

DEPAUL
UNIVERSITY



Course Catalog

College of Communication Graduate Studies

Winter/Spring 2008-2009

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College of Communication

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Catalog Version

GRADUATE UPDATE: OCTOBER 15, 2007

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[College of Communication - Graduate Studies](#) □ [College of Communication](#) □ [General Information](#)

General Information

The graduate programs in the College of Communication attract working professionals, recent college graduates and "career changers" - all seeking perspective, skills, and opportunities. In all of our programs, students are able to choose from a wide array of classes, not only within-program, but also from across programs and disciplines. Currently the College of Communication offers four M.A. programs. They are the M.A. in Organizational and Multicultural Communication, the M.A. in Journalism, the M.A. in Media, Culture and Society, and the M.A. in Public Relations and Advertising. The first three also offer 5-year B.A./M.A. options.

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Graduate Programs

[College of Communication - Graduate Studies](#) □ [College of Communication](#) □ [Graduate Programs](#)

GRADUATE PROGRAMS

As our world is reshaped by technological, social, political and economic change and as the United States becomes more visibly a culture of many cultures, the challenges and opportunities for communication specialists increase. The Department of Communication offers four graduate degree programs:

- ∨ Master of Arts in Organizational and Multicultural Communication
- ∨ Master of Arts in Public Relations and Advertising
- ∨ Master of Arts in Journalism
- ∨ Master of Arts in Media, Culture and Society

MA in Organizational and Multicultural Communication

MA in Public Relations and Advertising

MA in Journalism

MA in Media, Culture and Society

MA in Organizational and Multicultural Communication

MASTER OF ARTS IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION

In the Organizational and Multicultural Communication program, the Organizational and Multicultural tracks share some common coursework. However, each concentration also has its own distinct focus.

The Organizational Communication track focuses on communication challenges specific to business and organizational settings. It helps students to understand and manage the broad communication processes within organizations while enabling them to develop their individual skills as communicators. This track will be of interest to professionals in profit and nonprofit settings, particularly those who manage employees or have responsibilities for personnel issues.

Multicultural Communication focuses on the dynamics of communication across cultures. It explores not only what happens when people of two different national cultures meet, but also what happens when people from a variety of cultures and ethnicities come together in one organization, community or country. This track will be of particular interest to those who work with international and multiethnic corporations and to public service personnel serving individuals from a variety of backgrounds and cultural traditions. It will also provide a solid foundation for Ph.D. work in communication and related disciplines.

ADMISSION TO MA IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION

A bachelors degree, or equivalent, is required for admission to the M.A. program. To be admitted, applicants must demonstrate, through past academic work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidates profile and will consider a variety of information sources. Admission decisions for the Organizational and Multicultural program will be based on the following.

- Two official undergraduate transcripts (minimum grade point average of 3.0 on a 4-point scale).
- A writing sample (preferably a research paper that demonstrates the applicants ability to synthesize and criticize scholarly work).
- Application form with personal essays (see application packet).
- Two current letters of recommendation written by work supervisors and/or faculty members familiar with the applicants academic and/or professional achievements.
- A professional resume
- GRE scores are not required, but may be submitted to strengthen an application.

Provisional acceptance may require one or more of the following:

CMNS 501: Communication in Cultural Contexts one of the core classes

CMNS 541: Corporate Communication and Culture one of the core classes

An English language examination is required for applicants who have completed their undergraduate education outside the USA ; a minimum TOEFL paper-based score of 590 (or 243 computer-based) is necessary for admission.

We currently admit students during Autumn and Winter Quarters. The application deadline for Autumn Quarter is April 15th. The application deadline for Winter Quarter is October 1st. Applications received after these dates are considered only on a space-available basis.

DEGREE REQUIREMENTS

The Master of Arts in Communication requires 12 coursesfour core courses common to both the multicultural and corporate concentrations, six courses in the students chosen concentration, two graduate electives inside or outside the program and a Comprehensive Final Examination. Those students who attain a 3.70 GPA or higher have the option to complete a culminating project or thesis rather than the Comprehensive Final Exam. Students who wish to seek an M.A. in Communication with both Organizational and Multicultural concentrations must complete four courses that serve both concentrations and two courses from each concentration in addition to the four core courses. This choice will leave the student no electives outside the department.

Students must maintain a 3.0 average in their graduate work to remain in good standing. Students who drop below this average will be put on academic probation and expected to attain the minimum requirement within two quarters. Failure to do so will result in dismissal from the program.

Students may take one or two courses per quarter to complete the program. The program requires twelve courses as specified below.

I. FOUR CORE COURSES

CMNS 501 Communication in Cultural Contexts

CMNS 541 Corporate Communication and Culture

CMNS 581 Qualitative Research Methods

CMNS 582 Quantitative Research Methods

II. SIX COURSES (within selected concentration/s)

III. TWO ELECTIVES (with permission from instruction)

COURSES SERVING ORGANIZATIONAL AND MULTICULTURAL CONCENTRATIONS:

CMNS 523 Gendered Communication

CMNS 525 Comparative Management Communication

CMNS 526 Communication in Organizational Assimilation

CMNS 527 Assessment and Intervention

CMNS 529 Topics in Organizational and Multicultural Communication

CMNS 542 Multicultural Communication in the Workplace

CMNS 561 International Media

CMN 591 Internship

COURSES THAT SERVE THE CORPORATE CONCENTRATION:

CMNS 543 Communication and Organizational Change

CMNS 544 Politics and Power in Organizations

CMNS 545 Communication and Technology

CMNS 546 Business and Professional Communication

CMNS 547 Communication in Customer Service

CMNS 548 Teams and Leadership

CMNS 549 Topics in Corporate Communication

CMNS 552 Strategic Communication

CMN 591 Internship

COURSES THAT SERVE THE MULTICULTURAL CONCENTRATION:

CMNS 502 Intercultural Communication Theories

CMNS 503 Communication and Cultures in Transition

CMNS 504 Language, Thought & Culture

CMNS 509 Topics in Multicultural Communication

CMNS 521 Language and Power

CMNS 522 Rhetorical Construction of Identity

CMNS 563 Multicultural Media Representations

CMN 591 Internship

IV. COMPREHENSIVE FINAL EXAMINATION OR THESIS

Students in the Master of Arts in Organizational and Multicultural Communication complete their degree requirements by writing a thesis or through a Comprehensive Final Examination..

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Organizational and Multicultural Communication Course Catalog (2008- 2009)

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Organizational and Multicultural Communication Course Catalog (2008- 2009)

MA in Organizational and Multicultural Communication Course Catalog (2008- 2009)

CMNS 501 Communication in Cultural Contexts

Analyzes theories of the interaction between culture and communication. Investigates the facets of culture that influence communication in a variety of settings, ranging from corporate and educational realms to social and familial domains, particularly among people from different cultures. Examines how communication can serve to bridge gaps in a multicultural setting.

CMNS 502 Intercultural Communication Theories

The course provides an overview of different theories of intercultural communication. The course also prepares students to conduct pure theoretical inquiry and theorydriven research into intercultural communication practices, processes, and patterns.

CMNS 503 Communication and Cultures in Transition

Explores the role of communication in facilitating and inducing cultural change on a national

and international scale. Examines the interaction between culture and communication and the impact of interaction on cultural transition and transformation in contemporary societies. The course takes a case study approach to one international culture (eg. China , India , Latin American countries, Russia , Saudi Arabia) or of social issues and social movements in the United States (eg. women's liberation, civil rights, pop cultures).

CMNS 504 Language, Thought and Culture

This course examines the interrelationship among language, thought, and culture. Reviews and critiques theories and research of how language or the use of symbols reflects culture and shapes reality for certain cultural/ethnic groups and organizations. Explores how language influences thought and action of the collective and of individuals in social, political and organizational settings.

CMNS 509 Special Topics in Multicultural Communication

Course covers a variety of topics that address theories about multicultural communication such as culture, gender, sexual orientation, race, and ethnicity.

CMNS 521 Language and Power

Reviews the role of language and representation as social power. Topics include rhetorical form as strategy, semiotic analysis of power relations, language and the construction of subjectivity, and discursive structures of empowerment.

CMNS 522 Rhetorical Constructions of Identity

Focuses on the rhetorical theories and practices through which various cultural groups within the US . construct a sense of identity. The course examines different rhetorical forms and strategies through an analysis of the rhetorical situations, texts and artifacts of various cultural groups.

CMNS 523 Gendered Communication

Examines research into the ways the various aspects of communication are affected by and affect the social construction of gender. Topics covered include language and language usage differences, interaction patterns and perceptions of the sexes generated through language and communication. **(Crosslisted as MLS 445/WMS 440).**

CMNS 525: Comparative Management Communication

Examines and contrasts the management philosophies of different cultures around the world, paying special attention to how European and Asian organizational practices influence structure, culture and communication within American corporations.

CMNS 526 Communication In Organizational Assimilation

This class introduces students to the processes by which individuals join, become a part of, and exit organizations. The course structure closely parallels the popular organizational assimilation stage model outlined below, but takes an explicit multicultural perspective throughout. Specifically, in addition to discussing the traditional body of work on this subject, which often ignores issues of diversity, this course examines the organizational assimilation experiences for women, gays/lesbians, and ethnic minorities in the United States . Revealed here are some of the subtle and notso subtle ways which employees can be discriminated against at different stages of the assimilation process.

CMNS 527 Assessment and Intervention in Organizations

Organizations are symbolic realities constructed by humans in communication. In other words, organizations are creations, and both organizational members and observers need to comprehend them as such. Communication 527 is devoted to preparing you to become communication professionals able to understand organizations through the analysis of organizational patterns of meanings and expectations. Communication professionals help organizations to improve communication by (1) identifying differences between actual and desired conditions of communication and (2) devising ways to close the gap between actual and desired states. The first function involves organizational communication evaluation (gathering, analyzing, and interpreting data about an organization's communication processes). The second function is referred to as intervention (actions taken to improve organization communication). People who perform organizational communication evaluation and intervention may be members of the organization or outside agents brought in to perform specific projects. This class will on the role of the communication professional in the maintenance and change of organizational communication functions, structures, and the communication processes that occur at various systems levels, including dyads, groups, intercultural and multicultural relations, and organization wide network processes.

CMNS 529 Special Topics in Organizational and Multicultural Communication

This course varies on topics related to communication theories, concepts, and practices that address both organizational and multicultural communication.

CMNS 541 Corporate Communication and Culture

The central purpose of this course is to introduce students to the role communication plays in

organizational life. Throughout the quarter, attention will be devoted to examining the various theoretical perspectives from which organizational communication can be viewed, and selectively surveying major content topics and current issues in the organizational communication literature. **(Crosslisted with MPS 501).**

CMNS 542 Multicultural Communication in the Workplace

Multicultural issues affect the communication of organizational members on a day-to-day basis. This course examines multicultural issues in professional settings. It provides students with knowledge about cocultural communication patterns, which will enhance their own ability to interact. Further, it demonstrates how multicultural communication can be an organizational asset.

CMNS 543 Communication and Organizational Change

Change in an organization implies change in communicative processes at the individual, dyadic, group and systemic levels. Communication variables that define patterns of interaction within these organizational contexts will be examined as well as key issues that might cause communication difficulties.

CMNS 544 Politics and Power in Organizations

Examines political activities sanctioned and encouraged by organizations, subjective political activities initiated by individuals, bases of power within organizations (influence strategies), living and working with organizational politics (coping mechanisms).

CMNS 545 Communication and Technology

Communication and Technology explores the process through which technological and social systems cocreate or invent each other. As such, this course not only examines the role that new communication technologies play in shaping our social systems and the organizations within them, but also looks at how social, cultural, economic and legal contexts influence the development and emergence of these technologies.

CMNS 546 Business and Professional Communication

Explores presentational skills, interviewing skills, bargaining and negotiating skills, and small group communication skills. Surveys topics critical to effective managerial communication in a corporate environment. **(Crosslisted with PRAD 510).**

CMNS 547 Communication in Customer Service

America's economy is currently driven by service industries. In this course, we will explore the communicative dimensions of customer service. By reviewing the theory and research of customer service and exploring the research methods available for assessing service, students will be both better able to appreciate the service process and diagnose and change ineffective service systems.

CMNS 548 Teams and Leadership

Modern organizations are increasingly interested in shifting their organizational structures toward the goal of creating self managed work teams. Therefore, the current communication graduate greatly benefits from knowledge and experience with two interdependent aspects of group dynamics: decision making under conditions of uncertainty, and the philosophy and practice of developing groups into self managed teams. The December quarter version of this course will combine a relatively brief period of lecture/discussion with a teamwork intensive action learning component towards the goal of making each student competent to either spearhead a change to self managed work teams in their own organization (if called upon to do so), or to understand and weather this change in work mode without stress.

CMNS 549 Special Topics in Organizational Communication

Course covers a variety of topics that address theories about organizational communication such as group processes, conflict management, and leadership.

CMNS 561 International Media

Examines the political economy of the global media, with attention to institutional, historical, and contemporary questions of ownership and program content, as well as representations by the US . commercial news media of the foreign other and the representation of Western culture and institutional life in nonWestern contexts. Includes examination of issues in the mass media now debated within the international community, pursuing questions about the New World Information Order, the international marketplace of images, cultural imperialism and national culture, and types of programming aimed at an international audience.

CMNS 563 Multicultural Media Representations

This course examines both representational practices and theories that are informed by multicultural perspectives. It explores ways in which scholars and media practitioners have dealt with the epistemological problem of "difference" The course may take up topics such as race, class, age, and sexual orientation as categories of difference that have informed and continue to inform academic inquiries. The course also looks at historical and/or contemporary media texts, and analyzes them through these methods.

CMNS 581 Qualitative Research Methods

Introduction to qualitative approaches to research in communication. The course includes a systematic review and application of ethnography, unstructured interviewing, personal document analysis, historical research, and critical practice. Addresses the rationale, method, and theory of each qualitative approach to research in addition to placing emphasis upon data collection and interpretation.

CMNS 582 Quantitative Research Methods

Introduces students to quantitative approaches to research and basic statistics. Topics include research design and control, survey construction, measurement and other general research issues, nonparametric statistics, correlation, the test and analysis of variance.

CMNS 592 Independent Study (Instructor consent required)

Students will be guided in the development of a special research project that furthers their collaboration with an instructor and produces a report that demonstrates their mastery of critical content and competencies. The independent study option is intended for students who have demonstrated a mastery of course content, who would benefit from a sustained, focused collaboration with a relevant faculty member.

CMNS 599 Thesis/Project

Students who select the Thesis or Project Option must take this course while they write their thesis or finish their project. Students work closely with their chosen advisor in completing their thesis/project.

CMN 591 Internship

In consultation with the graduate advisor and the internship director, students design a field experience to be undertaken under the supervision of a project director in the field. The internship may be connected to a question derived from coursework, related to the student's thesis topic, or based on a personal research objective. It may include appropriate experiences determined by the field supervisor as well as the student's individual goals.

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Public Relations and Advertising

MA in Public Relations and Advertising

MASTER OF ARTS IN PUBLIC RELATIONS AND ADVERTISING

The Master of Arts in Public Relations and Advertising equips students with the expertise and skills necessary to strategically manage an organizations communication with its publics. The public relations component stresses counseling and relationship management, while advertising combines the management and creative aspects of persuasive communication. The development, implementation and evaluation of research-based programs and campaigns are emphasized throughout the curriculum. Students who complete this course of study gain an understanding of the key principles and theories of public relations and advertising and an appreciation for the ethical requirements of responsible practice in these media-related fields. Additionally, the program offers skills-based training in such areas as speechwriting, media relations, crisis management and creative strategies. Most graduates of this program are industry-bound for successful careers in business, government, non-profit organizations and/or associations .

ADMISSION TO MA IN PUBLIC RELATIONS AND ADVERTISING

A bachelor's degree, or equivalent, is required for admission to this program. To be admitted, applicants must demonstrate, through past academic or professional work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidate's profile and will consider a variety of information sources. Admission decisions are based on the following:

- One official undergraduate transcript (minimum grade point average 3.0 on a 4-point scale).
- Graduate Record Exam (GRE) scores.
- Professional resume.
- Two writing samples that demonstrate an applicants ability to communicate clearly and concisely with a variety of audiences.
- Applicant responses to four personal essay questions.
- Three recommendation forms, along with current letters of recommendation, written by faculty members and/or work supervisors familiar with the applicant's academic and/or professional achievements.
- The program director and/or the admission committee may request an interview.

An English language examination is required for applicants who have completed their undergraduate education outside the USA ; a minimum TOEFL paper-based score of 590 (or 243 computer-based or 96 for an Internet test with no section under 22) is necessary for admission. Application deadline is March 15 for Fall admission and October 1 for Winter admission. Applications received after the deadline will be considered on a space available basis. New students begin the program in the Fall Quarter or Winter Quarter only.

DEGREE REQUIREMENTS

The Master of Arts in Public Relations and Advertising requires 12 courses five core courses that are common to the study of public relations and advertising, six courses selected from Process and Application electives, and one outside course. One of the five core courses includes a degree completion requirement that involves either a comprehensive exams (plus one additional course), or a research thesis.

Students must maintain a 3.0 average in their graduate work to remain in good standing. Students who drop below this average will be put on academic probation and expected to achieve the minimum requirement in two quarters. Failure to do so will result in dismissal from the program.

Students may take one or more courses per quarter to complete the program. The program requirements are outlined below:

I. FIVE CORE COURSES

PRAD 553 Advertising

PRAD 555 Public Relations

PRAD 575 Communication Law and Ethics

PRAD 585 Research Methods for the Communication Professional

PRAD 599 Professional Project or Research Thesis or Comprehensive Final Exam(plus one additional elective).

II. THREE COURSES FROM EACH CONCENTRATION

PROCESS

PRAD 500 History of Public Relations and Advertising

PRAD 505 Critical Perspectives on Public Relations and Advertising

PRAD 514 Contemporary Issues in Public Relations and Advertising

PRAD 520 Public Relations Theory

PRAD 530 Public Relations and Advertising Management

PRAD 550 Integrated Communication Campaigns

PRAD 552 Strategic Communication

PRAD 554 Creative Processes

PRAD 556 Strategic Planning in Public Relations

PRAD 557 Advertising Communication Strategy

PRAD 595 Special Topics in Public Relations and Advertising (Processes)

PRAD 597 Colloquium in Public Relations and Advertising

Other approved electives (in consultation with the PRAD graduate director)

APPLICATION

PRAD 510 Speechwriting and Presentation

PRAD 515 Public Relations Writing

PRAD 535 Health Communication

PRAD 540 Crisis Communication Management

PRAD 551 Advertising and Copywriting

PRAD 560 Political Public Relations

PRAD 562 Media Relations: Special Topics

CMN 591 Internship

PRAD 596 Special Topics in Public Relations and Advertising (Application)

Other approved electives (in consultation with the PRAD graduate director)

III. ONE OUTSIDE COURSE

This course is selected in consultation with the PRAD graduate director.

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Public Relations and Advertising Course Catalogue (2008-2009)

PRAD 500 History of Public Relations and Advertising

This course offers students a survey of significant historical developments in the rise of American public relations and advertising, including the individuals and the social, cultural and political trends that have shaped the fields in the nineteenth and twentieth centuries. Students will consider the relationship between current professional practice and the evolution of modern public relations and advertising techniques.

PRAD 505 Critical Perspectives on Public Relations and Advertising

This course examines the ever increasing influence of public relations and advertising in our society, highlighting issues of power and social responsibility. Students are asked to think critically about the societal effects of public relations and advertising and their roles in the production and maintenance of public opinion. Future practitioners consider the potentially adversarial relationship that exists between public relations and advertising and the media in societies based on a free press.

PRAD 510 Speech Writing and Presentation

The course will allow students to gain experience writing and delivering speeches and making professional presentations. An emphasis will be placed on the role of speeches and speechwriters and the responsibilities associated with those involved in such an integral part of a democratic society. The multiple uses and value of speeches and presentations as public relations tools will also be addressed. **(Crosslisted with CMNS 546)**

PRAD 514 Contemporary Issues in Public Relations and Advertising

A seminar devoted to the reading and discussion of contemporary academic and popular works dealing with emerging issues in the fields of public relations and advertising. Students gain advanced knowledge of new industry trends and explore issues central to current professional debates.

PRAD 515 Public Relations Writing

The goal of this course is to help students develop the professional writing skills needed for success in public relations. Students analyze the process of strategic public relations planning and explore the communication techniques used to establish positive relationships with organizational constituents. They apply what they have learned by developing and presenting a variety of public relations materials, such as program plans, news releases, magazine/report/newsletter copy, video scripts, web copy and speeches. Upon the successful completion of this course, students will have a professional portfolio of public relations writing samples. **(Prerequisite: PRAD 555).**

PRAD 520 Public Relations Theory

This course is designed to orient students to the theories that dominate Public relations scholarship, as well as the prevailing theories applied in practice. Students will review the historical evolution of various theories, critiques that have contributed to theory development, and the current status of various theories in the field. **(Prerequisite: PRAD 555)**

PRAD 530 Public Relations and Advertising Management

This course focuses on the application of management principles and practices to the effective development of public relations and advertising plans, programs and campaigns. The course examines management practices and organizational theory and considers issues and practices related to planning, budgeting, new business development and account management. **(Prerequisites: PRAD 555 and PRAD 553)**

PRAD 535 Health Communication

This course will help students understand the organizational impact of health policy in America and prepare students to assume roles in communication management positions in the United States health care industry. Students will explore current issues in health policy such as the problem of the uninsured, the rising cost of health care, and the politics of health. Each student will be responsible for focusing on a particular aspect of health policy and developing a report on the topic.

PRAD 540 Crisis Communication Management

This course examines institutional crisis communication from a management perspective. Emphasis is on crisis response strategies and organizational approaches for preventing and managing crisis events. Students develop case studies of contemporary crises and participate in simulations designed to develop professional expertise and practical skills in crisis communication management. **(Prerequisites: PRAD 555 or permission of instructor)**

PRAD 550 Integrated Communication Campaigns

The course presents a formal model for the implementation of integrated marketing communication plans across a number of communication functional areas. The course stresses the importance of campaign consistency, expression of unique audience insights, creative leverage, and the establishment of zero based execution parameters. Case studies are examined as models for understanding elements of successful programs and for the development of team projects. (**Prerequisites: PRAD 553 and PRAD 555 or permission of instructor**)

PRAD 551 Advertising and Copywriting

This course examines the creative, media planning and account executive functions of the advertising field. Special emphasis will be devoted to copywriting. To provide an intensive workshop experience, students will be divided into art director/copywriter teams to develop a campaign for a nonprofit organization. Lectures, class discussions and guest speakers will supplement the hands on experience. Students will complete the course with general advertising and copywriting skills that are broadly applicable to many corporate communication contexts. (**Prerequisite: PRAD 553**) .

PRAD 552 Strategic Communication

This course explores the process by which communicators attempt to accomplish their goals. In particular, this course covers theories of persuasion, strategic message design (creating messages that take into account multiple audiences and goals), and how the inferential process influences decision making.

PRAD 553 Advertising

This foundational course examines the theories, principles, applications and standards of advertising in multiple contexts, both from the perspectives of the practitioner and the consumer.

PRAD 554 Creative Processes

The course focuses on creative processes critical in integrated marketing communication. Overall, the course is designed to help participants think more creatively. Readings include research and theoretical studies of creative processes and institutional practices, as well as more personal essays by representative figures from several different creative venues. Cases studies are the basis for fashioning directed creative responses, discussions, in class activities and final projects.

PRAD 555 Public Relations

This course involves the study of the theory, history, practice and future of public relations in a comprehensive way. It is a course designed to allow public relations students to understand the breadth of the field and to investigate specific areas of public relations (i.e., political, medical, financial, government, corporate, education, etc.). It will also cover the operations and objectives PR practice from both the corporate and nonprofit sectors.

PRAD 556 Strategic Planning in Public Relations

Students will learn how to analyze an organizations initial situation, prior to public relations programs; how to formulate strategies and objectives for proper preplanning; and how to develop a rich and measurable PR plan. Budgets, tactics and timelines will also be discussed and required as an aspect of the final PR plan project. (**Prerequisites: PRAD 555**)

PRAD 557 Advertising Communication Strategy

The course examines the development of advertising communication strategy within the context of an organizations overall marketing objectives. The course emphasizes harmonization of strategies for internal and external audiences and for support of organizational vision. Case studies define the relationship of marketing communication to product and service innovation, pricing and distribution. Particular attention is given to strategies which are imaginative and cost effective.

PRAD 560 Political Advertising and Public Relations

This course examines how various U.S. government agencies, jurisdictions, and politicians communicate with the public and how the public influences the government through communication. Topics covered include: theory, strategies, and tactics behind effective political advertising and PR; how to critically evaluate political advertising and PR; and how individuals and groups influence the government and politicians through communication.

PRAD 562 Media Relations: Special Topics

Explores the communication between reporters and organizational spokespeople. Topics include goals of reporters and spokespeople during the transmission of information, interpretation of the various types of corporate media for reporters, techniques for corporate spokespeople for giving effective interviews. Case studies will be analyzed.

PRAD 575 Communication Law and Ethics

This course covers the aspects of communication law and ethics relevant to communication

professionals. Legal topics include First Amendment concepts, libel, privacy, copyright, freedom of information, and regulation of advertising. The ethical component focuses on the professional responsibilities of practitioners in communication fields with special emphasis on public relations and advertising.

PRAD 585 Research Methods for the Communication Professional

This course covers core issues involved in the collection and analysis of information to be used in decision making. Topics covered include the retrieval of archival data, survey design, focus group interviewing, sampling techniques, techniques for analyzing data, and campaign evaluation. (**Prerequisites: PRAD 553 and PRAD 555**)

PRAD 595 Special Topics in Public Relations and Advertising (Processes)

This course examines a broad range of topics related to public relations and advertising processes. The course may address such topics as issues management, consumer behavior, relationship management, strategic planning and program development, or integrated communication campaigns.

PRAD 596 Special Topics in Public Relations and Advertising (Application)

This course examines a broad range of application topics in public relations and advertising. Courses may address the uses and impact of new technologies, publication design, proposal writing, Web based media writing, computer graphics, video production, creativity and other topics. Other courses may focus on specific industry applications in such areas as education, sports and entertainment, arts and culture, health and science, financial or technology.

PRAD 597 Colloquium in Public Relations and Advertising

This course brings students together with professionals in public relations and advertising to illustrate the diverse nature of work in these fields. Speakers from both corporate and nonprofit organizations will be invited to share their professional experiences and to discuss the knowledge competencies and skills required to succeed in these fields.

PRAD 599 Final Project/Thesis Research/Comprehensive Exam

Four credit hours.

CMN 591 Internship

In consultation with the graduate advisor and the internship director, students design a field experience to be undertaken under the supervision of a project director in the field. The internship may be connected to a question derived from coursework, related to the student's thesis topic, or based on a personal research objective. It may include appropriate experiences determined by the field supervisor as well as the student's individual goals.

College of Communication - Graduate Studies ▢ College of Communication ▢ Graduate Programs ▢ MA in Journalism

MA in Journalism

MASTER OF ARTS IN JOURNALISM

The MA in Journalism focuses on the social responsibility of journalists in the new converged, online world of information gathering and dissemination. Students will be given the theoretical grounding and the skills they'll need to tell stories in this new digital landscape. Mac and PC labs, along with a state-of-the-art studio, control room, and integrated high-end editing suites, located in Chicago's South Loop, will be staffed by experienced professionals drawn from the city's major media. Graduates will learn how to add value to stories citizens access on the web, contributing to the flow of information that makes democracy, self-governance, and social justice possible.

ADMISSION TO MA IN JOURNALISM

Students seeking admission to the Masters in Journalism program must:

- Fill out an application form
- Have earned a Bachelors Degree from an accredited college
- Submit an official undergraduate transcript in which the student achieved a minimum grade point average of 3.0 on a 4-point scale
- Provide a statement of purpose of 750 words, explaining why the student is seeking admission to the program
- Submit a writing sample or project that demonstrates the applicants journalistic ability.
- Submit two letters of recommendation
- Submit a resume

The Graduate Board in Journalism has a rolling admission policy, meaning the board will consider

completed applications throughout the year. For students who completed their undergraduate education outside the United States and who are not native speakers of English, a TOEFL score of 600 (paper-based) or 250 (computer-based) is also required along with an oral interview with two members of the programs faculty.

DEGREE REQUIREMENTS

The Master of Arts in Journalism requires 12 courses—three core courses, a minimum of six elective courses in journalism, and a maximum of three cross-listed electives. Students must maintain a 3.0 average in their graduate work to remain in good academic standing. Students who drop below this average will be put on academic probation and will be expected to attain the minimum requirement within two quarters. Failure to do so may result in dismissal from the program.

I. THREE CORE COURSES

JOUR 501 The Social Responsibility of Journalism

JOUR 502 News Now: Journalism in the Information Age

JOUR 503 Reporting for Converged Newsrooms

I. JOURNALISM ELECTIVES

JOUR 504 Backpack Reporting

JOUR 505 Advanced Television Reporting

JOUR 506 Newscast Practicum

JOUR 507 Visual Communication

JOUR 508 Niche Journalism

JOUR 509 The Press, the Law, and Democracy

JOUR 510 Sports Reporting

JOUR 511 Arts and Entertainment Reporting

JOUR 512 Business Writing and Reporting

JOUR 513 Chicago and Urban Affairs Reporting

JOUR 514 Opinion and Column Writing

JOUR 515 Special Topics in Journalism

JOUR 516 Independent Study

II. CROSS-LISTED ELECTIVES

PRAD 535 Health Communication

CMNS 545 Communication and Technology

CMNS 552 Strategic Communication

CMNS 561 International Media

PRAD 562 Media Relations: Special Topics

CMNS 563 Multicultural Media Representations

PRAD 575 Communication Law and Ethics

MCS 530 New Media and Culture

MCS 534 Documentary Studies

NMS 502 New Media, Old Media

NMS 520 Web Design I

NMS 521 Web Design II

DC 420 Advanced Non-linear Editing

DC 471 Documentary Production

ENG 409 Writing and Technology/Online Documentation/Writing for Magazines

CMN 591 Internship

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Journalism Course Catalog (2008-2009)

MA in Journalism Course Catalog (2008-2009)

JOUR 501 The Social Responsibility of Journalism (4 hours) Lecture. Enrollment maximum: 30

This course introduces students to the historic development of social responsibility theory and its continuing role in defining the obligations of journalists in creating an informed citizenry as a critical part of the democratic process. The course analyzes the ongoing tension between journalistic responsibility and the obligations of news organizations to turn profits

for their shareholders and the constitutional imprimatur of journalism to offer the information that makes self-governance possible.

JOUR 502 News Now: Journalism in the Information Age (4 hours) Lecture.

Enrollment maximum: 30

This course offers historic context in critically examining issues now facing journalism. Students will analyze the impact that convergence and digital technologies are having on ethical decisions that must be made by socially responsible journalists during every news shift. Topics include: who is a reporter in the digital age and what are the rights and privileges of the online reporter in a converged environment that influence confidentiality, defamation, privacy, gate-keeping, sensationalism, the public's right to know, globalization, corporatization, and public opinion.

JOUR 503 Reporting for Converged Newsrooms (4 hours) Practicum. Enrollment maximum: 23

This course is designed to equip journalists with the techniques needed in assembling and producing stories that can be published and distributed across integrated media platforms. Students will learn to write and edit reports for online media in ways that add value to stories and encourage readers to drill down into these news narratives for information worth knowing. Students will develop an understanding of how newsgathering practices are evolving through digital media and the role of teamwork in disseminating these stories to an informed citizenry.

JOUR 504 Backpack Reporting (4 hours) Practicum. Enrollment maximum: 23

This course gives students the practical experience they need in news gathering and distribution within the converged landscape of electronic newsgathering. This will involve the preparation needed in covering stories, writing reports, shooting pictures and videos, and downloading these files along with links to relevant sites online. This course will prepare students to act independently and with others throughout the digital news gathering cycle, including the production of content in multiple information formats.

JOUR 505 Advanced Television Reporting (4 hours) Practicum. Enrollment maximum: 23

This course will teach students how to be responsible broadcast news reporters, anchors, producers and editors, who bring added value to stories in today's converged newsroom environment. Students will learn all aspects of the news gathering and distribution process from story conception to the research, interviewing, reporting, writing, shooting, editing, and producing that goes into a successful, must-see story.

JOUR 506 Newscast Practicum (4 hours) Practicum. Enrollment maximum: 23

This course teaches students how to construct a newscast, while fulfilling the social responsibility of the press. Students will learn how to utilize digital technologies to craft stories that empower citizens to participate more fully in public life. Students will rotate through different positions weekly---reporter, anchor, editor, technical director, director, floor director and producer---in producing a weekly public affairs program.

JOUR 507 Visual Communication (4 hours) Practicum. Enrollment maximum: 23

This course gives students a theoretical and practical grounding in the digital world of photo-journalism. Students will be introduced to the wide array of tools available to reporters in illustrating content from their stories on the web. This includes the hardware and software packages now available in digital story-telling and how citizens use the information in interpreting the news of the day.

JOUR 508 Niche Journalism (4 hours) Practicum. Enrollment maximum: 23

The course examines the explosion in magazine and trade publication journalism that is able to target specific audiences with content designed exclusively for them. Students will use the tools now available in reaching reader communities that share common interests and information. This is revolutionizing the ways in which stories are told, while creating communication communities that share common interests and speak a common language.

JOUR 509 The Press, The Law, and Democracy (4 hours) Lecture. Enrollment maximum: 30

This course examines the impact the digital revolution is having on the role of journalists in preserving, protecting and defending a democratic process, founded on the Enlightenment understanding that giving citizens critical information is central to the democratic process. Twenty-first century technology is furthering the ability of journalists to meet their obligations to an informed public, while greatly complicating that role. This course analyzes the uniquely democratic landscape of the internet and other virtual worlds while probing the role of journalists in that world.

JOUR 510 Sports Reporting (4 hours) Practicum. Enrollment maximum: 23

This course gives students an historic understanding of the role of the sports writer and

sports section and the impact the online universe is having on sports writing and reporting. Students will learn the values of modern sports editors and the techniques used by modern sports writers. Students will learn the perspective and context that makes good sports writing truly exceptional.

JOUR 511 Arts and Entertainment Reporting (4 hours) Practicum. Enrollment maximum: 23

Arts and Entertainment reporting is among the most widely read, but often is the most poorly executed aspect of a publication or broadcast. Students taking this course will develop a critical appreciation for the role of arts and entertainment reporting in the history of the press and its current role in creating a culture that appreciates and understands the arts and their profound contribution to human understanding.

JOUR 512 Business Writing and Reporting (4 hours) Practicum. Enrollment maximum: 23

This course will help students better understand the critical role that business and finance reporting plays in the United States and the world economy. Students will develop the techniques that are necessary in responsibly researching, reporting, writing and editing business and financial news. Segments of the course will be devoted to the history of the discipline, the ethical responsibilities of the business press, and the unique opportunities now available to the digital reporter of business and financial news.

JOUR 513 Chicago and Urban Affairs Reporting (4 hours) Practicum. Enrollment maximum: 23

This course analyzes what is distinctive about Chicago reporting. Students will be introduced to the rich tradition and history of reporting in this city, and the central role this work has played in the development of urban reporting nationwide. To do this, students will take a close look at the institutions, people, neighborhoods, decision-makers and events that impact Chicago residents in their everyday lives. The emphasis will be on localizing our approach to stories through a beat system that will allow students to regularly report on important areas of municipal life.

JOUR 514 Opinion and Column Writing (4 hours) Practicum. Enrollment maximum: 23

Students will learn what makes for extraordinary opinion and column writing with an emphasis on strong reporting that enables writers to assemble arguments based on the firm foundation of fact. Also examined will be the new ways in which digital delivery systems both empower and threaten the free flow of ideas within and across interest communities.

JOUR 515 Special Topics in Journalism (4 hours) Lecture and Practicum. Enrollment maximum: 30 for lecture. 23 for practicum.

Topics will include The Chicago Olympics; The Press & the Presidency; Reporting Campaign 2008; War and Disaster Reporting; Law and Legal Issues; Science and Technology; Celebrity Reporting; Health and Medicine, Religion and Moral Issues; and Globalization and the Political Economy of the Press.

JOUR 516 Independent Study (4 hours) (Instructor consent required)

Students will be guided in the development of a special project that furthers their collaboration with an instructor and produces a report that demonstrates their mastery of critical content and competencies. The independent study option is intended for students who have demonstrated a mastery of course content, who would benefit from a sustained, focused collaboration with a relevant faculty member.

CMN 591 Internship

In consultation with the graduate advisor and the internship director, students design a field experience to be undertaken under the supervision of a project director in the field. The internship may be connected to a question derived from coursework, related to the student's thesis topic or based on a personal research objective. It may include appropriate experiences determined by the field supervisor as well as the student's individual goals.

MA in Media, Culture and Society

MASTER OF ARTS IN MEDIA, CULTURE AND SOCIETY

The MA in Media, Culture & Society is an interdisciplinary program that combines theoretical study,

historical perspective and practical application for understanding the cultural and social implications of our rapidly changing digital media worlds. Students consider how corporate and government policies shape media industries and how individuals form identities through interactive media use. The program offers conceptual frameworks in media and cultural theory for understanding the power of media in society, with a particular emphasis on issues of race, class, gender, ethnicity, sexuality, nation and globalization. Students have access to state-of-the-art digital media production facilities and instruction from practicing media professionals in Chicago . The program is designed for those seeking to further their professional careers in the media fields or to prepare for a Ph.D. program. The program includes a 5-year BA/MA option for continuing DePaul students.

ADMISSION TO MA IN MEDIA, CULTURE AND SOCIETY

A bachelor's degree, or equivalent, is required for admission to this program. To be admitted, applicants must demonstrate, through past academic or professional work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidate's profile and will consider a variety of information sources. Admission decisions are based on the following:

- An official undergraduate transcript (minimum grade point average 3.0 on a 4-point scale)
- A completed application form
- A Statement of Purpose (750 words) explaining why the student is seeking admission to the program
- A writing sample (a research paper that demonstrates the applicant's ability to synthesize and analyze scholarly work or a work-related document that demonstrates the candidates engagement with media-related projects)
- Two letters of recommendation written by work supervisors and/or faculty members familiar with the applicant's academic and/or professional achievements
- A resume or curriculum vitae
- GRE scores are not required, but may be submitted to strengthen an application
- For students who completed their undergraduate education outside of the U.S. and who are not native speakers of English, a TOEFL score of 600 (paper-based) or 250 (computer-based) is also required.

DEGREE REQUIREMENTS

Students must complete 48 credit hours (12 four-credit courses). All students take four core courses and eight additional courses from a Comprehensive Exam, Thesis or Project option.

Four Core Courses:

MCS 501 Introduction to Media Studies

MCS 502 Media and Cultural Studies

MCS 503 Global Media

DC 525 Digital Media Practicum

Comprehensive Exam Option : Students choose up to two media production electives and six to eight critical studies electives. Students must complete a four and one-half hour in-class comprehensive exam.

Thesis Option : Students take two thesis courses, up to two media production electives and four to six critical studies electives. Students must have a 3.7 GPA and above in the graduate program to be eligible to select the thesis option for completing the M.A. degree.

Project Option . Students take two project development courses, up to four media production electives and two to six critical studies electives.

Critical Studies Electives include:

MCS 520 Topics in Media Studies

MCS 521 Topics in Cinema Studies

MCS 530 New Media and Culture

MCS 531 Media Policy

MCS 532 Asian Cinema/Media

MCS 533 Latin American Cinema/Media

MCS 534 Documentary Studies

MCS 592 Independent Study

MCS 599 Thesis/Project Supervision.

CMN 591 Internship

Media Production Electives include:

MCS 541 Audio Documentary

MCS 542 Topics in Production

DC 415 Advanced Sound Design

DC 420 Advanced Non-linear Editing

DC 471 Documentary Production

DC 475 Advanced Cinematography

ENG 486 Document Design

ENG 409 Online Documentation/Writing and Technology

NMS 520 Web Design I

NMS 521 Web Design II

MCS 599 Thesis/Project Supervision.

CMN 591 Internship

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Media Culture and Society Course Catalog (2008-2009)

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Media Culture and Society Course Catalog (2008-2009)

MA in Media Culture and Society Course Catalog (2008-2009)

MCS 501 Introduction to Media Studies (4 hours) Lecture.

Enrollment maximum: 30

This course introduces students to the field of media studies. In addition to a broad historical overview, students are introduced to media studies traditions in the social sciences and humanities including mass communications, media effects studies, political economy, media policy and textual/content analysis. Students learn the historical trajectory of these media studies disciplines and how they have shaped the field of study as well as historiographic methods for understanding and writing about media history.

MCS 502 Media and Cultural Studies (4 hours) Lecture

Enrollment maximum: 30

This course provides students with a theoretical and methodological background in the interdisciplinary field of cultural studies, which considers media and culture as sites for the construction and contestation of race, class, gender, ethnicity, sexuality and nation. The course provides a foundation in critical cultural studies, ideology critique, critical race and gender studies, transnational media studies and active audience studies.

MCS 503 Global Media (4 hours) Lecture

Enrollment maximum: 30

This course surveys a number of frameworks for understanding the global dynamics that constitute particular media cultures around the world. We will examine historical perspectives and debates concerning the processes of globalization and the medias constitutive role in impacting our conceptions of space and time across local, national and transnational terrains. Students will interrogate how the actions of nation states, civil society and transnational corporations impact media industries and ask how media representations are contested across registers of nation, region, citizenship, class, religion, labor, gender, Diaspora, race, migration and ethnicity.

MCS 520 Topics in Media Studies (4 hours) Seminar

Enrollment maximum: 27

This is a seminar that focuses on a particular area of media studies including, but not limited to, topics such as the contemporary media industries, kids media culture, television studies, music cultures, digital divide, race and media, celebrity culture, radio studies, war and media, gender and media, global television, new media studies and sexuality and media. Students may take this seminar repeatedly in different topic areas.

MCS 521: Topics in Cinema Studies (4 hours) Seminar

Enrollment maximum: 27

This is a seminar-level course that provides in-depth examinations of Cinema Studies topics. Topics vary from quarter to quarter and may include studies of film genres, film authorship, national cinemas, global cinema, gender in cinema, animation, film theory, early cinema, film aesthetics, race and representation, film sound studies or other rotating topics.

MCS 530 New Media and Culture (4 hours) Seminar

Enrollment maximum: 27

This seminar considers the cultural ramifications of new media in shaping life experience and opportunity. As interactive digital media technologies expand opportunities for social networking, text and instant messaging, file sharing, collaborative authoring, blogging, podcasting and mobile communication, this seminar asks how these new technologies

impact identity formation, creative participation and concepts of public culture. Issues of concern include race, gender, class, sexuality, cultural citizenship, fandom, subcultures and democratic participation.

MCS 531 Media Policy (4 hours) Seminar

Enrollment maximum: 27

This seminar considers the regulatory policies that have shaped media culture including those governing ownership, content, labor and intellectual property. The focus is on how citizens, industries, governments and social movements have sought to impact the role of media in public and private life including issues such as civil rights, media conglomeration, sex and violence, free speech, public access, childrens media, public radio/TV, fair use in copyright, international governance, commercialization and equal opportunity. Students engage with these issues through investigating historical and contemporary case studies within local and global contexts.

MCS 532 Asian Cinema/Media (4 hours) Seminar

Enrollment maximum: 27

This seminar examines the cultural, social and economic contexts to Asian cinema/media. The course focuses on national and regional cinema/media industries and their transnational contexts of production, circulation and reception. Students consider questions of identity and cultural difference, particularly in relation to immigration, Diasporas, transnationalism, youth culture, class, gender, sexuality, race and ethnicity. As well as an historical survey, the course considers recent developments as digital technologies impact Asian media cultures.

MCS 533 Latin American Cinema/Media (4 hours) Seminar

Enrollment maximum: 27

This seminar examines the production, distribution and impact of cinema and media in the Latin American context. We will view a range of works from major and minor industries and investigate how social, economic and political forces have shaped or are presently influencing and transforming national cinemas and their industries. Questions of identity and cultural difference, particularly in relation to immigration, diasporas, transnationalism, youth culture, class, gender, sexuality, race and ethnicity are central to the discussions. We will consider the diversity of styles and topics as much as the discursive and theoretical frameworks that in the past defined, or those that are now redefining, the cinema and media of the region.

MCS 534 Documentary Studies (4 hours) Seminar

Enrollment maximum: 27

This course examines the rise and growth of documentary forms, including audio, film, television, photography and literary journalism. Students will study representative works from each documentary approach and learn to analyze the techniques of observation and representation at use in these pieces. Students will become familiar with the social, aesthetic and historical discourses of documentary and understand major theoretical and critical approaches of analyzing documentary forms. Students will become aware of the convergent and divergent qualities that are features of qualitative research, journalism and documentary practice. Students will learn how documentary functions as a witness to personal and public histories.

MCS 541 Audio Documentary (4 hours) Seminar

Enrollment maximum: 27

Through practical application and the exploration of cultural reporting and documentary approaches to communication, we will consider questions that surround the interpretation and representation of cultural experience. We will analyze and create audio documentaries in an effort to understand better a significant form of storytelling. There are three central learning objectives that will guide us through the course: (1) we will develop an understanding of the techniques people use to observe, (2) we will develop an understanding of the aesthetic and structural choices people make to explain what they do, and (3) we will use this knowledge to inform the production of our audio documentary projects.

MCS 542 Topics in Production (4 hours) Seminar

Enrollment maximum: 27

This course allows students to take production courses from across the university including, but not limited to, Advanced Sound Design, Advanced Non-linear Editing, Documentary Production, Advanced Cinematography, Document Design, Online Documentation, Writing and Technology, Web Design I and Web Design II.

MCS 592 Independent Study (4 hours)

Students who select the Thesis or Project Option take this course to conduct research for their thesis/project in consultation with a faculty member of their choice. Other students may also use this course to work with a faculty member on an independent study. Students can take

only one Independent Study.

MCS 599 Thesis/Project Supervision (4 hours)

Students who select the Thesis or Project Option must take this course while they write their thesis or finish their project. Students work closely with their chosen advisor in completing their thesis/project.

CMN 591 Internship

In consultation with the graduate advisor and the internship director, students design a field experience to be undertaken under the supervision of a project director in the field. The internship may be connected to a question derived from coursework, related to the student's thesis topic or based on a personal research objective. It may include appropriate experiences determined by the field supervisor as well as the student's individual goals.

5 Year Programs

College of Communication - Graduate Studies □ College of Communication □ 5 Year Programs

BA/MA in Organizational and Multicultural Communication

ADMISSION TO 5-YEAR BA IN COMMUNICATION/MA IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION

Students seeking admission to the five-year BA in Communication/MA in Organizational and Multicultural Communication must apply to the Program Director during their junior year and then, if accepted, subsequently take three graduate courses in their senior year. Students will complete the M. A. degree in the fifth year in a Multicultural or Organizational concentration or a combination of the two.

BA/MA in Journalism

College of Communication - Graduate Studies □ College of Communication □ 5 Year Programs □ BA/MA in Journalism

BA/MA in Journalism

ADMISSION TO FIVE-YEAR BA IN COMMUNICATION/MA IN JOURNALISM

Students seeking admission to the five-year BA in Communication/MA in Journalism must:

- Apply for the program in their junior year.
- Take three graduate courses in their senior year. These courses cannot be used to replace their core requirements but can be used to replace Communication electives, open electives, or Journalism track electives. These three graduate courses will then be double-counted for the applicants BA and MA degree
- Fill out an applicant form
- Submit an official transcript with a minimum grade point average of 3.25 in Communication courses and an overall GPA of 3.00 on a four-point scale
- Provide a statement of purpose of 750 words explaining why the student is seeking admission to the program
- Submit a writing sample or project that demonstrate the applicants ability in journalism
- Submit two letters of recommendation

BA/MA in Media, Culture and Society

BA/MA in Media, Culture and Society

ADMISSION TO FIVE-YEAR BA IN COMMUNICATION/MA IN MEDIA, CULTURE AND SOCIETY

Students seeking admission to the five-year BA in Communication and Media/MA in Media, Culture & Society must:

- Apply for the program in their junior year.
- Apply only after completing the three College of Communication core requirements (CMN 101, CMN 102, CMN 103).
- Take three Media, Culture and Society (MCS) graduate courses in their senior year. These courses cannot be used to replace their core major requirements but can be used to replace communication electives, open electives, or Radio/TV/Film track electives. The three graduate courses count toward their BA in Communication.
- Fill out an application form
- Submit an official undergraduate transcript (minimum grade point average of 3.50 in Communication courses and an overall GPA of 3.00 on a 4-point scale)
- Provide a Statement of Purpose (750 words) explaining why the student is seeking admission to the program
- Submit a writing sample (research paper that demonstrates the applicant's ability to synthesize and analyze scholarly work)
- Submit two letters of recommendation from professors in the College of Communication
- Submit a copy of their official course record

Faculty

JACQUELINE TAYLOR, PH.D.,

Professor and Dean

University of Texas , Austin

JC. BRUNO TEBOUL, PH.D.,

Associate Professor and Associate Dean

Ohio State University

LUISELA ALVARAY, PH.D.,

Assistant Professor

University of California , Los Angeles

JAY BECK, PH.D.,

Assistant Professor

University of Iowa

DAVID BRENDERS, PH.D.,

Associate Professor

Purdue University

CAROLYN BRONSTEIN, PH.D.,

Associate Professor

University of Wisconsin , Madison

LEAH BRYANT, PH.D.,

Assistant Professor
University of Nebraska
JOE CAPPO, B.A.,

Instructor

DePaul University
43 years experience in print journalism
TIM COLE, PH.D.,

Associate Professor

University of California , Santa Barbara
MIKE CONKLIN, M.A.,

Instructor

Loyola University
35 years experience *Chicago Tribune*
BRUCE EVENSEN, PH.D.,

Professor

University of Wisconsin-Madison
11 years experience in broadcast journalism
DENNIS GILLESPIE, PH.D.,

Visiting Associate Professor

Loyola University
DEVORAH HEITNER, PH.D.,
Visiting Assistant Professor

Northwestern University
MARLA KRAUSE, M.A.,

Instructor

University of Chicago
23 years experience *Chicago Tribune*
ED LAWLER, M.A.,

Instructor

University of Notre Dame
15 years experience in print journalism
BROOKE LIU, PH.D.,

Assistant Professor

University of North Carolina
DOUGLAS LONG, M.F.A., M.A.,

Instructor

Indiana University
LUCY XING LU, PH.D.,

Professor

University of Oregon
DANIEL MAKAGON, PH.D.,

Associate Professor

University of South Florida
DONALD MARTIN, PH.D.,

Associate Professor

University of Texas , Austin
JOHN MCMURRIA, PH.D.,

Assistant Professor

New York University
ALEXANDRA MURPHY, PH.D.,

Associate Professor

University of South Florida
LISA PECOT-HEBERT, PH.D.,

Assistant Professor

University of Georgia
BARBARA SPEICHER, PH.D.,

Associate Professor

Northwestern University
JESSICA TOMELL-PRESTO, PH.D.,

Visiting Assistant Professor

Southern Illinois University
LAURA WASHINGTON, M.S.,

Wells-Barrett Professor

Northwestern University
Chicago Sun-Times columnist
PATRICIA WHALEN, PH.D.,
Assistant Professor
Michigan State University
BARBARA WILLARD, PH.D.,
Associate Professor
University of Iowa
MICHAELA WINCHATZ, PH.D.,
Assistant Professor
University of Washington
KAY YOON, PH.D.,
Assistant Professor
University of Illinois , Urbana

Academic Handbook

College of Communication - Graduate Studies □ Academic Handbook

Academic Information and Regulations

This course catalog is the official statement of the requirements, rules and regulations for the graduate programs offered by the College of Communication . Additional academic information and regulations applicable to these graduate programs appears in other sections of this publication. Additionally, this catalog does not constitute a contract between the student and the University. Every effort has been made to provide accurate and firm information. The University reserves the right to revise the content of its Catalogs and Schedules, and to change policies, programs, requirements, rules, regulations, procedures, calendars and schedule of tuition and fees; to establish and modify admission and registration criteria; to cancel or change courses or programs and their content and prerequisites; to limit and restrict enrollment; to cancel, divide or change time or location or staffing of classes; or to make any other necessary changes.

Upon admission to a graduate program, a student is to follow the catalog requirements in effect at the time of entrance. A student who is readmitted or who changes his or her program or enrollment status is subject to the terms of the catalog in effect at the time of readmission or status change.

As a graduate student you assume the responsibility to know and meet both the general and particular regulations, procedures, policies, and deadlines set forth in this catalog. All students are expected to adhere to the Student Code of Responsibility found in the Student Handbook. The University follows the requirements outlined in the Family Educational Rights and Privacy Act of 1974 which outlines the rights of students to review their educational records. The procedures for such review and the rights of students in this regard are set forth in the Student Handbook. Certain student information, known as Directory Information, may be disclosed by the institution to outside parties, unless the student has specifically requested that this information not be released. Students who do not want Directory Information released should update this status online through Campus Connection.

Academic Advising

Courses and Credit

Probation and Dismissal

Plagiarism

Graduation Procedures

College of Communication - Graduate Studies □ Academic Handbook □ Academic Advising

Academic Advising

Academic advising helps to insure successful completion of graduate studies. If you are a degree-seeking student, contact your faculty advisor. If you are a non-degree seeking student or a student-at-large, contact either your graduate division office, or the appropriate department or program director.

Courses and Credit

No one is permitted to attend a class for which he or she has not been properly registered. Credit is accumulated on the basis of quarter hours. The unit of credit is one quarter hour granted for 45 minutes of classroom work a week. The normal class extends over a ten-week period (or an accelerated five-week period in the summer). All courses carry four quarter hours of credit (2 2/3 semester hours), unless otherwise noted.

Students enrolled for eight or more quarter hours of credit are considered full-time. Those enrolled for less are considered part-time. For students fully employed, registration for two courses in a term is the suggested maximum.

Courses numbered 300 through 399 are advanced undergraduate courses. If listed in this Catalog, they may be accepted for graduate credit within the limitations stipulated by the specific departmental chair or program director.

Grades

Grades

Following is the key to the system of evaluating the academic achievement by the student of the educational objectives specified by the instructor in the course syllabus. These definitions apply to the straight letter grade. A plus grade represents slightly higher achievement than the straight letter grade. A minus grade represents slightly lower achievement than the straight letter grade.

- A** The instructor judged the student to have accomplished the stated objectives of the course in an EXCELLENT manner.
- B** The instructor judged the student to have accomplished the stated objectives of the course in a VERY GOOD manner.
- C** The instructor judged the student to have accomplished the stated objectives of the course in a SATISFACTORY manner.
- D** The instructor judged the student to have accomplished the stated objectives of the course in a POOR manner. (A grade of D will not fulfill the requirements in a major field of concentration.)
- F** The instructor judged the student NOT to have accomplished the stated objectives of the course.
- IN** Temporary grade indicating that the student has a satisfactory record in work completed, but for unusual or unforeseeable circumstances not encountered by other students in the class and acceptable to the instructor is prevented from completing the course requirements by the end of the term. An incomplete grade may not be assigned unless the student has formally requested it from the instructor, and the instructor has given his or her permission for the students to receive an incomplete grade. At the end of the second quarter (excluding summer) following the term in which the incomplete grade was assigned, remaining incompletes will automatically convert to "F" grades. Ordinarily no incomplete grade may be completed after the grace period has expired. Instructors may not change incomplete grades after the end of the grace period without the permission of a college-based Exceptions Committee.
- ING** Permanent grade assigned to a degree recipient who chooses not to resolve a grade of "IN" awarded during the last two terms prior to graduation. The grade of "ING" (Incomplete, Graduated) is final, and cannot be changed or lapsed to "F" once the degree is posted.
- PA** Passing achievement in a pass/fail course. Courses required for the degree cannot be taken to earn a PA grade. (Grades A through D represent passing performance.)
- R** Student is making satisfactory progress in a course that extends beyond the end of the term or in a project extending over more than one quarter. A grade of R for an undergraduate course must be removed within one calendar year. Grades not changed with one year will be

reduced to the grade of F.

RG Permanent grade assigned to a degree recipient who chooses not to resolve a grade of "R" awarded during the last two terms prior to graduation. The grade of "RG" (Research, Graduated) is final, and cannot be changed or lapsed to "F" once the degree is posted

W Automatically recorded when the student's withdrawal is processed after the deadline to withdraw without penalty.

WA Administrative withdrawal.

FX Student stopped attending course. This is an apparent withdrawal. The grade can be changed to a grade of W by the college administration without consulting the instructor if it is determined that the student attempted to withdraw but followed incorrect procedures, or on other administrative grounds. If not administratively removed, it is scored in the grade point average the same as an F. Students are advised to contact their college office to initiate the request to correct an FX grade. An FX grade may not be changed if it has remained on the student's record beyond twelve months except in extraordinary circumstances.

M Final grade not submitted.

AU Auditor status, not for credit.

QUALITY POINTS

Quality points are awarded to a student in relation to the grade given and the number of quarter hours of credit attempted in the course. Quality points are awarded according to the following schedule:

A 4 times the number of credit hours assigned to the course.

A- 3.7 times the number of credit hours.

B+ 3.3 times the number of credit hours.

B 3 times the number of credit hours.

B- 2.7 times the number of credit hours.

C+ 2.3 times the number of credit hours.

C 2 times the number of credit hours.

C- 1.7 times the number of credit hours.

D+ 1.3 times the number of credit hours.

D 1 quality point for each credit hour in the course.

F,FX (no quality points awarded)

AU,W,IN,PA,R, ING, RG (quality points not assigned)

ILLUSTRATION

**Grade Quality Points Credit Hours Quality Points
Per Credit Hour Attempted Merited**

A $4.0 \times 4 = 16.0$

A- $3.7 \times 4 = 14.8$

B+ $3.3 \times 4 = 13.2$

B $3.0 \times 4 = 12.0$

B- $2.7 \times 4 = 10.8$

C+ $2.3 \times 4 = 9.2$

C $2.0 \times 4 = 8.0$

C- $1.7 \times 4 = 6.8$

D+ $1.3 \times 4 = 5.2$

D $1.0 \times 4 = 4.0$

F,FX $0.0 \times 4 = 0.0$

AU,W,IN,PA,R,ING,RG Quality Points not assigned.

GRADE REQUIREMENTS

A student must earn a grade of B or higher to receive graduate credit for any upper-level undergraduate course (300 level) that has been accepted for graduate credit. A student must achieve a minimum grade point average of 2.500 to graduate. A grade of D+ or D is unacceptable for graduate credit, and if earned in a required course, the course must be repeated or substituted as directed by the chair of the area of concentration. D+ or D grades remain on the academic record and are calculated into the cumulative grade point average.

Probation and Dismissal

A student is subject to probation as soon as his/her graduate GPA falls below 2.500. The student remains on probation until four more courses are taken, at which time another evaluation is made. If, at that time, the student has failed to raise his/her GPA to the required level of 2.500 the student may be dismissed for poor scholarship, and prohibited from registering for additional course work.

A student who has been dismissed may, after a period of time, petition for reinstatement. The petition, addressed to the dean of the college, would provide information that would demonstrate a change in the students circumstances to an extent that would support successful completion of the students degree program. The deans decision, based upon the merits of the petition and the recommendation of the faculty of the students department, may, if favorable, stipulate conditions of reinstatement.

College of Communication - Graduate Studies □ Academic Handbook □ Plagiarism

Plagiarism

Plagiarism is a serious form of academic dishonesty involving the presentation of the work of another as ones own. Plagiarism includes but is not limited to the following:

The direct copying of any source such as written and verbal material, computer files, audio disks, video programs or musical scores, whether published or unpublished, in whole or in part, without proper acknowledgement that it is someone elses.

Copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement.

Submitting as ones own work a report, examination paper, computer file, lab report or other assignment which has been prepared by someone else. This includes research papers purchased from any other person or agency.

The paraphrasing of anothers work or ideas without proper acknowledgement. Plagiarism, like other forms of academic dishonesty, is always a serious matter. If an instructor finds that a student has plagiarized, the appropriate penalty is at the instructors discretion. Actions taken by the instructor do not preclude the college or the University taking further punitive action including dismissal from the University. For further information about the Universitys policies on academic integrity please consult the Student Handbook.

Registration Procedures

College of Communication - Graduate Studies □ Academic Handbook □ Registration Procedures

Registration Procedures

Students enrolled at any time during the previous calendar year are eligible to register. Continuing students register via Campus Connection.

REGISTRATION IN COURSES IN OTHER COLLEGES OR SCHOOLS Graduate students may be permitted to register for courses offered in other colleges or schools of the University. Contact the Graduate Office for specifics.

RESIDENCE REGISTRATION

Whether in residence or not, all admitted graduate students, masters and doctoral levels who will use the

facilities of the University (library, laboratory, etc.) or who will consult with faculty members regarding theses, dissertations or examinations, must be registered in each quarter.

College of Communication - Graduate Studies □ Academic Handbook □ Graduation Procedures

Graduation Procedures

DEGREE REQUIREMENTS

You must have successfully completed all of the general and specific degree requirements as listed in departmental or program sections of the catalog under which you were admitted. Completed degree requirements can include the submitting of the dissertation or thesis or the research paper, examination scores, and, if necessary, grade changes. Students need to achieve a minimum grade point average of 2.500 to graduate.

GRADUATION WITH DISTINCTION

Requirements for graduating with distinction vary by department. Refer with department for minimum requirement on grade point average, final oral or written examination or masters papers where applicable.

COMMENCEMENT

Graduation ceremonies are held in June of each year. If you cancel or are ineligible to graduate, you must reapply for the next convocation.

DIPLOMA

Graduation ceremonies are symbolic. Your diploma will be mailed shortly after the convocation.

DEADLINES

Specific dates are established for the on-line submission to your graduate office of the completed graduation application and for completion of graduation requirements. Contact your graduate office for specifics or refer to dead-lines listed on the graduate website.

Admissions

College of Communication - Graduate Studies ▢ Admissions

Admission Procedures

GENERAL PROCEDURES

Procedures for admission to the graduate programs in the College of Communication are outlined below. For specific information about admission requirements and deadlines to each department or program, please consult the program listing in this Catalog or on the Web site.

Application: You can apply online at <http://www.depaul.edu/apply> . To request information about College of Communication graduate programs, please e-mail us at gradcom@depaul.edu , phone 773.325.7315, or complete the online form at http://www.depaul.edu/request_info.asp .

Supporting Credentials: We require official transcripts from all universities, colleges, and junior colleges you have attended. Please request that transcripts be sent directly to the Graduate Admission Office, 990 W. Fullerton, Suite 1600 , Chicago , IL 60614 . We recommend that you request transcripts in sufficient time to meet the programs deadline.

The College of Communication graduate programs require additional supporting credentials before an application file is considered complete. Please consult the specific program listing in this catalog or on the Web site to determine what additional materials are required for admission and the deadline by which applications and supporting materials should be submitted.

Note: A senior in a DePaul undergraduate program is eligible to submit an application to a College of Communication graduate program before completing the undergraduate degree. DePaul transcripts will be obtained by the graduate admission staff, but applicants should submit any other credentials required for admission to the degree program. DePaul students interested in pursuing graduate studies in the College of Communication should inquire about the various 5 year programs the College currently has in place.

Application Fee: You can pay the application fee online as part of the online application or send a check or money order payable to DePaul University . Consult the application instructions for specific information about amount of the fee. If paying by check or money order, send it along with your supporting credentials to the Graduate Admission Office, 990 W. Fullerton, Suite 1600 , Chicago , IL 60614 . Applications submitted without an application fee will not be processed. The fee is nonrefundable.

Application Deadline and Entry Terms: Consult the department or program listing in this Catalog or on the Web site for information about application deadlines and to which academic terms (fall, winter, spring,

summer) the program admits new students.

Deans Admission Letter: The dean will notify you by letter of your admission status, it is our policy not to review, evaluate, or act upon any application for admission without having the completed application form, all supporting credentials, and the application fee.

Deferring Admission: If you do not enroll in the term to which you were admitted, you must request that we defer your admission to the next available term. Email gradcom@depaul.edu to request a deferral. If you do not enroll at the university within one year of the date of your letter of admission, you must complete an application for readmission.

TRANSFER CREDIT

College of Communication graduate programs vary with regard to the number of transferred credit hours allowed. Please contact the director of the program you are applying to for more information.

INTERNATIONAL STUDENT ADMISSION

Students who require a student visa (I-20) in order to study at DePaul must meet all admission requirements and demonstrate adequate financial support. Applicants educated in a country in which the native language is not officially recognized as English must also submit proof of English proficiency. College of Communication programs require a minimum TOEFL score of 590 (paper-based), 243 (computer-based), or 96 with no individual score less than 22 (internet-based). DePaul also accepts the IELTS (International English Language Testing System) with a minimum score of 7.5. The letter of admission and I-20 are issued only after admission. **International students are encouraged to complete their applications at least one month prior to any published program deadline, or no later than three months before the start of the term, whichever date comes first.**

READMISSION PROCEDURES

If you were previously enrolled in a graduate program in the College of Communication but have not been in attendance for a period of one calendar year or longer, but not more than four calendar years, you must file a readmission application. (If more than four years have elapsed since you have been in attendance, you must file a new application.) The form must be submitted at least two weeks prior to the day of registration for the term in which you expect to resume your studies.

Official copies of transcripts recording scholastic work taken while not enrolled at DePaul University must be submitted. As a policy, students are held to the degree requirements that are in force at the time of readmission.

RECLASSIFICATION PROCEDURES

Should you desire to change programs or admission status, you must file a reclassification application. Contact your program director for more information.

