

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS

Curriculum Guide

MASTER OF ARTS OR MASTER OF SCIENCE IN

MASS COMMUNICATIONS • MASS COMMUNICATIONS/PR CONCENTRATION

CERTIFICATE IN PUBLIC RELATIONS PRACTICE

Master of Arts or Master of Science in Mass Communication

Non-Thesis Track (31 hours)

JMC 600 - Seminar in International Mass Communications
or
JMC 615 - History of U.S. Journalism and Broadcasting
and
JMC 610 - Introduction to Graduate Studies
JMC 630 - Theories of Mass Communications
JMC 648 - Mass Media Industries
JMC 660 - Methods of Communications Research
JMC 670 - Philosophical and Ethical Concepts of the Mass Media
JMC 690 - Comprehensive Project

Three courses chosen from the following:

JMC 600 - Seminar in International Mass Communications
JMC 601 - Media, Culture, Gender and Race
JMC 602 - Seminar in Advertising
JMC 603 - Seminar in Public Relations
JMC 615 - History of U.S. Journalism and Broadcasting
JMC 616 - Professional Internship in Mass Communications
JMC 620 - Strategic Communications
JMC 622 - JMC Study Abroad
JMC 658 - New Media Technologies
JMC 677 - Directed Individual Study
JMC 685 - Specialized Mass Communications
JMC 686 - Special Topics
Elective (600-level, approved by graduate coordinator)

Other Degree Requirements

- The semester before enrolling in JMC 690, the student must meet with the graduate coordinator, present a proposal for the project, and gain approval of the proposal.
 - For the Master of Arts degree only, the candidate must demonstrate competency in an approved foreign language.
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Master of Arts or Master of Science in Mass Communications/Public Relations Concentration

Non-Thesis Track (31 hours)

JMC 601 - Media, Culture, Gender and Race
JMC 602 - Seminar in Advertising
JMC 603 - Seminar in Public Relations
JMC 610 - Introduction to Graduate Studies
JMC 620 - Strategic Communications
JMC 630 - Theories of Mass Communications
JMC 658 - New Media Technologies
JMC 660 - Methods of Communications Research
JMC 670 - Philosophical and Ethical Concepts of the Mass Media
JMC 690 - Comprehensive Project

Three courses chosen from the following:

COM 682 - Crisis Communication
JMC 616 - Professional Internship in Mass Communications
MKT 667 - Marketing Planning and Application
NLS 675 - Social Entrepreneurship

Other Degree Requirements

- JMC 391 is required for students without an undergraduate degree in Public Relations or closely-related discipline. JMC 391 may not be used for graduate credit; may be taken concurrently with JMC 610.
 - The semester before enrolling in JMC 690, the student must meet with the graduate coordinator, present a proposal for the project, and gain approval of the proposal.
 - For the Master of Arts degree only, the candidate must demonstrate competency in an approved foreign language.
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CERTIFICATE: Public Relations Practice

Core Courses (18 hours)

JMC 601 - Media, Culture, Gender and Race
JMC 602 - Seminar in Advertising
JMC 603 - Seminar in Public Relations
JMC 620 - Strategic Communications
JMC 658 - New Media Technologies

One course chosen from the following:

COM 682 - Crisis Communication
JMC 616 - Professional Internship in Mass Communications
MKT 667 - Marketing Planning and Application
NLS 675 - Social Entrepreneurship

GRADUATE COURSE DESCRIPTIONS

JMC 600 Seminar in International Mass Communication (3). {Sp}

Analysis of theories and research in international mass communication. Focus on transnational information flow and the role of media in facilitating international knowledge and understanding.

JMC 601 Media, Culture, Gender, and Race (3). {F}

An analysis of theories and research in mass media influences on images of culture, race, and gender in our society. Focus on the role of news, entertainment, and advertising media in the construction and perpetuation of systemic views about members of these particular groups. **Prerequisite:** permission of the instructor.

JMC 602 Seminar in Advertising (3). {Su}

An in-depth study of the profession of advertising, with a focus on contemporary issues, problems, and challenges; guided discussion and analysis of case studies. Enrollment is limited, with preference to JMC majors.

JMC 603 Seminar in Public Relations (3). {Su}

An in-depth study of the profession of public relations with a focus on contemporary issues, problems, and challenges using guided discussion and analysis of case studies. Enrollment is limited, with preference to JMC majors.

JMC 610 Intro to Graduate Studies in Mass Communications (1). {F Sp}

Course to orient the new graduate student to graduate study in mass communications. Students are presented with an overview of key skills needed in most research-driven courses. Topics include exploring the library, abstracting research articles, conducting a literature search, developing a research plan, choosing a research topic, examining data and graphics, writing for the social sciences, writing styles for the social sciences, establishing research partnerships, exploring research ideas, and presenting seminars. Students must enroll in this course during their first semester in the graduate program.

JMC 615 American Media History (3). {F}

History of journalism and broadcasting with emphasis on the role of newspaper, radio, television, and other communications media in the United States.

JMC 616 Professional Internship in Mass Communications (3). {F}

Course for advanced students who have completed a minimum of eight weeks as an intern with the media or a public relations or advertising agency. Case studies are prepared by the students on their work experience. **Prerequisite:** permission of instructor.

JMC 620 Strategic Communications (3). {F}

Course is designed to explore strategic communication strategies for businesses and other organizations which must communicate with the public. The course addresses the media, methods and ethics of institutions' interactions with a variety of publics. This course uses a lab-based format each week to apply the concepts of the course material. Students should be prepared to think, write, compose, and practice strategic communication skills on weekly basis.

JMC 622 JMC Study Abroad (3). {as needed}

Study of current trends and practices in mass media in foreign nations; specific content will vary. **Prerequisites:** admission to graduate studies; consent of supervising instructor and department chair; and acceptance in a study abroad program approved by Murray State University.

JMC 630 Theories of Mass Communications (3). {F}

The communications process in terms of definitions, characteristics, models, language, and nonverbal elements, with a particular emphasis on such empirical effects as selective attention, perception and retention, functions, uses and gratifications, agenda-setting, aggressive behavior due to violent content, and effects of advertising on children.

JMC 648 Mass Media Industries (3). {Sp}

Basic principles of markets and economics and how they apply to media industries. Topics include ownership, convergence, regulation, market forces, and technological forces.

JMC 658 New Technologies (3). {Sp}

The development of technology in media industries and related businesses, such as consumer electronics and office systems. Topics include the nature of technical innovation, economic feasibility, public policy, social impact, and diffusion models.

JMC 660 Methods of Communications Research (3). {Sp}

The research process in mass communication including survey, experimental, and archival. Students will become familiar with the philosophy and techniques of social science research, data collection methods, sampling procedures, and statistical analysis. Students will also conduct a research project.

JMC 670 Philosophical and Ethical Concepts of the Mass Media (3). {F}

Lecture and seminar course in concepts of the role of the mass media in society. Philosophical background to include legal and ethical issues.

JMC 677 Directed Individual Study (3). {F Sp Su}

A course designed to allow student pursuit of individual interests. Proposal must be approved by the graduate faculty instructor prior to registering for the course.

JMC 685 Specialized Mass Communications (1-3). {F Sp Su}

Directed individual study. Can be a journalistic effort in areas such as science, sports, government, religion, graphics, etc., or a project in radio or television such as a major production or series, an extensive research project on paper, or other approved project. Repeatable up to three hours. **Prerequisites:** permission of instructor and written approved proposal required prior to registration.

JMC 686 Special Topics (3-6). {as needed}

Seminar for graduate students concerning a current topic affecting the mass media. May be repeated one time for a total of six hours of credit. **Prerequisite:** permission of instructor.

JMC 690 Comprehensive Project (3). {F Sp}

Capstone of the mass communications degree. An individual independent research, creative, or professional project, designed by the student under the direction of the graduate coordinator and one other JMC faculty member. **Prerequisites:** proposal submitted to and approved by the graduate coordinator by October 15 for spring enrollment–March 15 for summer or fall enrollment; completion of 21 hours in the program; JMC 630 and 660.

***Check with graduate coordinator for admission and degree requirements.**

ABOUT JOURNALISM & MASS COMMUNICATIONS

Murray State University's Department of Journalism and Mass Communications is one of only 113 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The undergraduate programs in advertising, journalism, public relations, and television production have been accredited since 1987 and were reaccredited May 2010 for a six-year period.

For more information contact the department at (270) 809-2387 or write to Chair, Department of Journalism and Mass Communications, Murray State University, 114 Wilson Hall, Murray, KY 42071-3311, email msu.jmc@murraystate.edu.

For information about the graduate program contact the graduate coordinator at (270) 809-2387 or write to Graduate Coordinator, Department of Journalism and Mass Communications, 114 Wilson Hall, Murray, KY 42071-3311, email msu.jmc@murraystate.edu.

Learn more about Murray State University by visiting www.murraystate.edu. The department's web site can be accessed at www.murraystate.edu/jmc