



BALAC

in Language and Culture

The Bachelor of Arts

BRIDGING Languages & Cultures

The Bachelor of Arts in Language and Culture [BALAC] program is Chulalongkorn University's premier international liberal arts program and Thailand's first program in cultural studies. Since 2008, BALAC has prepared a wide range of students with 21st century humanities skills, knowledge and experiences they will need to succeed in today's interconnected world. The new BALAC curriculum from 2018 offers concentrations in global and media cultures, in language study, along with more chances for local and global engagement, and workplace and research experience, all of which give BALAC graduates an edge for success.

BALAC is an international program, taught in English, in the renowned Faculty of Arts at Chulalongkorn University, located in the heart of Bangkok. Aiming to give carefully selected students a high-quality and globally-oriented liberal arts education with state-of-the-art facilities, BALAC focuses on teaching Cultural Studies in English and providing foreign language competence. In the program, students will gain a broad understanding of diverse cultural phenomena in a changing world and learn to critically analyze many different traditional, popular and lived cultural forms using a wide variety of interpretive tools and social theories. In doing so, BALAC fosters critical thinking, creative problem-solving and effective communication in its graduates. This prepares them to succeed many fields and careers after they graduate.

BALAC Office

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CU-TEP and CU-AAT

Chulalongkorn University
Academics Testing Center
3rd Floor
Jamjuree Building 8
Chulalongkorn University
0-2-218-3717
cuatc@chula.ac.th
www.atc.chula.ac.th

Office of International Affairs and Global Network

Chulalongkorn University
02-218-3331
int.off@chula.ac.th
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COURSE STRUCTURE (TOTAL NUMBER OF CREDITS 132 CREDITS)

1. GENERAL EDUCATION (30 CREDITS)

- 1.1 SOCIAL SCIENCES (3 credits)
- 1.2 HUMANITIES (3 credits)
- 1.3 SCIENCE - MATHEMATICS (3 credits)
- 1.4 INTERDISCIPLINARY (3 credits)
- 1.5 ENGLISH COURSES (6 credits)
- 1.6 GENERAL EDUCATION (ARTS STUDENTS) (12 credits)
Reasoning, Systematic thinking/
Information Management, Foreign Languages

2. PROGRAM COURSES (96 CREDITS)

- 2.1 BASIC COURSE (27 credits)**
Critical Reading, Academic Report, Writing, Business and Professional Writing, General Philosophy, Asia/The West and the Making of the Modern World, Thai History, Language in Sociocultural Contexts

- 2.2 CULTURAL STUDIES (45 credits)**
- Introduction to Cultural Studies I – II
 - Introduction to Literary Studies
 - Introduction to Gender Studies
 - Cultures and Narratives
 - Everyday Life Cultures
 - Food and Culture
 - Science and Culture
 - Cultures of the Body
 - Technology and Culture
 - Culture and Things
 - Culture and Politics
 - Urbanism & the Cultural Politics of Space
 - Thai language and Culture
 - Introduction to Anthropology
 - Popular Cultures
 - Human Geography
 - Senior Project
 - Internship

2.3. CONCENTRATIONS (24 credits)

2.3.1 MEDIA CULTURES *NEW*

- Media Histories
- Film Analysis
- Visual Culture
- World Performance
- Music and Culture
- Literature and Film
- Contemporary Literature in English
- Dracula and Modern Culture
- Popular Fiction
- Culture and the Creative Industries: PR and Marketing
- Consumer Cultures
- Critical media studies

2.3.2 GLOBAL CULTURES *NEW*

- Culture and Globalization
- Transnational Mobilities
- Modern Frontiers
- Global Governance
- Global Asia
- Global Europe
- Postcolonial Culture
- Thailand and the World
- Culture and Economy in Global Contexts
- Literature and Transnationalism

2.3.3 FOREIGN LANGUAGES

Chinese, French, Japanese, Spanish, German, Italian, Korean or Russian

- Students may choose one language as a concentration.
- The average level to be acquired upon completion of degree is B1 based on CEFR.
- Language choices will be offered based on sufficient student demand.

3. FREE ELECTIVE COURSES (6 CREDITS)

REQUIREMENTS for PROSPECTIVE STUDENTS

Completed OR in M.6 / Grade12 OR IGCSE (= M.6)

FIRST ROUND

ENGLISH PROFICIENCY TESTS:

TOEFL ≥ 240 /
≥ 587/ ≥ 95

OR
IELTS ≥ 7.0

OR
CU-TEP ≥ 90

APTITUDE TESTS:

CU-AAT (Verbal) ≥ 480

OR

SAT ≥ 480
(Evidence-Based
Reading and Writing)

OR

ACT (English) ≥ 22

**** NO WRITTEN EXAMINATION ****

**** The chosen candidates of this round will proceed to the interview ****

SECOND ROUND

ENGLISH PROFICIENCY TESTS:

TOEFL ≥ 213 /
≥ 550/ ≥ 79

OR
IELTS ≥ 6.5

OR
CU-TEP ≥ 80

APTITUDE TESTS:

CU-AAT (Verbal) ≥ 400

OR

SAT ≥ 450
(Evidence-Based
Reading and Writing)

OR

ACT (English) ≥ 18

**** The chosen candidates of this round will proceed to the written examination and to the interview. ****

CHULALONGKORN UNIVERSITY & FACULTY OF ARTS

FOUNDED IN 1917 BY KING RAMA VI, CHULALONGKORN IS ONE OF THAILAND'S MOST PRESTIGIOUS UNIVERSITIES. The University sits on 500 lush, peaceful acres in the middle of Bangkok. It has 19 academic faculties, offering dozens of programs in the Arts and Sciences.

THE FACULTY OF ARTS WAS ALSO FOUNDED IN 1917, AND NOW CONSISTS OF 11 DEPARTMENTS, namely, Thai, English, History, Geography, Library Science, Philosophy, Dramatic Arts, Eastern Languages, Western Languages, Linguistics and Comparative Literature. It also houses two distinct programs: the Thai program and the BALAC international program. The international program is known by the name of Bachelor of Arts in Language and Culture (BALAC). It was established in 2008 and offers a distinctive interdisciplinary approach to the study of foreign languages and Cultural Studies.

EXCHANGE & VISITING STUDENTS

AN INTERNATIONAL PROGRAM WITH GLOBAL SCOPE SINCE 2008 BALAC is becoming more international. Besides developing more extensive international networks and relations with globally-renowned universities, we have also expanded our foreign staff and our student academic exchange schemes.

MORE THAN 30 INBOUND FOREIGN EXCHANGE STUDENTS FROM MORE THAN 10 COUNTRIES

MORE THAN 50 OUTBOUND BALAC STUDENTS STUDYING AT FOREIGN UNIVERSITIES

LECTURERS FROM AROUND THE WORLD, GRADUATE STUDY EXPERIENCE IN MORE THAN 10 COUNTRIES

ACADEMIC YEAR CALENDAR

FALL SEMESTER

August - December

SPRING SEMESTER

January - May

SUMMER

June - July

