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
#### Course Requirements

**Journalism Core**
- 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 Master’s Thesis 3 or JOU 5388 Master’s Project

**Measurement or Statistics**
Select three semester hours from the following: 3
- PSY 5302 Measurement in Psychology
- SOC 5303 Social Measurement and Causal Modeling
- EDP 5334 Statistical Methods

**Outside Graduate-Level Research**
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

**Journalism Electives**
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

### Minor Concentration
Select one of the following concentrations: 6
- Public Relations Concentration
- News Ed Concentration
- Advertising Concentration
- Critical Studies

**Total Hours** 36

### Public Relations Concentration

#### Code Title Hours

**Concentration Requirements**
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

**Total Hours** 6

### News Ed Concentration

#### Code Title Hours

**Concentration Requirements**
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

**Total Hours** 6

### Advertising Concentration

#### Code Title Hours

**Concentration Requirements**
Select 6 semester hours from the following: 6
- JOU 4315 Strategic Communications Research
- JOU 4320 Advertising Management
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<td>JOU 4390</td>
<td>Advertising and Public Relations Leadership</td>
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<td>JOU 4V95</td>
<td>Special Studies</td>
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<tr>
<td>JOU 5365</td>
<td>Social Media for Strategic Communication and Journalism</td>
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<tr>
<td>JOU 5V90</td>
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**Critical Studies**

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