Communication, Media, and Persuasion

Chair and Professor: DiSanza
Professors: Gribas, Legge, Partlow-Lefevre
Associate Professor: Beachboard, Hartman, Ownby
Assistant Professors: Carr, Gershberg
Lecturers: Collins, Christensen, Czerepinski, Dixon, Robinson, Sowell, Underwood
Emeriti: Loebs, Frazier, Jull

Goals
The primary objectives related to the Master of Arts in Communication program are to help students develop the following competencies:

1. An understanding of the history and nature of the Communication discipline.
2. The ability to read, understand, and critique scholarly communication-related research and analysis.
3. The ability to design and conduct original communication-related research and analysis.
4. The ability to engage in critical thinking.
5. The ability to communicate effectively in writing.
6. The ability to communicate effectively through oral presentation.
7. The ability to engage in effective applied problem-solving for personal and professional goals.
8. The ability to construct and evaluate strategic verbal and visual messages.
9. The ability to use effective information research strategies.
10. An understanding of the role of communication in interpersonal, group/team, corporate, political, cultural, mediated, and historical contexts.
11. Knowledge and skill useful to graduates' professional success.
12. Knowledge and skill applicable to graduates' personal lives.

Admission Requirements
To be admitted to classified status, students must apply to and meet all criteria for admission to the Graduate School. Additionally, any student submitting GRE scores must have a Verbal score at the 40th percentile or higher.

Program Overview
The Master of Arts in Communication program is a highly flexible 30 credit graduate degree. Students typically take graduate courses in other departments to supplement work in Communication, Media, and Persuasion to build their own cohesive program of study. All students need to work with an advisor to design and approve a program of study and should contact one of the graduate faculty before registering for the first semester. Though it is possible to work at an accelerated pace, the Master of Arts in Communication is designed as a two-year program.

All programs of study will be expected to reflect the following departmental standards:

- At least 15 credits must be from 6600-level course work.
- At least 15 credits must be from course work in Communication, Media, and Persuasion.
- Students choosing the Graduate Degree Paper option must take a minimum of 27 course credits plus a minimum of 3 Graduate Degree Paper (CMP 6660) credits.
- Students choosing the Thesis option must take a minimum of 24 course credits plus a minimum of 6 Thesis (CMP 6650) credits.

Master of Arts in Communication

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Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMP 6601</td>
<td>Introduction to Graduate Research Methods (to be taken in a student's first fall semester)</td>
<td>3</td>
</tr>
<tr>
<td>CMP 6630</td>
<td>Seminar in Communication (repeatable)</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>A minimum of nine CMP graduate seminar credits:</td>
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<td></td>
<td>Additional graduate-level CMP courses or other graduate-level courses approved as part of a program of study</td>
<td>12-15</td>
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<tr>
<td></td>
<td>Graduate Degree Paper (3 cr) or Thesis (6 cr)</td>
<td>3-6</td>
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<tr>
<td></td>
<td>Total MA program credits:</td>
<td>30</td>
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</tbody>
</table>

1 To be taken in a student's first fall semester.
2 Or other graduate-level courses approved as part of a program of study.
Courses

**CMP 5503 Mass Communication and Society: 3 semester hours.**
Introduces students to mass media theories scholars use to study the effects of media messages. Students will also read and discuss research illustrating the media's impact on individuals, society, and cultures. Topics include the media's relationship to stereotyping, images of sexuality, violence, values, politics, and globalization. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5504 Gender and Communication: 3 semester hours.**
Course examines communication arenas from a perspective that focuses on gender and includes study of similarities and differences in female/male patterns. Topics include nonverbal, organizational, language, family and friendship. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5510 Mass Media History, Law, and Ethics: 3 semester hours.**
A comprehensive exploration of mass communication law and the history of mass media. The course examines media rights of free expression and First Amendment including libel privacy, access to information, free-press, and other related topics and themes. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5518 Feature Writing: 3 semester hours.**
Develops feature reporting and writing skills for magazines and web publications. Students examine classic, exemplary works of journalism and gain experience creating feature profiles, sports and travel articles, restaurant reviews, and Gonzo-style investigations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

**CMP 5520 Advanced Leader Communication: 3 semester hours.**
Advanced exploration of the vital relationship between communication and leader effectiveness with a focus on particular communication tools and strategies. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5522 Conflict Management: 3 semester hours.**
Examines the dynamics of everyday conflicts across a variety of settings, from personal to organizational. Principles of conflict, similar across all communicative contexts, are emphasized. Theory and its application are given equal importance. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5524 Management Communication: 3 semester hours.**
Examines the communication goals and functions unique to organizational managers and leaders. Topics studied include socialization and training, leader-member relationships, incentive-based systems of motivation, employee identification and commitment, and organizational development. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5535 Narrative and Print: 3 semester hours.**
Exploration and reconsideration of conventional concepts of what makes a book, both in terms of narrative structure and physical form. Focus on examination of familiar forms in new ways to help students learn to approach all multi-page projects from fresh and new angles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. Equivalent to ART 5518. PREREQ: Permission of instructor.

**CMP 5536 Advanced Issues in Design: 3 semester hours.**
Focuses on complex design challenges, professional-level assignments, and design projects with multiple components. Application of research and entrepreneurial skills to seek innovative solutions for appropriate economic constituencies, users, and audiences. Professional presentations of ideas and design solutions for critique and discussion are central to this course. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

**CMP 5540 Sport Public Relations: 3 semester hours.**
Examines public relations theories and skills relevant to sport. Emphasizes image management; media and community relations; critical analysis of campaigns; and written and oral presentation skills necessary for sport public relations specialists. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

**CMP 5546 Public Relations Campaigns: 3 semester hours.**
Tactics and strategies for planning public relations programs for public and private organizations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

**CMP 5557 Advanced Photography: 3 semester hours.**
Explores photographic concepts as they relate to visual storytelling for use within a multi-media business environment. We will investigate the idea of the photographer’s intent in regards to crafting color and B&W images into a visual story. Further, we will examine the elements and decisions required for printing a professional portfolio and establishing professional business goals. Additionally, each student will create a body of cohesive images suitable for use as a professional portfolio or a traditional art exhibit. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. COREQ: CMP 5557L. PREREQ: Permission of instructor.

**CMP 5583 Rhetoric of Popular Culture: 3 semester hours.**
Explores the functions of rhetoric in popular culture mass media including news, television, film, fiction, advertising, music, and the internet. Emphasizes understanding how rhetoric in these mediums reflects, influences, and interacts with the culture. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5587 Rhetorical Theory: 3 semester hours.**
Course provides students with the foundations of rhetoric by examining principle rhetorical theories from Classical, Medieval, Renaissance, Modern, and Contemporary eras. Specific evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5588 Rhetorical Criticism: 3 semester hours.**
Study and application of various theories and methods of rhetorical criticism including Aristotelian and Burkean principles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

**CMP 5591 Independent Research Projects: 1-3 semester hours.**
Under the supervision of professors in the various areas of communication, students will prepare reports and carry out projects designed to promote professional growth. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.

**CMP 5599 Experimental Course: 1-6 semester hours.**
This is an experimental course. The course title and number of credits are noted by course section and announced in the class schedule by the scheduling department. Experimental courses may be offered no more than three times. Repeatable if covering different topics.

**CMP 5601 Introduction to Graduate Research Methods: 3 semester hours.**
Orientation to departmental graduate program policies and expectations, overview of the communication discipline, and introduction to methods used for producing scholarly research in the field.
CMP 6630 Seminar in Communication: 3 semester hours.
In-depth study and analysis of selected topics related to the communication field.
See instructor for specific topics. Repeatable if covering different topics.

CMP 6650 Thesis: 1-6 semester hours.

CMP 6660 Graduate Degree Paper: 1-3 semester hours.
Graduate degree paper. 1-3 credits. Repeatable. Graded S/U.

CMP 6691 Independent Study: 1-3 semester hours.
Under the supervision of departmental graduate faculty, students will engage in self-directed reading, exploration, and study focused on topics relevant to the communication discipline and to the students' planned academic program. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.