



COMMUNICATION CHANGES THE WORLD

SCHOOL OF COMMUNICATION & MEDIA AT
EWHHA WOMANS UNIVERSITY



ABOUT US

Cross-Media Communicators
with Global Perspective

Our Mission

**We inspire, prepare,
and empower
cross-media communicators.**

Welcome Message

School of Communication and Media at Ewha was established in 1960 and boasts of a deep history and tradition. Created as School of Journalism, the school has grown and changed over the years and continues to produce countless talented women ready for the working world.

Our school runs the Visual Media Center, where undergraduate and graduate students produce various forms of media content. We also have close relations with the university's Media Research Center, the Graduate School of Policy Science's Public Relations program, and the Media Career Center, which assists students in finding employment in various fields of media.

Our school recently combined the previously separate Journalism, Advertising and Public Relations, and Television & Film programs into one all-encompassing Communication and Media program to cultivate talented individuals in various fields so that they may take the lead in the development of communication technology and the ongoing media fusion phenomenon. With our revamped program, we hope to create female leaders who are experts in the media field and have a strong foundation in the liberal arts, so they may cooperate and communicate with people educated in other fields.



Ewha Womans University and School of Communication and Media have continued to change and implement reforms to keep pace with the ever-changing world. We hope to continue to advance so we may lead the research world and produce the best-educated students.

Yunjung Choi
Dean, School of Communication & Media





OUR HISTORY

- **March 2015**
School of Media Studies renamed to School of Communication and Media and split into the Journalism, Communication Strategy, Digital and Visual Media, Media Management and Law, and self-designed tracks
- **2010**
Seminar celebrating the 50th anniversary of the school and alumni reunion
- **2007**
Establishment of the Ewha Frontier Journalism School and Ewha Frontier PD School
- **March 2007**
General graduate school's school renamed to School of Media Studies
- **2004**
Placed 1st in the Journalism-Advertisement / Public Relations area of the Korean Council for University Education's yearly assessment of university and discipline education
- **2002**
Completion of the Ewha-Posco Building equipped with cutting-edge facilities for school education
- **April 2001**
Establishment of the Graduate School of Policy Science (Night Program) and renaming to the master's program of Media Studies
- **March 1998**
School of Broadcasting Journalism renamed to School of Media Studies
- **March 1996**
Creation of a doctorate program in Broadcasting Journalism at Dongdae Academy
- **March 1995**
Creation of the Graduate School of Information Science (Night Program) and master's program in Media Information
- **March 1970**
Creation of a master's program in Broadcasting Journalism at Dongdae Academy
- **March 1969**
School of Journalism renamed to School of Broadcasting Journalism
- **March 1964**
Creation of a Journalism major within the Graduate School of Social Sciences
- **April 1960**
Establishment of school of Journalism



THE TRACKS

By implementing a track system, School of Communication and Media eliminated the separation of majors to provide a more thorough fundamental education in communication and media before allowing students to select tracks and gain more specialized knowledge and become experts in their fields. The five tracks are Journalism, Communication Strategy, Digital and Visual Media, Media Management and Law, and a separate self-designed track. Under the new system, students can select courses suited to their abilities and interests in their chosen communication field without the restraints of separate majors for the various fields.

Customize your academic path through our broad and flexible curriculum

Five Tracks

I Journalism Track

The Journalism track aims to foster experts in the field of journalism, instilling in them professional judgment and reason and training them to become responsible reporters with logical thinking skills, keen perception, and outstanding writing abilities. In this track, students will study the concepts and value of traditional media and new media and develop practical skills related to coverage and reporting. This will be done through hands-on experience in news creation along with in-depth education on news coverage and editing and English journalism to prepare them for the global journalism environment.

Goals Experts instilled with logic, professional judgment, responsibility, and perceptiveness within media and society. Globally minded individuals with clear and concise writing, news article creation, and news coverage skills suitable for the age of digital and fusion media

Career Paths Reporters, correspondents, press specialists, editing and planning specialists, storytellers, issue analysts, debate specialists

I Strategic Communication Track

The role of communication in the global age of multi-culturalism continues to grow. Communication has become a tool in maintaining and improving our society. As communication has also lent itself to the formation and amplification of conflicts caused by cultural differences, the Communication Strategy track aims to foster expert communicators able to promote the communication of all the different members of society.

The track provides students with a theoretical and practical education in consumer advertising and communication, which is required in a wide range of situations between organizations and the public. It will also instill in them the ability for creative and logical thought through education in the basics of various fields of liberal arts, sciences, and sociology. Through a multidisciplinary education, it will equip students with the knowledge and understanding needed in the global age and give them a creative perspective and social communication skills suitable for cultural exchange and understanding. It will also enable students to develop the critical thinking skills and tolerance needed to become leaders in the global community.

Goals Creative, perceptive, logical, and talented experts prepared to work in various communication fields, with an in-depth understanding of public relations and human communication

Career Paths Advertising for management/government/non-profit organizations, reputation/crisis management, dispute mediation, sustainability management, public relations, global communications, advertising/marketing planning, creative messaging, media strategy, interactive communication

TRAC

I Digital & Visual Media Track

In the digital age, the demand for specialists with a systematic understanding of business and the planning/production of digital content continues to increase. As such, the Digital and Visual Media track hopes to produce individuals who are well rounded in the planning, design, production, and critique of digital media services and content, so they may lead the next generation of the digital media industry.

We foster video specialists capable of planning and producing various types of programs in the visual media age. Through our curriculum, which emphasizes visual media critique and provides a solid basis in cultural theories, we give students the skills needed to analyze cultural, societal, and political phenomena from a communicative standpoint. We provide students with a background in theories from sociology, psychology, and semiotics, which they apply to digital media, and a practical understanding of the design and production of digital media contents.

Goals Individual capable of planning/producing various types of visual media and cultural contents, such as broadcasts, advertisements, animation, games, interface design, digital storytelling, and ubiquitous media

Career Paths Visual/cultural contents field (e.g., newspapers, magazines, musicals, stage plays, tourism industry, public contents), image/video engineering, visual/cultural media critique, video art, broadcast/movie directing, production and marketing, distribution, television channel launching, television planning, sports media

I Media Law & Management Track

Students in the Media Management and Law track will attend specialized courses on the creation, distribution, and management of content and on related subjects such as copyright, media policy, personal privacy, self-regulation of content, and other regulations. They will take part in research on all facets of the media industry, such as media trends and prospects, management, distribution, and consumption. The track aims to educate talented individuals capable of contributing to the creation of a framework of policies and regulations that will allow them to lead the media industry and maintain its balance and growth. We seek to assist students in gaining a legal understanding of the industry and various controversies and standards in the media. We will lead them in a discussion of journalism ethics that the press must follow through the analysis of a diverse range of examples, as well as provide an understanding of the frame of expression appropriate for the ever-changing media environment. We aim to educate students not only in traditional mass media, but also in business management techniques, which they will apply to newer forms of communication media such as information portals. We also aim to educate them on the establishment of small media industries and the accompanying issues and ways to overcome them.

Goals Individual capable of contributing to the formation of policies and legislation supporting the growth and maintaining the balance of the media industry and to the research on the trends, prospects, management, distribution, and consumption of media

Career Paths Creation of media legislation/policies, media planning, copyright management (e.g., music), big data analysis, social media, content creation/MD, search engine planning, culture marketing, cultural content planning, media law, press mediation

I Self-Design Track

The self-designed track was created to allow students to grow into motivated and well-rounded communication specialists across tracks and academic disciplines with a strong background knowledge in the vast array of communications. The students can create their own academic program according to their likes and interests without the restrictions of one specific major. They can create a personalized degree by creating a course that allows them to gain in-depth knowledge on different topics from other courses or follow their interests in areas related to various communication occupation clusters. The track will help School of Communication and Media function as a communication hub within the university as well as provide students with diverse yet integrated educational opportunities.

Goals Fusion of tracks/disciplines with a foundation of knowledge in communication. Talented individuals with personalized expertise

Career Paths Communication consultants across all forms of media, film production managers, media specialists, communication professionals in youth/sports/women's studies/music and other fusion industries



DYNAMIC EXPERIENCE

Student Clubs

Addict | Addict is the advertising research/project club specialized in brand communication.

Camcool | Camcool is a club made up of students who use the camera lens as a "third eye" to view the world and attempt to show what they see to others through video.

DaQ | DaQ is a video club to allow students to create any type of video(e.g., music videos, variety, drama, and advertisements).

DEW | Digital Ewha World (DEW) is a monthly webzine on current affairs created by students of School of Communication and Media.

EWHACISM | EFWHA Communication in Social Media (EWHACISM) is the first student club in Korea with the goal of becoming global communicators via social media services.

EwhaTV | EwhaTV is a specialized online broadcasting station run by the students of Ewha Womans University's School of Communication and Media.

EPRIS | EPRIS is a student club that allows students to satisfy their curiosity on a variety of topics through the discussion and study of public relations (PR).

Friendio | Friendio is the only radio broadcasting station run by students of School of Communication and Media. It broadcasts students' content in the form of podcasts.

IMAGIST | IMAGIST is the black-and-white photo appreciation club for Communication and Media students of Ewha Womans University.

MMS | Multi Media Studies (MMS) is built around the research and creation of multimedia.

ON THE FLOOR | On the Floor is the film and movie production club of school of Media Studies.

MEDIA FACILITIES

Preparing the Next Generation for Cross-Media Careers



The Seoam Video Production Center

The Seoam Video Production Center is a practical training space used in the courses of School of Communication and Media. It is also used for student club activities, school events, special lectures, and the filming of video lectures managed by the school.

The space is used to give students hands-on experience in the production and editing processes of television programs and video content. Students experience what it is like to film in a studio through the use of the center's studio and control room. The production center is used in the school's lab courses and workshops to instill in students the specialized knowledge and skills necessary for the communication and media industries.

Digital/Film Photography Lab

The digital/film photography lab is a specialized lab for the developing and printing of film and digital photography. Equipped with a large plotter, the lab can also be used to produce poster-sized prints. There is also a dark room for the developing and printing of film photography. The lab has multiple computers that students may use in their free periods to work on assignments, scan photographs, and use the Internet. It is also used as a shared space for many of the school's student clubs.

International Digital Press Lab

The international digital press lab is a space equipped with Windows computers where students can get practical experience in various fields of the communication industry, such as press writing and coverage. It is generally used for school courses and student clubs and open to any Communication and Media students while it is not in use by a class.

Presentation Lab

The presentation lab is the ideal space for gaining presentation experience. It is equipped with a 78-inch PDP monitor that can be linked with iPads or MacBooks. Mainly used for school seminars, presentation practice, small meetings, and student clubs, it is also used for some graduate school courses and holds some books about advertising. You must request a time slot 24 hours in advance. It is unavailable to students from other majors.

Communication-Media Centers

Communication and Media Research Institute

The Communication and Media Research Institute was established in January 2006 as an affiliate research department of the Ewha Womans University Department of Social Sciences to cultivate female experts in the field and provide opportunities to research and critically analyze public sentiment and sociocultural phenomena. The institute is equipped with labs for media studies, and the education center runs the Frontier Journalism, Frontier PD/Video Production, and Public Relations/Advertisement schools, providing scholars with various opportunities in the field.

Media Production Center (MPC)

The Media Production Center (MPC) is used as a practical education lab for the school's courses and as a support center for school clubs, various university events, and the filming and editing of video lectures. Students attain a fundamental understanding of the processes behind television filming and production through practical education and experience in the planning, directing, composition, filming, and editing of visual content. The center also runs a rental service for filming equipment, which students may use for their class and club activities to hone practical skills for related industries.

COMMUNICATION-MEDIA GRADUATE PROGRAM

Great School, Great University, Great Research

The graduate program of School of Communication and Media is a program that instills in graduate students the ability to independently research a multitude of topics while systematically studying the main issues in all related fields. The program's aim is to produce talented individuals with original ideas and the ability to lead by helping them attain specialized knowledge and research abilities.

The program consists of a master's program, doctorate program, and a joint program that allows students to work on both their master's and doctorate. There are no restrictions on students' undergraduate majors, but students from unrelated majors are required to complete supplementary courses in addition to the main program. The majority of graduates have moved on to make names for themselves as reporters, public opinion survey specialists, media policy analysts, scholars specializing in communications, and various other professionals in the communication and media fields.

SCHOLARSHIPS

- Daerim-Suam Scholarship Culture Foundation
- Choi Junghee May Scholarship
- CJ Business and Academic Cooperation Scholarship
- Communication-media Alumni Scholarship
- BK Scholarship Foundation
- Choi Sunyeol Scholarship
- KOBACO Scholarship
- Baek Gwangnam Scholarship
- Song Hyun Scholarship
- Song Yujae Scholarship
- Choi Jungyun Scholarship
- ALPS Scholarship
- Lee Haechang Scholarship
- Sunbaeramyun Scholarship





FACULTY

Learn from the Best

- Yung-wook Kim (金映郁) Univ. of Florida Ph.D.
- Hoon-soon Kim (金勛順) Temple University Ph.D.
- Dong-sook Park (朴東淑) Univ. of Texas/Austin Ph.D.
- Sung-hee Park (朴晟希) Purdue University Ph.D.
- Soon-tae An (安順泰) Univ. of North Carolina Ph.D.
- Sae-kyung Yu (劉世卿) Univ. of Texas/Austin Ph.D.
- Seung-chul Yoo (劉承澈) Univ. of Texas/Austin Ph.D.
- Eui-sun Yoo (柳義善) Indiana University Ph.D.
- Gunho Lee (李建昊) Univ. of Texas/Austin Ph.D.
- Jae-kyoung Lee (李載景) University of Iowa Ph.D.
- Pil-doo Lee (李弼斗) New York University M.A.
- Hae-kap Lee (李惠甲) Univ. of Texas/Austin Ph.D.
- So-hye Lim (林小蕙) Stanford University Ph.D.
- Hee-won Cha (車禧媛) Ewha Womans University Ph. D.
- Yun-jung Choi (崔允禎) Syracuse University Ph.D.
- Ji-hyang Choi (崔志向) Indiana University Ph.D.



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