



ISO 9001:2015 Certified

# DOCTOR OF PHILOSOPHY IN MASS COMMUNICATION (By Research)

(N/321/8/0130) (09/28) (MQA/PA14950)



### PROGRAMME DESCRIPTION

The program Doctor of Philosophy in Mass Communication with Lincoln University College emphasises interdisciplinary studies, with courses and research suited to the student's interests and guided by faculty members. The program teaches research methods, communication theory, and teaching techniques. It not only focuses on educating students to be exceptional university professors, but it also encourages them to pursue scholarly research in journalism and mass communication, as well as media management. It is a multi-conceptual and research-based degree programme aimed at producing top-notch journalists and researchers.

For successful completion of PhD degree in LUC, each candidate should publish minimum of Four research articles in Scopus indexed journals, with Lincoln affiliation.

### PROGRAMME AIM

The programme of Doctor of Philosophy in Mass Communication will produce professionals who are eligible to:

- Impart in-depth knowledge and critical understanding of mass communication including deeper insight into current research
- Integrate practical, communication, and interpersonal skills to conduct mass communication research.
- Create and analyse different digital and numeracy skills to critically evaluate mass communication research independently.
- Inculcate acumen in research, innovation, and entrepreneurship.
- Imbue professional ethics, social responsibility, and values of global research.

### CAREER OPORTUNITIES

Outside of academia, mass communication graduates can pursue careers in advertising companies, non-profits, research organisations and public relations businesses, and more. Individuals holding a Doctor of Philosophy in Mass Communication may choose to consider the following academic and non-academic employment opportunities:

### Call us:

1 300 880 111 (Malaysia) +603 78063478 (International)

Web: www.lincoln.edu.my

E-mail: info@lincoln.edu.my

Kolej Universiti Lincoln, No. 12, 14, 16 & 18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor





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## DOCTOR OF PHILOSOPHY IN MASS COMMUNICATION (By Research)

(N/321/8/0130) (09/28) (MQA/PA14950)

- Professor
- Marketing & Communication Associate
- Media Consultant
- Researcher
- Editor

### PROGRAMME DURATION

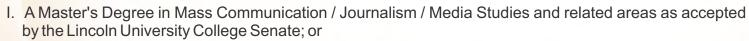
Full Time: 3 - 5 Years Part Time: 4 - 6 Years



### intake and entry requirements

Intake: Ongoing

### **Entry Requirements:**



- ii. Other qualifications equivalent to a Master's Degree, as accepted by the Lincoln University College Senate.
- iii. Candidates without a related qualification in the fields or working experience in the relevant fields must undergo appropriate prerequisite courses determined by the Lincoln University College.

Entry Requirements: For International Students: Test <mark>of English as a Foreign</mark> Language (TOEFL) score of 600 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed. If a student does not meet this requirement, HEPS must offer English proficiency courses to ensure that the proficiency student's sufficient to meet the needs of the programme This is normally conducted through an assessment process.

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### LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	MQA Subject Code	Subject Name
1.	PHDMC 101	Research Methodology
2.	PHDMC 102	Computer Application
3.	PHDMC 103	Thesis
	Research topic	es on any one of the following specialties
	a.	Communication
	b.	Print Media/Journalism
	c.	Broadcast Journalism
	d.	Social Media /Information
	e.	New Media / Digital Media
	f.	Media Technology/Creative media
	g.	Health Communication
	h.	Media and Culture
	i.	Intercultural and International communication
	j.	Crisis Communication
	k.	Organizational Communication
	1,	Communication/Media Literacy
	m.	Global Media Policy
	n.	Film Studies
	0.	Advertising and PR

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