

# Mass Communication

**Clare Bratten, Graduate Advisor**  
**Bragg Mass Communication**

The College of Mass Communication offers the Master of Science degree in Mass Communication. A graduate minor in Mass Communication is also offered. A score of 900 on the verbal and quantitative portions of the Graduate Record Examination is usually required for admission to the degree program. Students may take up to 6 credit hours (two courses) before being admitted to the program. However, one of those MUST be MC 6000 or 6010. Enrollment in all other courses in the program requires permission of the graduate director.

## Requirements for the Master of Science

The degree is designed for media professionals in fields such as advertising, electronic media, journalism, public relations, publishing, or recording industries seeking to broaden their understanding of the field of mass communication and to develop research and management skills relevant to decision making in media-related organizations. It is also appropriate for those who wish to pursue the doctoral degree.

Students admitted for the Spring 2007 semester and beyond may choose from two options organized around (1) the thesis/professional project or (2) the media management emphasis.

The thesis/project option is designed for the student seeking to concentrate studies in a particular area and to experience in-depth independent research. The thesis results in the production of traditional academic research; the professional project results in the application of research knowledge to a professional production or other project.

The media management option is designed for the working person who is integrating graduate education and professional life and for the traditional student seeking a broad conceptual grounding in mass communication.

All students must take the comprehensive examination.

### Thesis and Project Options

Those applying for the program must

1. have earned 18 credits in the social sciences (anthropology, economics, history, political science, psychology, sociology).
2. provide evidence of a minimum of one year of full-time professional experience in a media-related position. In certain cases, a student without sufficient professional experience may be admitted on the condition he or she

completes an approved program of skills courses and/or an internship in a mass communication field.

3. complete 36 semester hours as follows:

#### Required courses:

- MC 6000 The Science of Communication
- MC 6010 Cultural Studies in Communication
- MC 6110 Quantitative Research Methods (required research tool)
- MC 6120 Qualitative Research Methods (required research tool)
- MC 6300 Media Law and Ethics
- MC 6640 Thesis Research (6 hours) OR  
MC 6650 Professional Project (6 hours)

#### Two of the following courses:

- MC 6200 Media Management
- MC 6230 Media in the Marketplace
- MC 6250 Media Organizations

#### One of the following:

- MC 6320 Mass Media and Public Opinion
- MC 6350 Cultural Studies in Popular Music
- MC 6380 News, Culture, and Democracy
- MC 6400 Communication and Technology

**6 hours of approved electives** (taken inside or outside the College of Mass Communication as benefits research orientation; no more than 3 credits may be taken at the 5000 level).

4. file a degree plan with the Graduate Office before the completion of 21 hours.
5. submit and defend an acceptable thesis or project.
6. pass a written comprehensive examination.

### Media Management Track

Candidate must

1. have earned 18 credits in the social sciences (anthropology, economics, history, political science, psychology, sociology).
2. provide evidence of a minimum of one year of full-time professional experience in a media-related position. In certain cases, a student without sufficient professional experience may be admitted on the condition he or she completes an approved program of skills courses and/or an internship in a mass communication field.
3. complete 36 semester hours as follows:

#### Required courses:

- MC 6000 The Science of Communication
- MC 6010 Cultural Studies in Communication
- MC 6110 Quantitative Research Methods (required research tool)
- MC 6120 Qualitative Research Methods (required research tool)
- MC 6200 Media Management
- MC 6230 Media in the Marketplace
- MC 6250 Media Organizations
- MC 6300 Media Law and Ethics
- MC 6590 Case Studies in Media Management OR  
MC 6600 Seminar in Applied Research

#### At least two of the following:

- MC 6320 Mass Media and Public Opinion
- MC 6350 Cultural Studies in Popular Music
- MC 6380 News, Culture, and Democracy
- MC 6400 Communication and Technology

#### 3 hours general elective.

4. file a degree plan with the Graduate Office before the completion of 21 hours.
5. pass a written comprehensive examination.

## Courses in Mass Communication [MC]

- 6000 The Science of Communication.** Three credits. Quantitative and qualitative research dealing with the uses and effects of mass communication.
- 6010 Cultural Studies in Communication.** Three credits. Relationship of communication to culture with particular emphasis on the everyday life contexts of media audiences.
- 6100 Research Design.** Three credits. Prerequisite: Permission of graduate director. Formulating research questions, developing operational definitions, selecting measures. Analysis of surveys, observational techniques, and interpretive studies.
- 6110 Quantitative Research Methods.** Three credits. Prerequisite: MC 6000. Techniques of communication research emphasizing survey and experimental methods. Sampling, questionnaire construction, data gathering, and statistical methods.
- 6120 Qualitative Research Methods.** Three credits. Prerequisite: MC 6010. Techniques of communication research emphasizing participant observation, ethnography, and focus groups. Interviewing, observation, problems of generalization, ethics of fieldwork.
- 6200 Media Management.** Three credits. Prerequisite: Permission of graduate director. Application of the case study method to understanding the role of management and managers in the delivery of media to the marketplace. Application of management and organization theory to the problems of the mass media.
- 6230 Media in the Marketplace.** Three credits. Prerequisite: Permission of graduate director. The use of various forms of audience research in media organizations. Social and ethical conflicts related to marketing.
- 6250 Media Organizations.** Three credits. Prerequisite: Permission of graduate director. An examination of the structure of media organizations. Roles of creators, producers, distributors, publics, institutional frameworks.
- 6300 Media Law and Ethics.** Three credits. Prerequisite: Permission of graduate director. An overview of the laws relating to the media. Ethical and social dimensions of law. Emphasis on case studies.
- 6320 Mass Media and Public Opinion.** Three credits. Prerequisite: MC 6000. Theories of democracy, the nature of a “public” and of “public opinion.” Readings in the classics on mass media and democracy and in public opinion research.
- 6350 Cultural Studies in Popular Music.** Three credits. Prerequisite: MC 6010. Relationship of popular music to society with attention to institutional, textual, and audience studies.
- 6380 News, Culture, and Democracy.** Three credits. Prerequisite: MC 6010. Critical examination of the news process with attention to the relationship of economic, cultural, and political constraints.
- 6400 Communication and Technology.** Three credits. Prerequisite: Permission of graduate director. Readings in the cultural history of media technology explore technological change and social development as a system of interrelated social relations and practices.
- 6430 Special Topics in Communication.** Three credits. Prerequisite: Permission of graduate director. An in-depth analysis of one or more current issues or subdisciplines. Topics will vary from semester to semester.
- 6590 Case Studies in Media Management.** Three credits. Prerequisite: Permission of graduate director. A capstone course that emphasizes the integration of communication theory and method with management philosophy in the planning of strategy for media organizations. Emphasis on case studies and student presentations. Requires consent of director of graduate studies or instructor.
- 6600 Seminar in Applied Research.** Three credits. Prerequisite: Permission of graduate director. A capstone course that emphasizes the application of various research methodologies to decision making in media organizations.
- 6610 Directed Reading and Research.** Three credits. Completion and execution of a research project under the direction of a faculty advisor. P/F grading.
- 6640 Thesis Research.** One to six credits. Under the direction of a faculty advisor and graduate committee, the student will plan and execute an original research or creative project. Once enrolled, student should register for at least one credit hour of master’s research each semester until completion. S/U grading.
- 6650 Professional Project.** One to six credits. Completion and execution of a professional project under the direction of a faculty advisor and graduate committee. Once enrolled, student should register for at least one credit hour of master’s project each semester until graduation. S/U grading.
- 6999 Comprehensive Examination and Preparation.** One credit. Open only to students who are not enrolled in any other graduate course and who will take the master’s comprehensive examination during the term. The student must contact the graduate advisor during the first two weeks of the term for specifics regarding the details of this comprehensive examination preparatory course. Credit may not be applied to degree requirements.

