

DEPAUL  
UNIVERSITY

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## **Course Catalog**

**College of Communication Graduate Studies**

**Summer/Autumn 2010-2011**

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# College of Communication

[College of Communication - Graduate Studies](#) ▢ [College of Communication](#)

## Catalog Version

### **GRADUATE UPDATE: JUNE 15, 2010**

Please use the menu items to the left for current catalog navigation. Access archived catalogs by choosing the link to the right.

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

## General Information

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.

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 some courses are allowed 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 and Cinema Studies and the M.A. in Public Relations and Advertising. The first three also offer 5-year B.A./M.A. options.

## Graduate Programs

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### **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 College 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 and Cinema Studies

MA in Organizational and Multicultural Communication

MA in Public Relations and Advertising

MA in Journalism

MA in Media and Cinema Studies

Concentration in Latino Media and Communication

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Organizational and Multicultural Communication

## **MA in Organizational and Multicultural Communication**

The Organizational and Multicultural program offers three tracks: Organizational, Multicultural, and Dual. The 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.

The Multicultural Communication track 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.

The Training and Development track provides students with a foundation in adult learning theory as well as theories of organizational change. Students learn how to conduct organizational communication assessments and design interventions to facilitate organizational problem-solving. Furthermore, students are taught how to design and implement training activities in organizational contexts. The track also provides opportunities for students to explore organizational diversity conceptually and as an ongoing influence on organizational communication processes.

Students may also elect to take a dual track of courses that cut two of the above tracks. This option may appeal to students interested in such areas as diversity in the workplace, international training and development, and communication education, and consulting. The Organizational and Multicultural program also provides a solid foundation for Ph.D. work in communication and related disciplines.

## **ADMISSION TO MA IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION**

A bachelors degree from a regionally accredited college or university, 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 College 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.

- An 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 faculty members and/or work

- supervisors 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 receiving a B or better in one or more of the following:

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

CMNS 541: Organizational 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 score of 96 (internet version) with each section score at 22 or higher; 243 (computer version) or 590 (paper version) is necessary for admission.

We currently admit students during Autumn, Winter, and Spring Quarters. The application deadline for Autumn Quarter is May 15. The application deadline for Winter Quarter is November 2. The application deadline for Spring Quarter is February 15. Applications received after these dates will be considered for the following quarter admission.

## **DEGREE REQUIREMENTS**

The Master of Arts in Organizational and Multicultural Communication requires 12 courses three core courses common to all tracks and seven courses in the students chosen concentration (organizational, multicultural, training and development or dual), two graduate electives inside or outside the program and a comprehensive final examination. Students who attain a 3.70 GPA or higher have the option to complete a culminating project or thesis rather than the 12th course and the comprehensive final exam.

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.

### **I. THREE CORE COURSES**

**CMNS 501** Communication in Cultural Contexts

**CMNS 541** Organizational Communication and Culture

**CMNS 581** Qualitative and Quantitative Research Methods

### **II. SEVEN COURSES** (within selected track/s)

### **III. TWO OUTSIDE ELECTIVES** (with permission from instructor)

#### **COURSES THAT SERVE THE ORGANIZATIONAL TRACK:**

**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 530** Instructional Development

**CMNS 531** Instructional Development Practicum

**CMNS 542** Multicultural Communication in the Workplace

**CMNS 543** Communication and Organizational Change

**CMNS 544** Politics and Power in Organizations

**CMNS 545** Communication and Technology

**CMNS 547** Communication in Customer Service

**CMNS 548** Teams and Leadership

**CMNS 549** Topics in Organizational Communication

**CMNS 552** Strategic Communication

**CMN 591** Internship

#### **COURSES THAT SERVE THE MULTICULTURAL TRACK:**

**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 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 530** Instructional Development  
**CMNS 531** Instructional Development Practicum  
**CMNS 542** Multicultural Communication in the Workplace  
**CMNS 561** International Media  
**CMNS 563** Multicultural Media Representations  
**CMN 591** Internship

**COURSES THAT SERVE THE TRAINING AND DEVELOPMENT TRACK:**

**CMNS 527** Assessment and Intervention  
**CMNS 530** Instructional Development  
**CMNS 531** Instructional Development Practicum  
**CMNS 532** Introduction to Communication Training and Development (required course)  
**CMNS 542** Multicultural Communication in the Workplace  
**CMNS 543** Communication and Organizational Change  
**CMNS 548** Teams and Leadership  
**CMNS 553** Communication and Diversity Training for Leaders  
**CMNS 554** Technology and Communication Training Strategies  
**CMNS 555** Adult Learning Theories and Strategies  
**CMNS 556** Intercultural Conflict and Negotiation Strategies  
**CMNS 557** Special Topics in Training and Development  
**CMN 591** Internship

**Students electing the dual track take 3-4 courses in each of the two tracks they choose.**

**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.

MA in Organizational and Multicultural Communication Course Catalog

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**MA in Organizational and Multicultural Communication Course Catalog**

**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 theory-driven 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 (e.g. China, India, Latin American countries, Russia, Saudi Arabia) or of social issues and social movements in the United States (e.g. 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 505 Latino Communication in Cultural Contexts**

This seminar surveys theories of the interaction between culture and communication in specific Latino contexts. Investigates the facets of culture that influence Latino communication intra- and inter-culturally in a variety of settings, ranging from corporate and educational realms to socio-political and family domains. Provides students with theoretical, analytical and practical skills to understand, communicate with, and engage with diverse Latino populations in professional and social 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 not-so-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 530 Instructional Development**

This course is designed to assist students in understanding the principles necessary for effective design, delivery and evaluation of instruction based on recognition of situational learning styles, instructional content, the educational venue, and measured outcomes. The point of view of the course is that the instructional development process is a dynamic, unique, significant, and challenging concept that demands the attention of instructors and faculty in all educational settings, both academic and corporate. This course will help students reflect upon issues related to instructional development by emphasizing the realms of interaction within and about educational setting and the components that are recognized as critical in the development, delivery, and assessment of quality instructional experiences.

#### **CMNS 531 Instructional Development Practicum**

After completing CMNS 530, students have the option of taking CMNS 531. The course allows students to apply concepts learned in Instructional Development as they partner as a teaching assistant with a College of Communication instructor to prepare assignments, conduct teaching sessions, and grade.

#### **CMNS 532 Introduction to Training and Development**

#### **CMNS 541 Organizational 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.

#### **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 co-cultural 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 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 553 Communication and Diversity Training for Leaders**

Diversity translates into knowledge, competencies and skills in business contexts. Diversity training for leaders will include an examination of EEO (Equal Employment Opportunity) requirements, affirmative action, sexual harassment and the ADA (Americans with Disabilities Act). This course provides an overview of how knowledge of diversity should influence training, recruiting, retention and other key managerial functions of business leaders including application of managerial philosophy.

#### **CMNS 554 Technology and Communication Training Strategies**

This course explores how communication processes in training contexts may be improved via the effective use of technology. Because employees have limited time to participate in onsite training activities, online strategies for the presentation of information, relevant application, peer review of objective mastery as well as employee discussion and feedback will be explored. Special communication strategies are needed to animate employee interest in online education as well.

#### **CMNS 555 Adult Learning Theories and Strategies**

The relationship between effective communication in training contexts and principles of adult learning is explored. The adult learner wishes to function in an autonomous and self directed environment, and brings a foundation of life experience and professional knowledge to the classroom. Communication trainers must provide goal oriented instruction that is both relevant and practical to those with intellectual and professional resources from which to draw. Adaptation and adjustment on the part of the instructor to the adult audience necessitates familiarity with both appropriate instructional strategies and applications.

#### **CMNS 556 Intercultural Conflict and Negotiation Strategies**

This course focuses on the role of communication strategies in conflict negotiation, mediation, and resolution within a globalized society. Students will be introduced to core concepts in intercultural communication in order to understand differing value systems and communication strategies between cultures. The course will examine conflict situations in a variety of cross cultural contexts, e.g., conflict in interpersonal relationships between members of different cultural groups, conflict in multicultural organizations, and conflict at global political levels. Students will apply intercultural communication theories to various cross cultural conflict scenarios in order to obtain practical and theoretical understanding of conflict negotiation and resolution between cultures.

#### **CMNS 557 Special Topics in Training and Development**

This course varies on topics related to issues in training and development .

#### **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. Students are limited to one independent study unless extenuating circumstances are documented and approved.

#### **CMN 591 Internship**

This graduate level course is designed to integrate the students work experience at the internship site with a career-management curriculum that enhances internship success and increases employability.

#### **CMNS 599 Research Thesis.**

Enroll in 599 during the term you plan to defend your thesis or complete your final project. This is a graded, 4-credit hour course. You must have a scheduled defense/completion date to be approved for this class. Your thesis/project advisor needs to communicate this date to the Graduate Studies Director for your program, before you are allowed to enroll.

#### **CMNS 601 Active Degree Completion.**

This is a 0-credit hour course that is available to students who are working actively toward the completion of a thesis, project, or comprehensive final exam. Enrollment in this course requires grad director approval and proof of work each quarter. No tuition is charged, only student fees, which allows you to use the library and other campus facilities. This course is graded as pass/fail.

#### **CMNS 602 Candidacy Continuation.**

Once coursework is completed, you can only sit out 2 quarters before you are taken off the active status list. To avoid this and to avoid having to request a re-admission to the program, enroll in CMNS 602 during quarters in which you are not actively working on degree completion. This is a 0-credit hour course. No tuition is charged, only student fees, which allows you to use the library and other campus facilities. This course does not qualify you for any loans. Loan deferment is not available to those enrolled in this course.

## **MA 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 College 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 in verbal, quantitative, and analytical writing.
- 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.

Priority consideration is given to applicants who submit application materials by 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 non-PRAD elective. One of the five core courses includes a degree completion requirement that involves either a comprehensive exam or a professional project or research thesis. The professional project or research thesis counts as the 12th class (PRAD 599), but if one elects to take the comprehensive exam, then an additional course must be selected, and it may be either another external elective (non-PRAD) related to public relations or advertising or an elective selected from the list of

process and application classes below.

Admitted 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. In addition, if a student is admitted conditionally, he or she must receive a 3.0 or higher in each of the first four courses taken in the program. Failure to do so will result in immediate dismissal. Conditionally admitted students will be dismissed immediately if they do not meet the conditions of their admission.

Students have six years from their original date of enrollment to complete the program and may take one or more courses per quarter to remain on the active status roster. Students must take the two foundational courses PRAD 553, Advertising, and PRAD 555, Public Relations, before continuing with more advanced courses in either of these disciplines. Students may sit out one or two quarters without enrolling in a course, but after two quarters of no course enrollment, the student will be removed from the active status roster. To resume taking courses again, the student must complete an admission form and receive permission from the graduate director to re-enroll. To avoid being removed from the active status roster, students can enroll in PRAD 601, Active Degree Completion during their preparation for the thesis, professional project or comprehensive exam. If just taking time off from courses, students may enroll in PRAD 602, Candidacy Continuation. Both courses require permission of the graduate director.

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 (optional). Student may also elect to take the Comprehensive Final Exam and an additional course instead of PRAD599.

### **II. THREE COURSES FROM EACH CONCENTRATION:**

#### PROCESS

**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 (also counts as an application class)

**PRAD 550** Integrated Communication Campaigns (also counts as an application class)

**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 process 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 (also counts as a process class)

**PRAD 551** Advertising and Copywriting

**PRAD 560** Political and Government Public Relations

**PRAD 562** Media Relations (also counts as a process class)

**PRAD 563** Media Planning

**CMN 591** Internship

**PRAD 592** Independent Study

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

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

### **III. ONE EXTERNAL NON-PRAD COURSE**

This course is selected in consultation with the PRAD graduate director and can be from any non-PRAD DePaul masters program.

#### **IV. ZERO-CREDIT COURSES**

**PRAD 601** Active Degree Completion

**PRAD 602** Candidacy Continuation

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### **MA in Public Relations and Advertising Course Catalog**

#### **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 511 Consumer Insights for Latino Markets**

The course encompasses both the similarities and differences of Latino consumers in the U.S. and focuses on how to uncover key insights about consumer buying and information processing behavior among a diverse group of Latino cultures. The insight process is commonly used in advertising and marketing but is gaining popularity in public relations and employee communications. Students will learn how to develop their own instincts as an information consumer, as well as learn some key consumer psychology and research methodologies to learn why individuals behave as they do in the marketplace. Students will find and distill secondary research data and then utilize some quantitative research techniques, and in-depth interviewing to develop a key insight into a target group.

#### **PRAD 512 Latino Marketing Communication**

Many organizations and businesses are actively pursuing the Latino market. Yet few PR/advertising programs train students to communicate effectively with this growing target audience. This course covers development of culturally relevant messages and students gain practice in developing strategic campaigns addressing this market and explore the effectiveness of using paid advertising, public relations and events, direct response (coupon redemption) and social media among different Latino cultures.

#### **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 or permission of instructor).

### **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.

### **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 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. (Prerequisite: PRAD 553 or permission of instructor)

### **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 often for a real client. 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. (Prerequisite: PRAD 553).

### **PRAD 560 Political and Government 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. (Prerequisite: PRAD 553 or PRAD 555 or permission of instructor).

### **PRAD 562 Media Relations**

This is a public relations class that 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. (Prerequisite: PRAD 555).

### **PRAD 563 Media Planning**

This is an advertising class that focuses on researching and assessing various media and media markets for possible use in advertising campaigns. Traditional print, broadcast, and out-of-home media are explored as well as media options and search engine optimization tools. Concepts of audience coverage, reach, frequency, ratings, share, gross rating points, Web page hits and click-through, CPM, and other cost and audience factors will be explored. (Prerequisite: PRAD 553).

### **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. (Prerequisites: PRAD 553 and PRAD 55 or permission of instructor)

### **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 or permission of instructor)

### **PRAD 592 Independent Study**

An independent study is an optional course that students in good standing (not on probation

or a conditional admit) may take to complete degree requirements while gaining more specialized knowledge in a particular topic area and working closely with a particular faculty member. PRAD graduate students may take only one independent study while completing their course work, and they may not take an independent study if a course in this area already exists. They may, however, expand upon a course topic already taken if the professor agrees that there is enough substance to warrant further exploration. (Requires approval by the graduate director and associate dean). See College of Communication web site for independent study proposal requirements

#### **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 Professional Project/Research Thesis**

Students who elect to complete a research thesis or professional project must enroll in this four-credit- hour course in the quarter they complete the project. Students may enroll in PRAD 601 for the two quarters prior to completion. Students must have a 3.5 GPA and a thesis/project advisor to begin the project. Enrollment in PRAD 599 requires permission of the PR/Ad graduate director.

#### **PRAD 601 Active Degree Completion**

This is a zero-credit course that requires permission of the PR/Ad graduate director. If not otherwise taking classes, students may enroll in this class for a nominal student services fee during the preparation quarters for the research thesis, professional project, or comprehensive final exam. This course requires proof of work progress. Students may only enroll in PRAD601 for the two quarters prior to defending the thesis/project or one quarter before taking the Comprehensive Exam and the quarter that the Comprehensive Exam is taken .

#### **PRAD 602 Candidacy Continuation**

This is a zero-credit course that may be taken for a nominal student services fee any time you do not take courses for two consecutive quarters and want to maintain your enrollment in PRAD or use the library and other campus facilities during any quarter in which you are not enrolled in classes.

#### **CMN 591 Internship**

This graduate level course is designed to integrate the students work experience at the internship site with a career-management curriculum that enhances internship success and increases employability.



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 Chicagos 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 a regionally accredited college or university
- 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 590 (paper-based); 243 (computer-based) or 96 (internet-based -- with all sections scores of 22 or higher) 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

### **II. 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 517** Experiential Learning in Journalism

**JOUR 518** Writing and Reporting

**JOUR 519** International Reporting

**JOUR 520** Digital Editing

**JOUR 521** Sports Producing  
**JOUR 522** Multi-Platform News Editing  
**JOUR 523** Online Sports Reporting  
**JOUR 592** Independent Study  
**CMN 591** Internship

### III. 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 415** Advanced Sound Design  
**DC 420** Advanced Non-linear Editing  
**DC 430** Visual Effects  
**DC 467** Advanced Cinematography  
**DC 471** Documentary Production  
**ENG 409** Writing and Technology/Online Documentation/Writing for Magazines

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials.

MA in Journalism Course Catalog

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## MA in Journalism Course Catalog

### **JOUR 501 The Social Responsibility of Journalism (4 hours) Lecture**

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**

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**

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**

This course gives students the practical experience they need in news gathering and distribution within the converged landscape of digital newsgathering. This requires backpack reporters who can gather and produce news stories across non-linear platforms and involves writing, photography, and videography, and the ability to upload these files along with links to relevant sites.

#### **JOUR 505 Advanced Television Reporting (4 hours) Practicum**

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**

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**

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**

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**

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**

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**

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**

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**

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**

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**

Topics have included Advanced Reporting; The Chicago Olympics; The Press and The Presidency; Reporting Campaign 2008; and From Franklin to the Internet: A History of American Journalism."

### **JOUR 517 Experiential Learning in Journalism**

Students learn advanced reporting techniques while developing projects under the direction of a faculty supervisor. This course is designed to take learning out of the classroom and enables students to develop portfolio pieces while gaining critical real world experiences in reporting. (Prereq: Instructor permission required)

### **JOUR 518 Writing and Reporting**

This course teaches foundational journalistic skills in writing and reporting for those students coming into the program without significant previous course work or professional experience in journalism.

### **JOUR 519 International Reporting**

Digital technologies have created a more interdependent world while radically transforming how that world is reported. This course analyzes the current state of foreign affairs reporting and teaches students how to think critically about foreign news reporting, while giving them the skills needed to execute stories in this challenging environment.

### **JOUR 520 Digital Editing**

This class will examine how journalists can effectively find personal accounts of news events online and evaluate their credibility. It will look at a variety of related issues on the web, including ethical reporting, gathering story ideas, reliable sourcing, and social media experimentation. Students will experience working at a live aggregate news site to practice what they've learned in socially responsible digital editing.

### **JOUR 521 Sports Producing**

This course will focus on producing sports content for broadcast with an emphasis in television production. Students will learn to write and produce compelling stories through the lens of sports, including coverage of DePaul athletics. The best of this work will be featured on DePaul's broadcast and online outlets as well as university's athletics website. Instructor permission required for this course. Students must have a working knowledge of television production equipment.

### **JOUR 522 Multi-Platform News Editing**

This course introduces students to editing and publishing procedures, including proofreading, copy editing and headline writing for various publications, including newspapers and online media. Skills are emphasized in AP style, grammar, usage, punctuation, story organization, brevity, basic layout, photo editing, cutline writing, news judgment, ethics and print/online headline writing. In addition to editing basics, students learn industry-standard InDesign

software to lay out print news pages.

### **JOUR 523 Online Sports Reporting**

Students will report, write, edit and produce online stories about sports issues, features and other topics. Skills are emphasized in game coverage, sports blogging, building a sports community on Twitter, shooting and editing video, recording and editing audio, and building basic web pages in HTML. The course also will explore ethical and legal issues pertaining to video and audio usage rights, athlete branding and other topics in the multimedia sports journalism culture.

### **CMN 591 Internship**

This graduate level course is designed to integrate the students work experience at the internship site with a career-management curriculum that enhances internship success and increases employability.

### **JOUR 592 Independent Study** (4 hours) (Program 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

### **CROSS-LISTED ELECTIVES**

PRAD 535 Health Communication (4 hours)

CMNS 545 Communication and Technology (4 hours)

CMNS 552 Strategic Communication (4 hours)

CMNS 561 International Media (4 hours)

PRAD 562 Media Relations: Special Topics (4 hours)

CMNS 563 Multicultural Media Representations (4 hours)

PRAD 575 Media Law and Ethics (4 hours)

MCS 530 New Media and Culture (4 hours)

MCS 534 Documentary Studies (4 hours)

NMS 502 New Media, Old Media (4 hours)

NMS 520 Web Design I (4 hours)

NMS 521 Web Design II (4 hours)

DC 420 Advanced Non-linear Editing (4 hours)

DC 471 Documentary Production (4 hours)

ENG 409 Writing and Technology/Online Documentation/Writing for Magazines (4 hours)

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Media and Cinema Studies

## **MA in Media and Cinema Studies**

MA in Media and Cinema Studies Course Catalog

The Master of Arts in Media and Cinema Studies at DePaul University provides students with the critical skills, historical grounding, and research methodologies for understanding the cultural and social impact of film, television and digital media in our globalized world. Our graduate seminar classes investigate current media-related topics through interdisciplinary perspectives. Questions concerning national and transnational media, film and media histories, the impact and potential of new technologies, the power of audiovisual media in society, the role of media in the formation of identities, aesthetics and popular culture, are examined. The program is designed for those seeking to prepare for a Ph.D. program or to further careers in the film, television and digital media fields. There is also a five-year B.A./M.A. option for continuing DePaul students.

### **Admission to MA in MEDIA and CINEMA STUDIES**

A bachelor's degree from a regionally accredited college or university, 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 College 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 candidate's 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 590 (paper-based) or 243 (computer-based) or 96 (internet test with no section scoring under 22) is also required.

## **DEGREE REQUIREMENTS**

Students must complete 48 credit hours (12 four-credit courses) and a Comprehensive Exam, a Thesis or a Project. Students must have a 3.7 GPA or above in the graduate program to be eligible to select the thesis or the project options for completing the M.A. degree. All students take three core and nine elective courses, one of which needs to be a production course. Students must maintain a 3.0 average in their graduate work to remain in good standing. Students who drop below this average will be placed on academic probation and are expected to achieve the minimum requirement within two quarters. Failure to do so will result in dismissal from the program.

Three Core Courses:

- MCS 501 Film and Media Theory
- MCS 502 Media and Cultural Studies
- MCS 504 Historiography and Research

Comprehensive Exam Option : Students take 7 to 8 critical studies electives and at least 1 and up to 2 media production electives. Students must complete a four and one-half hour in-class comprehensive exam.

Thesis Option : Students take 6 to 7 critical studies electives, at least 1 and up to 2 media production electives and one thesis course (MCS 599).

Project Option : Students take 6 to 7 critical studies electives, at least 1 and up to 2 media production electives and one project course (MCS 599).

Critical Studies Electives include:

- MCS 503 Global Cinema/Media
- MCS 519 Topics for Career Development in Media
- MCS 520 Topics in Media Studies
- MCS 521 Topics in Cinema Studies
- MCS 522 Topics in Cinema/Media History
- MCS 530 New Media and Culture
- MCS 532 Asian Cinema/Media
- MCS 533 Latin American Cinema/Media
- MCS 534 Documentary Studies
- MCS 592 Independent Study
- MCS 599 Research Thesis/Project
- CMN 591 Internship

Media Production Electives include:

MCS 541 Audio Documentary  
MCS 542 Topics in Production  
DC 471 Documentary Production  
DC 525 Digital Cinema Practicum  
JOUR 504 Backpack Reporting

Note:

Students may take up to 2 courses not listed in the electives above from other graduate programs at the university to be counted as electives towards their degree.

Please visit <http://communication.depaul.edu/> for more information about the program, course descriptions, and application materials.

College of Communication - Graduate Studies □ College of Communication □ Graduate Programs □ MA in Media and Cinema Studies  
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## **MA in Media and Cinema Studies Course Catalog**

### **MCS 501 Film and Media Theory (4 hours) Lecture**

This course will serve as a foundation for students in theories of film, television, and new media. An engagement with areas such as formal analysis, television and film spectatorship, authorship, television flow, and media specificity will provide both a brief historical framework for these disciplines, as well as a survey of major texts. Readings will include scholars/theorists such as Sergei Eisenstein, David Bordwell, Laura Mulvey, Horace Newcomb, Raymond Williams, Nick Browne, and Henry Jenkins.

### **MCS 502 Media and Cultural Studies (4 hours) Lecture**

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 Cinema/Media (4 hours) Lecture**

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 504 Historiography and Research (4 hours) Lecture**

This course will offer critical perspectives and methods to film and media history and research. Areas of exploration will include how popular history and academic historiography interact, the way certain subjects and facts are emphasized over others, the different forms used to represent historical knowledge, and questions of history and memory. In addition to the assumptions, methods, and purposes of film/media histories, the course will also ask crucial questions regarding the nature of enquiry and the status of data and evidence. Students will learn how to address a specific research question through a variety of methodologies in a cogent and comprehensive manner. Students will also develop competency in writing a research proposal and using research tools such as Endnote and online journal databases.

### **MCS 519 Topics for Career Development in Media (4 hours) Seminar**

This course introduces students to possible areas for professional advancement in media and cinema. As a rotating topic, it will focus on four areas of development: archiving and curating; community activism and media; media criticism and writing; and digital media development. Thus, students will be trained to understand both theory and practice of restoration/preservation; media literacy and activism; programming series and festivals; the practice of media criticism; and the use of digital media in various contexts. The courses under this rubric may include experiential learning opportunities.

#### **MCS 520 Topics in Media Studies (4 hours) Seminar**

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**

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. Students may take this seminar repeatedly in different topic areas.

#### **MCS 522 Topics in Cinema/Media History (4 hours) Seminar**

Examination of a particular era of film history or national cinema, film movements, or moments in social history and their relationship to film production. Topics currently in rotation include American Films of the 1970s, Latin American Cinema, War and Film, New German Cinema, feminist film, etc. Examination of a particular eras or forms of television/media from a historical perspective. Topics could include but are not limited to: History of American Broadcasting, International Broadcasting Structures, Television Outside the Box, Public and Community Broadcasting, genre-specific histories, etc. Students may take this seminar repeatedly in different topic areas.

#### **MCS 530 New Media and Culture (4 hours) Seminar**

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 532 Asian Cinema/Media (4 hours) Seminar**

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**

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**

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**

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**

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)**

This is a class reserved for independent coursework and specialization under the supervision of a faculty member. The student must have completed a minimum of six courses in the MCS program and have a GPA of 3.25 or higher in order to be for an independent study. Students can only take one independent study.

#### **MCS 599 Research Thesis/Project (4 hours)**

Enroll in 599 during the term you plan to defend your thesis or complete your final project. You must have a scheduled defense/completion date to be approved for this class. Your thesis/project advisor needs to communicate this date to the graduate studies director of the MCS program, before you are allowed to enroll. This is a pass/fail, 4-credit hour course. Tuition is charged and loan deferment is available.

#### **MCS 601 Active Degree Completion**

This is a 0-credit hour course that is available to students who are working actively toward the completion of a thesis, project, or comprehensive final exam. Enrollment in this course requires grad director approval and proof of work each quarter. No tuition is charged, only student fees, which allows you to use the library and other campus facilities. This course is graded as pass/fail. Active Thesis/Project Work: As a rule, you may enroll in MCS 601 during one quarter prior to defending your thesis or project.

#### **MCS 602 Candidacy Continuation**

Once coursework is completed, you can only sit out 2 quarters before you are taken off the active status list. To avoid this and to avoid having to request a re-admission to the program, enroll in MCS 602 during quarters in which you are not actively working on degree completion. This is a 0-credit hour course. No tuition is charged, only student fees, which allows you to use the library and other campus facilities. This course does not qualify you for any loans. Loan deferment is not available to those enrolled in this course.

#### **CMN 591 Internship**

This graduate level course is designed to integrate the students work experience at the internship site with a career-management curriculum that enhances internship success and increases employability.

## **Concentration in Latino Media and Communication**

The graduate concentration in Latino Media and Communication is comprised of at least four graduate level courses, drawn from the areas of advertising, journalism, media and cinema studies, multicultural communication, organizational communication, and public relations. A graduate level internship in Latino Media and Communication is available as one of these courses. Study abroad options in Mexico are also available.

### **Students who complete the graduate concentration in Latino Media and Communication will:**

- Develop an understanding of the heterogeneous and rapidly changing Latino communities locally, nationally and globally.
- Ground their knowledge of intercultural studies within a more extensive and concrete knowledge of a rapidly growing, and increasing important population within the US - Latino communities.
- Increase their cross-cultural competence (understanding and ability to dialogue across difference, develop cultural sensitivity and awareness) with Latino communities.
- Enhance their capacity to communicate with and learn from Latino populations in the workplace, in community situations, and other sites of engagement.
- Recognize the impact of the movement of Latinos across the globe and to develop the skills to critically consume and produce media, public relations, and advertisement representations that communicate to and about Latino communities.
- Develop field-specific knowledge of Latino Media and Communication along with an understanding of how Latino Studies shapes other fields of communication.

### **Requirements:**

#### **One core course (choose one of the following):**

- CMNS 505 Latino Communication in Cultural Contexts
- MCS 533 Latin American Cinema/Media

#### **Three additional courses from the following:**

- CMNS 505 Latino Communication in Cultural Contexts
- CMNS 509 Special Topics in Multicultural Communication (when topic relates to Latino Media/Communication)
- CMNS 542 Multicultural Communication in the Workplace
- JOUR 515 Special Topics in Journalism (when topic relates to Latino Media/Communication)
- MCS 521 Topics in Cinema Studies (when topic relates to Latino Media/Communication)
- MCS 533 Latin American Cinema/Media
- PRAD 511 Consumer Insights for Latino Markets
- PRAD 512 Latino Marketing Communication
- PRAD 514 Contemporary Issues in Public Relations and Advertising (when topic relates to Latino Media/Communication)
- PRAD 595 Special Topics in Public Relations and Advertising - Process (when topic relates to Latino Media/Communication)
- PRAD 596 Special Topics in Public Relations and Advertising - Application (when topics relates to Latino Media/Communication)
- CMN 591 Internship (when internship relates to Latino Media/Communication)
- MKT 558 Marketing Across Cultures

**Course Descriptions** (for new courses only; descriptions for existing courses can be found in the program's course catalog)

#### **CMNS 505 Latino C communication in Cultural Contexts**

This seminar surveys theories of the interaction between culture and communication in specific Latino contexts. Investigates the facets of culture that influence Latino communication intra- and inter-culturally in a variety of settings, ranging from corporate and

educational realms to socio-political and family domains. Provides students with theoretical, analytical and practical skills to understand, communicate with, and engage with diverse Latino populations in professional and social settings.

### **PRAD 511 Consumer Insights for Latino Markets**

The course encompasses both the similarities and differences of Latino consumers in the U.S. and focuses on how to uncover key insights about consumer buying and information processing behavior among a diverse group of Latino cultures. The insight process is commonly used in advertising and marketing but is gaining popularity in public relations and employee communications. Students will learn how to develop their own instincts as an information consumer, as well as learn some key consumer psychology and research methodologies to learn why individuals behave as they do in the marketplace. Students will find and distill secondary research data and then utilize some qualitative research techniques, such as focus groups, ethnographic research, projective techniques, and in-depth interviewing to develop a key insight into a target group.

### **PRAD 512 Latino Marketing Communication**

Many organizations and businesses are actively pursuing the Latino market. Yet few PR/advertising programs train students to communicate effectively with this growing target audience. This course covers development of culturally relevant messages and students gain practice in developing strategic campaigns addressing this market and explore the effectiveness of using paid advertising, public relations and events, direct response (coupon redemption) and social media among different Latino cultures.

## 5 Year BA/MA Programs

College of Communication - Graduate Studies ▫ College of Communication ▫ 5 Year BA/MA 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 BA/MA combined degree program in Organizational and Multicultural Communication must apply to the Graduate Admission Office by April 1 of their junior year. If students meet the admission criteria and are accepted into the program, they will take three graduate courses in their senior year that count towards both the BA and MA degrees. Once students earn their BA degrees, they will matriculate as graduate students and complete nine additional courses to finish the MA degree.

Please visit the BA/MA Combined Degree Programs page for more information on admission criteria and application procedures.

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

### **BA/MA in Journalism**

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

Students seeking admission to the BA/MA combined degree program in Journalism must apply to the Graduate Admission Office by April 1 of their junior year. If students meet the

admission criteria and are accepted into the program, they will take three graduate courses in their senior year that count towards both the BA and MA degrees. Once students earn their BA degrees, they will matriculate as graduate students and complete nine additional courses to finish the MA degree.

Please visit the BA/MA Combined Degree Programs page for more information on admission criteria and application procedures.

[College of Communication - Graduate Studies](#) □ [College of Communication](#) □ [5 Year BA/MA Programs](#) □ [BA/MA in Media and Cinema Studies](#)

## **BA/MA in Media and Cinema Studies**

### **ADMISSION TO FIVE-YEAR BA IN COMMUNICATION/MA IN MEDIA AND CINEMA STUDIES**

Students seeking admission to the BA/MA combined degree program in Media and Cinema Studies must apply to the Graduate Admission Office by April 1 of their junior year. If students meet the admission criteria and are accepted into the program, they will take three graduate courses in their senior year that count towards both the BA and MA degrees. Once students earn their BA degrees, they will matriculate as graduate students and take nine additional courses to complete the MA degree.

Please visit the BA/MA Combined Degree Programs page for more information on admission criteria and application procedures.

## Faculty

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

JACQUELINE TAYLOR, Ph.D.,  
Professor and Dean,  
University of Texas, Austin

LUISELA ALVARAY, Ph.D.,  
Assistant Professor,  
University of California, Los Angeles

DANIEL AZZARO, M.B.A.,  
Visiting Assistant Professor,  
Fordham University

JAY BECK, Ph.D.,  
Assistant Professor,  
University of Iowa

PAUL BOOTH, M.A.,  
Instructor,  
Rensselaer Polytechnic Institute

DAVID BRENDERS, Ph.D.,  
Associate Professor,

Purdue University

CAROLYN BRONSTEIN, Ph.D.,  
Associate Professor,  
University of Wisconsin, Madison

LEAH BRYANT, Ph.D.,  
Associate Professor,  
University of Nebraska

TIM COLE, Ph.D.,  
Associate Professor,  
University of California, Santa Barbara

MIKE CONKLIN, M.A.,  
Instructor,  
Loyola University

BRUCE EVENSEN, Ph.D.,  
Professor,  
University of Wisconsin

DENNIS GILLESPIE, Ph.D.,  
Visiting Associate Professor,  
Loyola University Chicago

DUSTY GOLTZ, Ph.D.,  
Assistant Professor,  
Arizona State University

STEPHANIE HOWELL, M.A.,  
Instructor,  
Southern Illinois University

SEAN HORAN, Ph.D.,  
Assistant Professor,  
West Virginia State

DOO SYEN KANG, M.A.,  
Instructor  
Michigan State University

KELLY KESSLER, Ph.D.,  
Assistant Professor,  
University of Texas, Austin

SORA KIM, Ph.D.,  
Assistant Professor,  
University of Tennessee, Knoxville

MARLA KRAUSE, M.A.,  
Instructor and DePaulia Advisor,  
University of Chicago

LUCY XING LU, Ph.D.,  
Professor,  
University of Oregon

DANIEL MAKAGON, Ph.D.,  
Associate Professor,  
University of South Florida

DONALD MARTIN, Ph.D.,  
Professor and Associate Dean,

University of Texas, Austin

THERESA MASTIN, Ph.D.,  
Associate Professor,  
Michigan State University

ALEXANDRA MURPHY, Ph.D.  
Associate Professor,  
University of South Florida

JILL O'BRIEN, Ph.D.,  
Associate Professor and Associate Dean,  
University of Illinois, Urbana

WILLONA OLISON, Ph.D.,  
Assistant Professor,  
Northwestern University

LISA PECOT-HEBERT, Ph.D.,  
Assistant Professor,  
University of Georgia

KIMBERLEE PEREZ, M.A.  
Instructor,  
Arizona State University

ERIK PETERSON, M.A.  
Instructor,  
Florida State University

MEHELI SEN, Ph.D.,  
Assistant Professor,  
New York University

BARBARA SPEICHER, Ph.D.,  
Associate Professor,  
Northwestern University

SUCHITRA SHENOY, M.A.  
Instructor,  
Purdue University

JC. BRUNO TEBOUL, Ph.D.,  
Professor and Associate Dean,  
Ohio State University

SCOTT VYVERMAN, M.A.,  
Instructor and Radio DePaul Advisor,  
Xavier University

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

DANIEL WINDELS, M.A.  
Instructor

University of Texas, Austin

KASEY WINDELS, Ph.D.,  
Assistant Professor,  
University of Texas, Austin

KAY YOON, Ph.D.,  
Assistant Professor,  
University of Illinois, Urbana

# Admissions

College of Communication - Graduate Studies ▢ Admissions

## Admission Classifications

### GENERAL INFORMATION

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 and handbook.

### FULL DEGREE-SEEKING STATUS

The College of Communication offers four graduate specializations at the masters level: Journalism, Organizational and Multicultural Communication, Public Relations and Advertising, and Media and Cinema Studies. Interested applicants should have:

- Bachelors degree conferred by a regionally accredited institution.
- Scholastic achievement in undergraduate studies satisfying all requirements for entering a specific graduate program.
- A minimum cumulative grade point average as required by the specific program.
- Submission of all required supporting credentials.
- Unconditional approval by the department or program director of the applicants proposed course of graduate study.
- A minimum GPA of 3.0 for their graduate coursework.

Please note these are minimum requirements for full admission. The program sections of this Catalog provide additional, more specific and selective, criteria for admission to specific programs. See the program web site for specific admission requirements for each program.

### CONDITIONAL DEGREE-SEEKING STATUS

The minimum requirements for this status are:

- Bachelors degree conferred by a regionally accredited institution.
- Scholastic achievement in undergraduate studies indicating a capacity to pursue successfully a specific program of graduate study.
- Submission of all required supporting credentials.
- Conditional approval by the department or program director of the applicants proposed course of graduate study.
- A grade of B or higher in each of the first four program courses taken.
- No independent studies or non-program courses may be taken while in a conditional status.

A conditionally admitted applicant is eligible for reclassification to full, degree-seeking status when the conditions of his or her admission have been satisfied.

### NON-DEGREE-SEEKING STATUS

The college will generally not accept non-degree-seeking students. However, the associate dean may admit non-degree applicants who have a compelling reason for wishing to take courses without pursuing a degree. No more than three classes may be taken as a non-degree seeking student. Non-degree seeking students may, at some future date, apply for admission to a degree program, but they are not accorded special consideration for admission nor is it guaranteed the courses they took as a non-degree student will apply toward the degree.



The minimum requirements for non-degree-seeking status are:

- Bachelors degree conferred by a regionally accredited institution.
- Minimum undergraduate grade point average of 3.5 (on a 4 point scale).
- Submission of official transcripts and a personal statement outlining a rationale for seeking admission as a non-degree student and indicating the course or courses the student plans to take as non-degree student.
- Approval by the associate dean and/or the graduate program director.

When such students apply for admission to a degree program, the program director may recommend, in writing, to the dean that a maximum of three courses (12 quarter hours) completed by the student under the non-degree-seeking status be counted toward fulfillment of the advanced degree requirements.

### **STUDENT-AT-LARGE STATUS**

The College of Communication does not admit students-at-large.

### **DEPAUL STUDENTS AND 5-YEAR PROGRAMS**

Students in any of the undergraduate colleges or schools of DePaul University are eligible to apply for admission to the College of Communication while completing their undergraduate programs. Admission is conditional until the bachelor's degree is posted on the DePaul transcript. The M.A. programs in Journalism, Media and Cinema Studies, and Organizational and Multicultural Communication offer an accelerated masters degree that begins in an undergraduates senior year and may be completed in one subsequent year. Further information about these 5-year BA/MA programs can be found within specific program descriptions in this Catalog.

### **REINSTATEMENT**

In order for a student who has been dismissed to be reinstated into the program, the student must demonstrate a change in circumstances to an extent that would support successful completion. The student may petition the graduate board for reinstatement after one calendar year following the dismissal. The Associate Dean of Graduate Programs must approve the recommendation by the graduate board.

### **REGISTRATION AND CREDIT HOURS**

No one is permitted to attend a class for which he or she had 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.

### **FULL-TIME AND PART-TIME STATUS**

Students enrolled for eight or more quarter hours of credit are considered full-time. Those enrolled in 4 to 7 hours of credit are considered halftime. Those registered for less than 4 quarter hours of credit are considered less than half-time. For students fully employed, registration for two courses in a term is the suggested maximum.

### **TRANSFER CREDIT**

For students who have taken graduate courses in another accredited university, DePaul allows for the transfer of up to 3 graduate courses (1/4 of the degree). The graduate program director determines whether any courses may. Students requesting any course credit transfers should complete a Transfer of Credit Request Form and provide a copy of an official transcript showing the completed course and grade, a course description and an official transcript showing the completed course. The graduate program director will review the courses and provide a determination, in writing, about whether they may be applied toward your degree, and if so, which, if any, required courses they may replace. Applicants are encouraged to obtain all transfer approvals in writing before beginning the DePaul graduate program.

## 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](mailto:gradcom@depaul.edu), phone 773.325.7315, or complete the online form at [http://www.depaul.edu/request\\_info.asp](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 and other credentials be sent directly to the Office of Graduate Admission, College of Communication, 2400 N. Sheffield, Chicago, IL 60614-2215. 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.

**Application Fee:** You can pay the application fee online as part of the online application or send a check or money order payable to DePaulUniversity. 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 Office of Graduate Admission, 2400 N. Sheffield, Chicago, IL 60614-2215. 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.

**Admission Decisions:** The graduate admission office will notify you of your admission decision by letter. Admission applications will be reviewed only after the application and all supporting credentials, along with the application fee, have been submitted.

**Deferring Admission:** If you do not enroll in the term to which you were admitted, you may request that your admission be deferred for up to one year after the term to which you were admitted. After one year, you must reapply to the program. E-mail [gradcom@depaul.edu](mailto:gradcom@depaul.edu) to request a deferral.

### 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.**



# Advising

College of Communication - Graduate Studies ▢ Advising

## **Academic Advising**

Academic advising helps to ensure successful completion of graduate studies. The College of Communication has a graduate advisor who can provide assistance in course selection and degree progress, and in interpreting university and college policies.

# Communication Graduate Student Handbook

College of Communication - Graduate Studies □ Communication Graduate Student Handbook

## Introduction

In addition to the DePaul University Graduate Student Handbook, the College of Communication Graduate Student Handbook includes requirements, rules and regulations for its graduate programs.

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 and handbook. 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.

College of Communication - Graduate Studies □ Communication Graduate Student Handbook □ Courses and Credit

## 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. Currently the College of Communication does not allow students to audit graduate coursework.

Students are not permitted to take graduate classes as pass/fail. They must earn a letter grade in all coursework.

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.

## CREDIT LIMITATION

Coursework taken within ten years of the student's first date of enrollment will be considered in awarding the final degree.

## TRANSFER CREDIT

College of Communication graduate programs vary with regard to the number of transferred credit hours allowed. Students must have earned a B or better in courses in order for credit to

be transferred.

## **Dismissal**

### **Failure to Advance:**

All students are required to complete all requirements of their MA program within six years of first enrollment. Students failing to meet this requirement will be dismissed from the program. However, students can withdraw from the program and reapply later. If accepted, their previous coursework will count toward the degree if it meets the requirements of the program at the time of readmission, and the six year timeframe will include both spans of attendance, but not the time during which the student was not in the program.

Students who have not withdrawn from the program, but have not actively enrolled in courses for more than two quarters, will be removed from the active status roster. If that occurs, the student does not need to reapply to the program but must complete a readmission form to resume the program and begin taking courses again or to be eligible for the masters thesis defense or comprehensive exams. Once readmitted, the six-year clock will remain from the date of the original admission.

### **Failure to Pass Comprehensive Exams**

Students have two attempts to pass their comprehensive examination in programs where such examinations exist. Failure of one or all of the exams after the second attempt will result in dismissal from the program.

### **Failure to meet the Requirements of Conditional Acceptance**

A failure to meet the requirements of Conditional Acceptances results in dismissal from the graduate program.

### **Special Circumstances**

If a student has made good progress toward the degree and has a compelling explanation for the circumstances that caused the dismissal, he or she may petition the graduate board for reinstatement. The graduate board will decide if any exceptions to the dismissal policy are warranted, and the board's decision requires approval by the Associate Dean of Graduate Programs.

## **Graduation Requirements**

### **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 3.000 to graduate. Students must complete all degree requirements within six years of the first term of enrollment.

## **Graduation with Distinction**

Students graduate with distinction in any one of the four College of Communication graduate programs having earned a final grade point average of 3.85 or above.

## **Probation**

All students are required to maintain a 3.0 (B) average in their coursework. Please note that a grade of B- is a 2.7. If a student falls below this average, the relevant graduate director shall inform the student that s/he is on probation and has two quarters to attain the required minimum grade point average. Failure to meet the required GPA within that timeframe will result in dismissal from the program.

For specific information please see the " Grades " section in the University Graduate Handbook.

## **Readmission**

### **READMISSION**

Applicants are admitted to the College of Communication on the basis of their ability to complete programs of study and research prescribed for the four masters degrees. Specifically, admission qualifications are measured by academic criteria. In accordance with these criteria, degreeseeking students are admitted. Applications for readmission to any of the four Communications graduate programs after a dismissal will only be considered after one calendar year.

### **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.

## **Registration**

### **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 after appropriate consultation with either their graduate program director or academic advisor.

### **RESIDENCE REGISTRATION**

Whether in residence or not, all admitted graduate students 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.