

# JOURNALISM, M.A.

## Admission

The entering candidate must meet minimum requirements established by the Graduate School, and hold a bachelor's degree in journalism, public relations, new media, print, broadcast journalism or in any other discipline. In the last case, the student must either take nine hours of leveling courses, determined by the department or pass placement examinations meeting department requirements.

## Requirements

The Master of Arts degree in journalism requires thirty-six hours, thirty-three of which are course work and three of which are thesis or a major project. Available areas of degree concentration are public relations, news-editorial advertising, or critical studies. The maximum course load for journalism majors is 12 hours per semester, with approval of the Graduate Program Director.

Code	Title	Hours
<b>Course Requirements</b>		
<i>Journalism Core</i>		
JOU 5310	Research Methods in Mass Communication	3
JOU 5320	Theory of Mass Communication	3
JOU 5350	Seminar in Mass Communication (any topic)	3
JOU 5V99 or JOU 5388	Master's Thesis Master's Project	3
<i>Measurement or Statistics</i>		
Select three semester hours from the following:		3
PSY 5302	Measurement in Psychology	
SOC 5303	Social Measurement and Causal Modeling	
EDP 5334	Statistical Methods	
<i>Outside Graduate-Level Research</i>		
Select three semester hours from the following:		3
HIS 5370	Advanced Graduate Research and Writing	
HIS 5367	Seminar in Oral History	
PSC 5323	Research Design and Research Methods	
<i>Journalism Electives</i>		
Select 12 hours of graduate journalism courses, taken under advisement, from the following:		12
JOU 4315	Strategic Communications Research	
JOU 4320	Advertising Management	
JOU 4325	Advanced Editing	
JOU 4350	Mass Media and Popular Culture	
JOU 4340	Writing and Editing for On-Line Media	
JOU 4359	History of Photography	
JOU 4371	Public Relations Media Programming	
JOU 4368	Advanced Public Relations	
JOU 4398	Public Affairs Reporting	
JOU 4380	Law and Ethics of Journalism (if not taken as an undergrad)	
JOU 4390	Advertising and Public Relations Leadership	

JOU 4V80	Radford Seminar (limit twice for total 6 hrs)
JOU 5350	Seminar in Mass Communication (may be repeated with different topic)
JOU 5365	Social Media for Strategic Communication and Journalism
JOU 5385	Data Analytics & Visualization
JOU 5389	Practicum in Journalism
JOU 5V90	Independent Study in Mass Communication
<i>Minor Concentration</i>	
Select one of the following concentrations:	
Public Relations Concentration	
News Ed Concentration	
Advertising Concentration	
Critical Studies	
<b>Total Hours</b>	<b>36</b>

## Public Relations Concentration

Code	Title	Hours
<b>Concentration Requirements</b>		
Select 6 semester hours from the following:		6
JOU 4315	Strategic Communications Research	
JOU 4371	Public Relations Media Programming	
JOU 4368	Advanced Public Relations	
JOU 4390	Advertising and Public Relations Leadership	
JOU 5365	Social Media for Strategic Communication and Journalism	
JOU 5385	Data Analytics & Visualization	
JOU 5V90	Independent Study in Mass Communication	
JOU 4V95	Special Studies	
<b>Total Hours</b>		<b>6</b>

## News Ed Concentration

Code	Title	Hours
<b>Concentration Requirements</b>		
Select 6 semester hours from the following:		6
JOU 4325	Advanced Editing	
JOU 4340	Writing and Editing for On-Line Media	
JOU 4359	History of Photography	
JOU 4398	Public Affairs Reporting	
JOU 5V90	Independent Study in Mass Communication	
JOU 4V95	Special Studies	
<b>Total Hours</b>		<b>6</b>

## Advertising Concentration

Code	Title	Hours
<b>Concentration Requirements</b>		
Select 6 semester hours from the following:		6
JOU 4315	Strategic Communications Research	
JOU 4320	Advertising Management	

JOU 4390	Advertising and Public Relations Leadership	
JOU 4V95	Special Studies	
JOU 5365	Social Media for Strategic Communication and Journalism	
JOU 5V90	Independent Study in Mass Communication	
Total Hours		6

**Critical Studies**

Code	Title	Hours
Concentration Requirements		
Select 6 semester hours from the following:		6
JOU 4V95	Special Studies	
CSS 4396	American Rhetoric	
JOU 5V90	Independent Study in Mass Communication	
JOU 4V95	Special Studies	
Total Hours		6