LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

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

No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.