



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 OPPORTUNITIES

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

- 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:

- i. A Master's Degree in Mass Communication / Journalism / Media Studies and related areas as accepted by the Lincoln University College Senate; or
- 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.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Entry Requirements: For International Students: Test of English as a Foreign 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 student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an assessment process.

Sl. No.	MQA Subject Code	Subject Name	Credits
1.	PHDMC 101	Research Methodology	3
2.	PHDMC 102	Computer Application	3
3.	PHDMC 103	Thesis	NA
Research topics 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	
	l.	Communication/Media Literacy	
	m.	Global Media Policy	
	n.	Film Studies	
	o.	Advertising and PR	

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