

MEDIA AND POPULAR CULTURE CONCENTRATION, COMMUNICATION & MEDIA (MA)

The Media and Popular Culture concentration provides students with the necessary critical skills, historical grounding, and research methodologies for interpreting the cultural and social impact of popular media (television, film, radio, and social and digital media) in our globalized society. Students will learn how to analyze shifting patterns of production and consumption of popular culture, and to contextualize these changes within broader historical and theoretical frameworks.

Our interdisciplinary graduate seminars investigate current media-related topics through different perspectives, including popular audiences, national and transnational media, media industries, the politics of media culture, media histories, and representational content. Our courses examine the impact and potential of new technologies, the power of audiovisual media in society, the role of media in the formation of identities, and aesthetic dimensions of popular culture.

This concentration will be of interest to those seeking to prepare for a PhD program or to further their careers in the film, television and digital media fields.

Course Requirements

The MA in Communication and Media with a concentration in Media and Popular Culture requires a total of 12 courses, 48 credit hours, for completion. Students must complete the following requirements:

- Three core courses
- One methods course
- Four Media and Popular Culture electives
- One Applied Communication elective
- Three graduate level electives

Media and Popular Culture Concentration Core Courses

Course	Title	Quarter Hours
Students must take the following core courses:		12
CMNS 500	FOUNDATIONS IN GRADUATE COMMUNICATION STUDIES	
CMNS 510	APPLIED COMMUNICATION: THEORIES AND CASES	
MPOP 502	MEDIA AND CULTURAL STUDIES	

Media and Popular Culture Concentration Methods Requirement

Course	Title	Quarter Hours
Students must take one methods course:		
MPOP 503	CRITICAL ANALYSIS	4

Media and Popular Culture Concentration Elective Courses

Students must take a minimum of 4 Media and Popular Culture electives (16 credit hours). Topics courses can be taken multiple times for credit as long as the specific topic differs each time.

Course	Title	Quarter Hours
Select four Media and Popular Culture electives:		16
MPOP 501	FILM AND MEDIA THEORY	
MPOP 505	DIVERSITY AND INCLUSION IN MEDIA	
MPOP 506	MEDIA LITERACY	
MPOP 520	TOPICS IN MEDIA STUDIES	
MPOP 523	TOPICS IN GLOBAL FILM & MEDIA	
MPOP 530	NEW MEDIA AND CULTURE	
MPOP 541	AUDIO DOCUMENTARY	
MPOP 542	TOPICS IN PRODUCTION	
MPOP 550	FANDOM AND ACTIVE AUDIENCES	
MPOP 575	DIGITAL MEDIA ETHICS	

Applied Communication Elective

Students in the Media and Popular Culture concentration must take a minimum of 1 Applied Communication Elective (4 credits).

Course	Title	Quarter Hours
Students must take 1 Applied Communication elective:		4
CMNS 512	TOPICS IN APPLIED COMMUNICATION	
CMNS 530	INSTRUCTIONAL DEVELOPMENT	
CMNS 541	ORGANIZATIONAL COMMUNICATION AND CULTURE	
CMNS 545	COMMUNICATION AND TECHNOLOGY	
CMNS 548	TEAMS, DIVERSITY AND LEADERSHIP	
CMNS 551	COLLABORATION FOR SOCIAL IMPACT	
CMNS 573	WORK/LIFE COMMUNICATION AND WELLNESS	
CMNS 580	DATA-DRIVEN DECISION MAKING IN COMMUNICATION	
PRAD 594	COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE	

General Electives

Students in the Media and Popular Culture Concentration must take a minimum of 3 general electives (12 credits). These electives can come from any of the Media and Popular Culture concentration electives, any of the Applied Communication concentration electives, and up to 2 electives can be an outside elective from a graduate program outside of Communication and Media. Outside electives must be approved by advisor or graduate program director.

Course	Title	Quarter Hours
Students in the Media and Popular Culture concentration must take 3 general electives.		12
MPOP 501	FILM AND MEDIA THEORY	
MPOP 505	DIVERSITY AND INCLUSION IN MEDIA	
MPOP 506	MEDIA LITERACY	

MPOP 520	TOPICS IN MEDIA STUDIES
MPOP 523	TOPICS IN GLOBAL FILM & MEDIA
MPOP 530	NEW MEDIA AND CULTURE
MPOP 541	AUDIO DOCUMENTARY
MPOP 542	TOPICS IN PRODUCTION
MPOP 550	FANDOM AND ACTIVE AUDIENCES
MPOP 575	DIGITAL MEDIA ETHICS
CMNS 512	TOPICS IN APPLIED COMMUNICATION
CMNS 530	INSTRUCTIONAL DEVELOPMENT
CMNS 541	ORGANIZATIONAL COMMUNICATION AND CULTURE
CMNS 545	COMMUNICATION AND TECHNOLOGY
CMNS 548	TEAMS, DIVERSITY AND LEADERSHIP
CMNS 551	COLLABORATION FOR SOCIAL IMPACT
CMNS 573	WORK/LIFE COMMUNICATION AND WELLNESS
CMNS 580	DATA-DRIVEN DECISION MAKING IN COMMUNICATION
PRAD 594	COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE