



## 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 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](http://www.lincoln.edu.my) | E-mail : [info@lincoln.edu.my](mailto: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

i. A Master's Degree (Level 7, MQF) in Media and Communication with a minimum CGPA of 3.00 or equivalent, as accepted by the HEP Senate;  
OR

ii. A Master's Degree (Level 7, MQF) in Media and Communication with a minimum CGPA of 2.75 can be accepted. The candidates must undergo rigorous internal assessment as determined by the HEP;  
OR

iii. A Master's Degree (Level 7, MQF) in Media and Communication with a minimum CGPA of 2.50 can be accepted subject to a minimum of FIVE years of working experience in the related fields and rigorous internal assessment as determined by the HEP; OR

iv. Any other Master's Degree (Level 7, MQF) (Non-Media and Communication) with a minimum CGPA of 2.75 can be accepted subject to a minimum FIVE years of working experience in the field of Media and Communication or related fields. The candidates must undergo prerequisite courses and rigorous internal assessment as determined by the HEP; OR

v. Other qualifications equivalent to a Master's Degree (Level 7, MQF) in the field of Media and Communication or related fields recognised by the Government of Malaysia must undergo rigorous internal assessment as determined by the HEP. (the requirement of CGPA is based on item i – iv)

#### International Students

Achieve a grade in the MUET or any English competency test equivalent to a Mid B2 in the CEFR.

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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
<b>Research topics on any one of the following specialties</b>		
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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