gender, Media & Cultural Studies



Junggyo Lee
Advertising, Consumer Psychology,
Brand Management, New Media/AI



Keehyeung Lee
Cultural Studies



Sunyoung Lee
Interpersonal Communication,
Health Communication



Sooyoung Cho
Crisis Management, CSR (Corporate
Social Responsibility), ESG, Health/
Risk Communication



Jonghyuk Lee
Journalism, Political Communication,
Text Mining (Python)



Doohwang Lee
New Media Effects, HCI (Human-
Computer Interaction), HRI (Human-
Robot Interaction)



Sangwon Lee
Media Industry, Media Management
& Economics, Media and ICT
Industry Policy



Hoon Lee
Political Communication,
Research Methodology



Sujin Choi
Political Communication, Digital
Journalism, Computational
Methodology



Mina Choi
New Media Psychology, Human-machine
Communication, AI-mediated
Communication,
Psychological Well-being



Kwanho Kim
Health and Science Communication,
Computational and AI-Based
Approaches

Department of Media Studies Regulations

Educational Objectives

- 1
- The Department of Media focuses on exploring the roles of various media and platforms—including newspapers, broadcasting, advertising, PR, the Internet, social media, multimedia content, and other forms of social communication—that mediate communication and the sharing of information and perspectives among key actors in modern society.
- 2
- Amid the rise of a hyper-connected society and a rapidly networked environment, the department provides educational resources designed to cultivate the analytical skills necessary to proactively respond to the diverse functions and effects of major media. Furthermore, the department fosters an educational environment conducive to the creative planning, smooth social acceptance, and effective communication of the core and strategic content produced across fields such as journalism, advertising, PR, video, culture, artificial intelligence (AI), the IT industry, and human communication.

Credit Acquisition

Course of Study	Required Credits for Completion			Cross-Departmental Credits
	Core Courses	Major Electives	Total	
M.A	6	18	24	18
Ph.D	9	27	36	27

Graduation Requirements

In addition to earning the required credits, students must fulfill all graduation requirements, including the degree qualifying exam, the submission of a degree dissertation, and the thesis publication requirement.

- **Degree Qualifying Examination**
To be eligible to apply for the submission of a degree thesis/dissertation, students must pass both the comprehensive examination and the public presentation, which constitute the degree qualifying examination.
- **Composition of the Thesis Examination Committee**
Following the public presentation of the preliminary thesis proposal, a formal examination process for the submission of the degree thesis must be conducted. The criteria for this examination and the composition of the examination committee are governed by the bylaws of the General Graduate School.
- **Publication and External Presentation Requirements**
Master's Program: Presentation at an academic conference, or publication/submission to an academic journal. Doctoral Program: At least two presentations at academic conferences, and at least one publication or acceptance for publication in an academic journal.

Curriculum

Category	Course Title (Credits)	
Core Courses	M.A.	Communication Theories(3), Communication Research Methods(3)
	Ph.D.	Students in the doctoral program are required to complete all of the following requirements: A. One course (3 credits) selected from the following: Journalism and Society, Advertising Psychology, Culture and Visual Contents, or Interpersonal Communication. One course (3 credits) selected from either Quantitative Research Methods for Communication Studies or Qualitative Research Methods for Communication Studies. B. Communication Studies or Qualitative Research Methods for Communication Studies. C. Philosophy of Social Science, or one additional course (3 credits) from the unselected options in A and B above. D. Students who did not complete the aforementioned Master's major required courses or their equivalents during their previous Master's program must take them as prerequisite courses.
Major Elective	· Seminar in Advertising · Advertising Research · Cultural Studies · Media Management and Economics · Understanding Media and Culture · Media Industry and Policies · Media Psychology · Critical Communication · Philosophy of Social Science · Persuasive Communication · Social Data Analytics · Seminar on Visual Contents · Artificial Intelligence and Media · Seminar in Artificial Intelligence · Political Communication · Seminar in Communication · Communication Technology and Psychology · Computer-mediated Communication · Computational Research Methods · Seminar in Public Relations · Health Communication · Seminar in Human Communication	

Admissions Guide & Academic Calendar

Application Schedule

		2026 Fall Semester (September Intake)	2027 Spring Semester (March Intake)
Domestic Students	Regular Quota Freshman & Transfer Admissions	April 13 - April 21	Mid-September - Late September
	Regular Quota Additional Freshman & Transfer Admissions	Late June - Early July	Late December
International Students	Extra-Quota International Freshman Admissions	March 16 - April 10	Early September - Mid-September
	Extra-Quota Additional International Freshman Admission	June 12 - June 19	Early December

Koreans
Office of Admissions



Foreigners
Global Admissions



Key Schedule by Semester

1st
Semester

- Taking Mandatory Major and Basic Courses
- Application for Credit Transfer (For those who have completed courses at other graduate schools, etc.)
- Prerequisite Credits: For students whose previous degree major differs from their current major.
 - Students must complete prerequisite credits from their previous degree program before graduation: 9 credits for Master's and 12 credits for Doctoral programs. (These credits are not included in the minimum credits required for graduation.)

2nd/3rd
Semester

- Application for Thesis/Dissertation Advisor: Verification of Advisor Eligibility (Specific period to be announced separately)
- Application and Examination for Degree Qualification (Available from 2nd to 4th semester; varies by department)
 - Submit application via the portal (Info System) within the designated period (A mandatory requirement for graduation)
 - Must verify specific departmental requirements for the qualification exam (e.g., Public Presentation, Major Exam, etc.)
- Submission of Thesis/Dissertation Proposal: Mandatory consultation on the research topic with your advisor

M.A.:
4th Semester
Ph.D.:
4th Semester
& Above

- Minimum Credits for Graduation (Completion of Coursework)
 - M.A.: Minimum of 24 credits
 - Ph.D.: Minimum of 36 credits
- Publication and External Presentation Requirements
 - M.A.: Proof of conference presentation, journal publication, or manuscript submission
 - Ph.D.: Proof of at least two conference presentations AND at least one journal publication (or certificate of acceptance for publication)
- Submission and Defense of Thesis/Dissertation
- Final Thesis/Dissertation Submission (*The Doctoral program typically requires additional semesters beyond the 4th semester to complete credit requirements and the dissertation.)



Career after graduation

The Department of Media at Kyung Hee University provides a comprehensive foundation of knowledge and experience, equipping students to become leading experts in both academia and industry.



Journalism

- Researching news production processes and audience behavior across mass media, including print, broadcast, and digital platforms.
- Acquiring theoretical frameworks on news distribution and consumption to foster a democratic public sphere.

Future Careers

- Researcher at a news organization
- Journalist for newspapers, broadcasting networks, independent media, and online media
- Journalism Education Expert
- Media Literacy Educator



Data Communication

- Fostering a deep understanding of the value of big data and the capability to utilize it effectively.
- Developing proficiency in data collection, analysis, and visualization through programming languages such as Python and R.

Future Careers

- Data Journalism Researcher
- Video Data Analyst
- Data Utilization Specialist
- Algorithm Strategist in Data-Driven Industries



Advertising & Public Relations

- Studying the theoretical frameworks and practical applications of strategic communication, focusing on advertising and public relations.
- Analyzing the effectiveness of marketing communication strategies and researching innovative execution processes.

Future Careers

- Advertising & PR Planner
- Brand Strategy Consultant
- Consumer Data Analyst
- Influencer Marketing Specialist



Artificial Intelligence (AI)

- Studying methods for planning and producing content utilizing AI, alongside designing intelligent media systems.
- Investigating the socio-cultural impacts of the technological advancement and proliferation of artificial intelligence.

Future Careers

- AI Content Strategist and System Architect
- New Media Journalist
- AI Algorithm Analyst or Auditor
- AI Literacy and Ethics Educator



Visual Media & Culture

- Analyzing the storytelling structures and embedded messages of visual media.
- Cultivating critical thinking skills to evaluate visual content from a socio-cultural perspective.

Future Careers

- Video Program Planner
- Content Anslst
- Cultural Critic
- Culture & Arts Journalist



Human Communication

- Studying the dynamics of human interaction in both face-to-face and mediated environments
- Researching theories of interpersonal and cross-cultural communication, along with the mechanics of persuasion.

Future Careers

- Interpersonal and Cross-Cul-tural Communication Researcher
- Negotiation Expert, Counselor
- Organizational Spokesperson
- Corporate HR Manager



Media Technology & Industry

- Understanding structural shifts driven by OTT, AI, and XR
- Analyzing the media ecosystem and business models
- Examining tech impacts on media usage and society

Future Careers

- Strategic planners for media and platform corporations
- Service planners in OTT and broadcasting industries
- Innovators at media