

SPECIAL GRADUATE PROGRAMS

MASS COMMUNICATION

The master of arts degree in mass communication is an interdisciplinary degree program jointly offered by the journalism and radio-television-film faculties of the college. The program has been developed to prepare students for professional roles in the various mass communication industries, as teachers in the mass communication disciplines, or as candidates for advanced graduate study and research.

The Division of Graduate Studies and Research provides administrative coordination for graduate interdisciplinary programs and courses.

Supervised by a joint committee of representatives from the Communication Arts and Sciences Department and the Journalism Department, the program has options in print media and electronic media administered by the two respective departments.

MASTER OF ARTS DEGREE REQUIREMENTS

The master of arts degree program in mass communication assumes that the student has an undergraduate major in a directly related field, such as radio, television, film, journalism, etc.

127

(See also *Admission to Graduate Standing*, *Advancement to Candidacy*, *Program Requirements*, and *Thesis and Thesis Alternatives*.)

Under the direction of an advisory committee, each student prepares and submits an individually designed course of study within the following framework:

	<i>Units</i>
Required core courses (see <i>Specific Requirements</i>)	10-12
Courses in selected major option (print or electronic media)	10-15
Approved electives in cognate areas (e.g., psychology, political science, sociology)	6-9
<hr/>	
Total (at least 15 units in 200-series)	30
<i>Specific Requirements: MC 201, 202, 299 (minimum of 4 units).</i>	

COURSES

The following graduate courses in mass communication may be used on master's degree programs.

MASS COMMUNICATION (M Com)

201. Seminar in Theory and Research (3)

(Core) Theory of the mass media, its development and application; basic research methodologies applicable in the various areas of the mass media.

202. Seminar in Literature of Mass Communications (3)

(Core) Critical examination of the literature in the field of mass communication. Exploration of the concepts in various areas through a study of literary resources.

204T. Seminar in Journalism (3; max total 9)

Seminar in a print media topic: government information policy, news media and urban affairs, social responsibility in public relations, magazine influence in America.

205T. Seminar in Radio-Television-Film (3; max total 9)

Seminar in an electronic media topic: current regulatory issues, quantitative research, ETV/ITV problems, film as social comment.