JOURNALISM AND MASS COMMUNICATIONS, M.A. WITH GCIT NCCU

Learning Outcomes

1. Students will demonstrate a familiarity with research designs, data collection methods and sampling techniques and should be able to organize and conduct basic market research and audience measurement studies. The students also should become familiar with and understand current journalism and mass communications research studies in scholarly journals.
2. Students will demonstrate a thorough knowledge of mass communications theory. Students will become familiar with contemporary scholarship involving major mass communications theories.
3. Students will be able to demonstrate an understanding of legal issues in professional communication.
4. Students will demonstrate effective writing and critical thinking skills and the application of those skills in journalism and mass communications scholarship.
5. Students will be able to demonstrate an understanding of the mass media as social institutions and relate mass communications processes and effects to politics, culture and society in general.

Admissions Requirements

An applicant for admission to the M.A. degree program will be evaluated on a combination of factors: undergraduate grades; English proficiency scores (TOEFL or IELTS if international applicant); resume; recommendations and the written statement of objectives, in which the applicant outlines reasons for seeking a graduate degree in mass communications.

Successful applicants usually present an undergraduate grade point average of at least 3.0. The typical graduate student in the program exceeds these standards. However, applicants who are unusually promising in other ways—e.g., they have compiled solid professional experience or have overcome formidable obstacles along the way—have been accepted and have done well. International applicants, in addition to the above, must present a score of at least 5.0 on the TOEFL exam or 6.5 on IELTS. Those with a degree from an English-speaking institution are eligible for an exemption from this requirement. More information is available in the Academic Programs section of the College of Information and Communications Website.

Degree Requirements (30 Hours)

To earn the M.A. degree, a student must successfully complete the following:

Core Courses (Minimum of 15 Hours)

Course	Title	Credits
JOUR 701	Research Methods in Mass Communication	3
JOUR 702	Communication Theory	3
JOUR 749	Literature of Mass Communication	3
JOUR 799	Thesis Preparation	6
Total Credit Hours		**15**

Directed Electives (15 Hours)

At least 15 total hours must be 700-level courses or above, excluding JOUR 799 - Thesis Preparation

Course	Title	Credits
Select fifteen additional hours of approved elective credits		15
JOUR 707	Contemporary Issues in Mass Communication	
JOUR 710	Organizational Communication	
JOUR 717	Methods in Content Analysis Research	
JOUR 720	History of Mass Media	
JOUR 740	New Technologies and the Mass Media	
JOUR 747	Independent Study in Journalism and Mass Communications	
JOUR 749	Literature of Mass Communication	
JOUR 772	Seminar in Health, Science, and the Media	
JOUR 773	Risk Communication	
JOUR 774	Public Relations Theory	
JOUR 776	Seminar in Interactive Media and Emerging Communication Technologies	
JOUR 779	Theories of Global Communication	
JOUR 789	Selected Readings and Research	
JOUR 790	Topics in Mass Communication	
Total Credit Hours		**15**

Comprehensive Examination

A five-hour written examination based on the M.A. core courses.

Master's Thesis Defense

A master's thesis defended before the student's thesis committee.