Department of Mass Communication
Old Main 118, 601 University Drive
San Marcos, Texas 78666

Updated August 2004
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You may be pursuing graduate studies after being away from school for many years. You may have just finished your undergraduate degree and decided to immediately continue your studies at the graduate level. You may have extensive professional experience or very little. Whatever your situation, we welcome you to the Department of Mass Communication at Texas State University.

Our program was designed at the outset to be flexible to accommodate people with a variety of educational goals and scheduling constraints. Some of our students pursue their studies full-time. Others can only take one or two courses at a time in the evening.

Graduate studies are quite different from undergraduate. You must read more, write more, and be prepared to participate in active small group seminar discussions. You are entering a “community of scholars” who are eager to discover, think, and challenge.

Good luck with your studies. We look forward to having you as a graduate student.

Bruce L. Smith, Ed.D.
Professor and Chair
Overview

The graduate program in mass communication offers many opportunities for media professionals, academic researchers, educators, and new graduates to expand their education and training within the mass communication field. Begun in fall 1997, the program offers a wide range of courses addressing a variety of cutting-edge topics such as the Internet, multimedia design and production as well as traditional topics such as mass communication theory and research methods. The varied expertise of faculty and diverse backgrounds of both faculty and students provide a healthy learning environment in which participants learn through interaction and discussion. The courses offered cultivate strong research and analytical skills that prove advantageous to the media professionals as well as those interested in continuing their education at the doctoral level. Students will broaden their understanding of communication theories and current research and will be prepared for doctoral studies in journalism, mass communication, or related fields. The program also develops students’ critical thinking abilities and practical skills that will enable them to take up media-related leadership positions in the community.

Texas State University is a comprehensive university with an enrollment of more than 26,000 students. Located at the foot of the Texas Hill Country, Texas State University—San Marcos, enjoys a setting that is unique among Texas universities. The beauty of the crystal clear San Marcos River and many sprawling cypress and pecan trees on the campus add to the charms of this picturesque locale. Located 30 miles south of Austin and 40 miles north of San Antonio, San Marcos has managed to retain the charm of a smaller community. Texas State, a member of the Texas State University System, is an equal opportunity educational institution.

Faculty members in geography, communication studies, business, mathematics and mass communication have been recognized as the best in the nation in their fields. Twelve faculty have been honored as Piper Professors, an annual recognition of the top college faculty in the state.
Facilities

The Department of Mass Communication is housed in historic Old Main. Situated on top of a hill, the Old Main has become the University’s most recognizable symbol. The building contains student publications, the campus radio station, faculty offices, lecture rooms, television editing facilities, and computer laboratories. Old Main also is home to the offices of the dean of the College of Fine Arts and Communication, the academic division that includes Mass Communication as its largest program.

Graduate student assistants are provided office space and resource room facilities. The Alkek Library at the University offers excellent research facilities with its vast collection of books and other audio-visual resources. The library also offers the Tex-share facility that allows students to borrow books from several other universities within the state.

Still honoring its founding as a teachers college, Texas State certifies more teachers than any other school in Texas. It has been recognized by the Association of Teacher Educators as one of the top three teacher education programs in the country and is headquarters for the National Center for School Improvement, the Texas School Safety Center and other education initiatives to meet the challenges of public education today.

Faculty

The department’s 21 faculty are active in international, national, regional, and state associations and publish widely in professional and scholarly journals. Fourteen faculty members hold terminal degrees from programs such as the University of Texas, Boston University, University of Iowa, Purdue University, Bowling Green State University, University of Tennessee, Indiana University School of Law-Indianapolis, Penn State University, University of Montana and the University of Southern Mississippi. The graduate faculty are diverse in background, education and research interests.
Degree Program
Mass Communication, Master of Arts

Today’s information-dependent market demands communication specialists who apply communication skills as a primary job requirement, communication managers who understand the potential of mass communication, and communication generalists for whom understanding of mass communication makes them more effective in marketing, sales, new product development, politics and strategic planning. This array of career opportunities invites not only communication specialists but also students and professionals with other educational backgrounds. For this reason the program provides an understanding of the social role of mass communication that is applicable for both those with communication backgrounds and those students whose undergraduate major was not mass communication. Students in the mass communication graduate program are trained to meet these needs with a combination of theory, research methods and skills-oriented courses. Courses address a variety of topics and areas, such as media management, public relations, advertising, international communication, ethics and law, new media issues, creative problem solving, visual communication, the Internet and mass media and gender issues. Courses in these areas enrich not only those who may chose to address specific needs within these areas of expertise, but benefit all by developing better communication techniques.

The master’s program offers the flexibility of thesis or non-thesis tracks. Courses are offered primarily in the evening so part-time as well as full-time students may enroll. The level of work expected of graduate students will be far superior to that expected of an undergraduate. Students are expected to have original ideas and work independently on papers and projects.
As the university’s student population has grown - from 330 in 1903 to over 26,366 in 2003 - the campus, too, has expanded, and today Texas State is the sixth largest public university in the state.

**Admission Policy**

All applicants who meet requirements of Texas State University’s Graduate College will be considered for admission, but achieving the university’s minimum requirements should not be considered an assurance of admission to the mass communication graduate program. In addition to university requirements for admission to graduate study, department requirements for unconditional admission are as follows:

- A preferred score of 600 on the paper-based TOEFL or 250 on the computer-based TOEFL for international students.
- A preferred combined score of 1000 on the verbal and quantitative portions of the Graduate Record Examination general test, with a preferred score of 500 on the verbal section.
- A preferred score of 5 on the analytical writing section of the Graduate Record Examination.
- An undergraduate GPA of 3.0 (4.0 scale) in the last 60 credit hours of work leading to the bachelor’s degree.
- A short (300-500 word) essay describing the applicant’s academic and professional goals, to be submitted to the department’s graduate adviser.
- Two letters of recommendation to be submitted to the department’s graduate adviser from individuals competent to assess the applicant’s capacity to pursue graduate education in mass communication. In case the applicant is changing the major area, at least one of the two letters must be from a professor in his or her previous major.
Students who do not have acceptable GRE or GPA scores may be admitted conditionally and must fulfill specific GPA and/or course requirements (normally ranges from three to 12 credit hours). Those who do not have acceptable TOEFL scores may take only leveling courses until a satisfactory score is achieved.

Students can be admitted unconditionally even if they need leveling courses. For students who do not have a journalism or mass communication major in their undergraduate studies, the nine to twelve hours of leveling courses will be determined by the mass communication graduate faculty. Leveling work may include courses in writing, editing, media law and history, and/or specialty areas such as public relations, broadcasting or advertising. The graduate faculty also may require leveling in other content areas of social sciences if weaknesses are detected in the undergraduate program. These courses will be listed as background courses on the degree outline and even though a grade will be earned they will not count toward the GPA.

Students who meet the following application deadlines will be given priority:

- Summer I, Summer II and Fall: April 15
- Spring: October 15

Applications are available from the Graduate College (Gradcollege@txstate.edu, Tel: (512) 245-2581). There is no separate departmental application. The application and a fee must be submitted to the Graduate College. The Graduate College will obtain transcripts for all Texas State graduates but non Texas State graduates must request two official transcripts to be sent directly from their institutions to the Graduate College. Admissions recommendations are made by the mass communication graduate program committee and approved by the dean of the Graduate College. For priority admission deadlines for international students, please refer to the Graduate Catalog.
English Language Skills

The standard for graduate students is high, and students’ language skills must be at a level that will produce work appropriate to the graduate level. If, after students begin a program of studies, their writing and general language skills are found to be deficient, they may be required to take classes to improve their language skills.

Degree Requirements

The mass communication graduate program offers its students the option of pursuing either a non-thesis or a thesis track. In general it is possible for the full-time student to complete the program in an 18-month period. However, most students take at least two years to complete the degree especially if they are on a thesis track. All students are required to take the following courses:

MC5301 Mass Media and Society
MC5302 Research Methods in Mass Communication
MC5303 Theories of Mass Communication

Authorized by the Texas Legislature in 1899, Southwest Texas State Normal School opened its doors in 1903. Over the years the Legislature broadened the institution’s scope and changed its name, in succession, to Normal College, Teachers College, College, University, and in 2003 to Texas State University-San Marcos. Each name reflects the university’s growth from a small teacher preparation institution to a major, multipurpose university.
Minor/Cognate Area

The master’s program includes nine to 15 hours of electives to accommodate diverse student needs and abilities. These may constitute a minor in one department or a cognate area of individually desirable courses from several departments.

Students plan their specific courses in consultation with the mass communication graduate adviser and appropriate members of the mass communication graduate faculty. Though electives normally will be from the same resource area, they may be from different areas.

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Program of Study Form

Students in both thesis and project tracks are required to complete a program-of-study form after completion of nine credit hours of graduate level classes in the department. The completed form has to be submitted to the graduate adviser (see Appendix I).
Non-Thesis Track

The 36-hour project track includes the core of nine hours, 18 to 21 hours of mass communication electives, and six to nine hours of electives from graduate courses outside the department. The electives allow students to select courses in areas that support their special research or job-related needs and interests. The non-thesis option requires three more credit hours than the thesis option.

Comprehensive/Exit Exam

In their last semester in the program and after completing all course work, students on the non-thesis track must pass a five-hour written comprehensive examination to be given over a one-week period usually in either October or March. It is recommended that students not take these examinations during summer sessions. However, if exceptions are made, the student should obtain prior consent of the adviser and other faculty members who are responsible for setting the questions and for grading the exams.

Students must choose a committee consisting of three mass communication faculty under whom they have studied. No single faculty member will write questions for more than two courses per student. The committee chair will solicit questions from faculty members including those in minor areas not on the committee when necessary.

Three tests of one hour each will be given on the core courses, MC5301, MC5302 and MC5303. The questions on the core courses will be set by the faculty who teach these courses. Questions for the other two hours may come from two electives in mass communication or from one elective in mass communication and a course in an area of interest or from a minor area. Students will discuss with their committee members the subject areas for the tests. Some faculty may provide reading lists for their subject areas.

Students will type answers to the questions on a computer under supervised conditions in the Mass Communication department at times arranged with the graduate adviser or a committee member. Faculty members who composed the questions will evaluate the answers. The faculty member may require an oral follow-up session.

If students fail three or more hours, they will not graduate and a failure is reported to the Graduate College. Students who fail one or two hours may be required to rewrite part of the exam. Students have only one opportunity to retake the parts of the test they failed the first time. The student’s exam committee will set the time for the retest. If on the rewrite they fail even one test, a failure will be reported to the Graduate College. In other words, students must pass all five exams to graduate.

Texas State’s commitment to the community extends far beyond the city limits of San Marcos. Hosting events such as the 2003 and 2004 Special Olympics provides students with opportunities to interact with people of various social and cultural backgrounds.
Thesis Track

The 33-hour thesis track requires the core of nine hours, 12 hours of mass communication electives, six hours of electives outside the department and a six-hour thesis credit. The thesis will consist of original research that contributes to the body of mass communication knowledge—a scholarly presentation of information about mass communication processes and systems. The thesis is a scholarly study of communication behavior, the purpose of which is to broaden understanding of what mass communicators do through what mass media channels, how they do it, and with what effects. It may be quantitative, relying upon an experimental design, content analysis, survey data or another appropriate approach or it may be qualitative, relying upon historical research or another appropriate methodology.

Selection and Approval of Thesis Option

The thesis degree option must be selected in consultation with graduate faculty and with the mass communication graduate adviser. Students are expected to demonstrate a commitment toward pursuit and completion of the thesis, which may take two long semesters to more than one year in many instances. Students interested in the thesis option are encouraged to develop their research ideas in the various classes they take. This is a process that takes place long before the student enrolls for thesis hours. Students pursuing this option must have a clearly articulated research question. This option is recommended for those who may continue their education beyond the master’s degree.

In order to be approved to take the thesis option, students should identify a member of the mass communication graduate faculty with expertise in the research area who is willing to direct the thesis project. After students are approved for the thesis option, the mass communication graduate adviser will submit the required changes on the degree outline to the Texas State Graduate College.

The Thesis Committee

The thesis committee will consist of three members of the Texas State graduate faculty. After being approved for the thesis option by the graduate adviser, students will then consult with the faculty member who has agreed to direct the thesis to select the other members of the committee. At least two members of the thesis committee must be members of the Department of Mass Communication. One
Lyndon B. Johnson, 36th president of the United States, graduated from Texas State in 1930, giving the university the distinction of being the only institution of higher education in the state that can claim a U.S. president as an alumnus.

A member may be a graduate faculty from another department if that faculty’s expertise would directly contribute toward the student’s understanding of the thesis or it may be a member from the minor department if the student has a minor. It is recommended that the student decide on the committee before enrolling for thesis hours. The student should work closely with the faculty adviser to develop timelines and plan the thesis project.

Students must enroll for a minimum of two semesters of thesis credit, MC 5399A and MC 5399B. Although it is possible in some instances for students to enroll for both the thesis courses in the same semester, it is not recommended that they do so. Prior approval of the graduate adviser and all the committee members is required to register for thesis credit in the summer sessions. If the thesis is not complete after completion of MC 5399B, students must continue to register for this course (MC 5399B) each term during which they receive guidance from their committee. However, the maximum thesis credit they will earn is six semester hours.

**Thesis Proposal**

It is recommended that students work on their thesis proposal and get this approved before registering for thesis credit. This can be done by registering for an independent study with the professor who will be the thesis director. A student must develop a thesis proposal with the help of the chair and members of
The student must submit the thesis proposal to all members of the thesis committee. The proposal should state a clear thesis, clarify the specific research question, provide an adequate literature review, explain methodology to be used, and the significance of the research.

The proposal often becomes the first chapter of the thesis. The thesis proposal must be approved by all members of the thesis committee before the project can proceed further. The proposal to be submitted to the Office of the Graduate College will contain the statement of the problem including objectives, significance of the topic selected, and the means and resources with which the student intends to solve the problem, expected outcome and an estimated timeline. Along with the proposal, forms obtained from the graduate adviser or from the Graduate College need to be completed, signed in triplicate with all copies bearing original signatures, by the members of the thesis committee and submitted to the chair of the department. If the departmental chair approves the proposal, he or she will sign the forms and forward them to the Dean of the Graduate College who will sign them when it is acceptable and return copies of the approval to the student's thesis committee chair. A copy will also be given to the student.

The student's thesis director serves as the chair of the committee and schedules a thesis committee meeting after the proposal has been submitted wherein the student can answer any questions the committee may have about the thesis. This meeting also provides an opportunity for the thesis committee to clarify and help shape the thesis in its early stages.

**Thesis Process**

Once the thesis proposal has been approved the student will work on gathering information and writing the chapters with the guidance of the faculty adviser and the members of the thesis committee. This process will continue till the faculty advisor and the committee members believe that the student meets the required standard.

**Comprehensive Oral Examination**

Once the members of the thesis committee are satisfied with the standard of the thesis, the student is scheduled for a comprehensive oral examination that may last for two hours. The oral examination will cover the thesis and also some of the courses taken by the student. Students are encouraged to discuss with the thesis committee members the courses that are likely to be covered during the examination. The student and the members of the thesis committee will be present at this examination. The committee may choose to pass or fail the candidate or it may require that a second meeting be held in order to further question the student. Students are required to submit the thesis at least two weeks prior to the scheduled date of the oral examination. Students should prepare the requisite signature pages as specified in the graduate thesis handbook.

Once the student successfully completes the oral examination, he/she will get signatures of the thesis committee members on the thesis signature pages as well as on the Report of Comprehensive Examination form. The student's thesis adviser will then file the exam report with the Graduate College. The student will make any final changes requested by the thesis committee before submitting the final version of the thesis to the graduate college.

The completed thesis must meet all requirements for format and style as published in *A Guide to the Preparation of Theses and Dissertations* (http://www.gradcollege.txstate.edu/Thesis&DissertationGuide/index.htm). The Department of Mass Communication generally follows the APA style. The student must meet all deadlines published by the Graduate College for approval and deposit of the thesis to ensure graduation in a given semester. See the thesis guide published by the Graduate College for further details. The student has to submit one bound copy to the Department of Mass Communication. See the graduate thesis guide for submission of other copies.
The Thesis Option Checklist

✔ Meet with mass communication graduate faculty and with the mass communication graduate adviser to seek approval to pursue this option. Obtain a copy of the Graduate Thesis Handbook from the Graduate College.

✔ Preferably one semester before registering for MC 5399A, identify a member of the mass communication graduate faculty with expertise in the research area who is willing to direct the thesis project.

✔ Once approved, the mass communication graduate adviser will submit the required changes on the degree outline to the Graduate College.

✔ Consult with the faculty member who has agreed to direct the thesis to select the other two graduate faculty members of the committee.

✔ Develop a thesis proposal along with timelines with the help of the chair and members of the thesis committee.

✔ Enroll for a minimum of two semesters of thesis credit, MC 5399A and MC 5399B.

✔ After the thesis proposal is approved by all members of the thesis committee, complete the thesis proposal forms obtained from the graduate adviser or from the Graduate College.

✔ Submit the proposal along with the three completed thesis proposal forms to the departmental chair.

✔ If the departmental chair approves the thesis proposal, he or she will sign the forms and forward them to the Dean of the Graduate College who will sign them when it is approved.

✔ The chair of the student’s committee schedules a thesis committee meeting after the proposal has been approved to help the student shape the thesis in its early stages.

✔ Register for 5399B after the thesis proposal is approved.

✔ Gather information and write the chapters with the guidance of the faculty adviser and the members of the thesis committee.

✔ After the members of the thesis committee are satisfied with the standard of the thesis, the student is scheduled for a comprehensive oral examination.

✔ Register for 5399B the term your thesis is completed. Follow the deadlines set in the Graduate Thesis Handbook published by the Graduate College.

✔ After successfully completing the oral examination, get signatures of the thesis committee members on the thesis signature pages as well as on the Report of Comprehensive Examination form.

✔ The student’s thesis adviser will then file the exam report with the Graduate College.

✔ The student will make any final changes requested by the thesis committee before submitting the final version of the thesis to the Graduate College.

✔ Meet all requirements for format and style as published in *A Guide to the Preparation of Theses and Dissertations*. The Department of Mass Communication generally follows the APA style.

✔ Meet all deadlines published in the graduate thesis guide for approval.
Assistantships

Graduate assistantships with competitive stipends and waiver of out-of-state tuition are available to qualified applicants. Assistantship responsibilities include teaching mass communication fundamentals, serving as supervisor of student contests, working in supervisory roles at student media outlets, assisting in departmental computer labs or assisting faculty with teaching and research. Most assistantships are assigned in April for the fall semester, but assistantships may be available for students who wish to begin the graduate program in the spring or summer. Assistantships are usually not awarded during summer terms. Applications for assistantships may be obtained from the departmental graduate adviser or from the following website: http://www.masscomm.txstate.edu/graduate/masters.html#assistantships

To be appointed to a graduate assistantship, students must apply to the graduate adviser, Department of Mass Communication. Preference is given to students with experience in mass communication and to those with high grades and test scores. Students must work for at least 20 hours per week to receive the out-of-state tuition waiver.

Teaching Assistantships

Students with 18 graduate semester hours in their teaching discipline may be appointed as teaching assistants with responsibility as teacher of record.

Instructional Assistantships

Instructional assistants earn a first-year base salary of about $950 a month (2004-2005) and work 20 hours per week. The students’ time is mainly spent teaching writing labs and working with faculty members on work assigned to them, such as proctoring and grading tests or creating course materials.

Eligibility for All Assistantships

To be eligible for assistantships, students must have unconditional admission status, must be enrolled in at least nine graduate credit hours, except for the final semester of enrollment and have a 3.0 GPA. All International students must be in possession of the appropriate lawful visas such as an F-1 or a J-1 in order to participate in graduate assistantships.

Assistantships are renewable generally for a total of four long semesters if students are favorably reviewed by their faculty supervisors at the end of each semester. Instructional assistants are expected to behave professionally by meeting all deadlines and attending to all duties as they would in a professional setting. All assignments and reappointments are made by the graduate adviser in consultation with the departmental chair. Student assistants are evaluated every semester.

Other Support

The Department of Mass Communication is also committed to supporting graduate student research activities and involvement in professional organizations. Limited travel funds may be awarded to students who present papers at or attend conferences. Limited travel funds are also available from the Graduate College for making presentations or presenting papers at professional meetings.
Academic Honesty

The department of mass communication commits itself to the preparation of ethical mass media professionals and scholars. Such a mission demands the highest standard of academic honesty and integrity. Violations of academic honesty, including but not limited to plagiarism, unauthorized collaboration, collusion, deception, conflict of interest and theft, are not tolerated and can lead to severe penalties. Disciplinary actions for violations of the standards for academic honesty are outlined in the Texas State Academic Honesty Statement, printed each year in the Student Handbook.

Graduate Probation and Suspension Policy
See Appendix II

A steward of the environment, Texas State strives to instill an understanding and respect for nature in its students. Through programs like the Wetlands Project and institutes like the Texas Rivers Center, Freeman Ranch and Aquarena Center, the connection and interdependence of the human race with world ecology is examined and explored.
Graduate Faculty

England, M. Timothy, Associate Professor, B.A., Western Kentucky University; M.A., Indiana University; Ph.D., University of Tennessee. (me04@txstate.edu)

Fluker, Laurie H., Associate Professor, B.A., Wiley College; M.F.A., Southern Methodist University; Ph.D., The University of Texas at Austin. (lf04@txstate.edu)

Nelson, David C., Professor and Assistant Dean of the College of General Studies, B.A., M.A., Ph.D., Purdue University. (DN04@txstate.edu)

Niekamp, Ray, Lecturer; B.S., Southern Illinois University at Carbondale; M.A., University of Minnesota; Ph.D., Penn State University. (rn10@txstate.edu)

Peirce, Kate, Professor, B.A., M.S., Florida State University; Ph.D., The University of Texas at Austin. (kp02@txstate.edu)

Rao, Sandhya, Professor, B.A., B.S., M.S., Bangalore University (India); Ph.D., Bowling Green State University. (sr02@txstate.edu)

Renfro, Bruce, Associate Professor, B.A., M.A., Ph.D., The University of Texas at Austin. (rr08@txstate.edu)

Renfro, Paula, Professor, B.A., M.A., Baylor University; Ph.D., The University of Texas at Austin. (pr01@txstate.edu)

Schmitt, John, Assistant Professor of Mass Communication. B.A., Indiana University at Indianapolis; M.A., Indiana University, Bloomington; J.D., Indiana University School of Law—Indianapolis. (js56@txstate.edu)

Smith, Bruce L., Professor and Chair, B.A., University of Minnesota; M.S., Miami University; MBA, Murray State University; Ed.D. Boston University. (bs20@txstate.edu)

Taylor, Elizabeth L., Assistant Professor, B.S., University of Colorado; M.A., Ph.D., University of Texas. (et10@txstate.edu) (On leave 2004-2005)

Trauth, Denise M., Professor of Mass Communication and President of the University. B.A., College of Mount St. Joseph, Ohio; M.A., Ohio State University; Ph.D., University of Iowa. (President@txstate.edu)

Vela, Rafael A., Assistant Professor, B.A., Yale University; M.A. and Ph.D., University of Wisconsin-Madison. (rv13@txstate.edu)

Walsh, Frank E., Associate Professor, B.A., M.A., J.D., University of Montana. (fw12@txstate.edu)

Weill, Susan M., Assistant Professor, B.A., Millsaps College; M.S., Jackson State University; Ph.D., University of Southern Mississippi. (sw27@txstate.edu)
Courses Offered

5301 Mass Media and Society. (3-0) A seminar devoted to analysis and discussion of significant contemporary issues in mass communication, including a study of the history of the development of mass communication media.

5302 Research Methods in Mass Communication. (3-0) Investigation of the tools and techniques of both qualitative and quantitative research methods used in the study of mass communication, including surveys, content analysis, experimental designs and case studies.

5303 Theories of Mass Communication. (3-0) Examination of the literature of mass communication theory, and discussion of theoretical approaches and models.

5304 Special Topics in Mass Communication. (3-0) Seminar examining leading work in and about mass communication to give students an in-depth study of special topics. May be repeated for credit up to four times when topics change. Prerequisite: Consent of graduate advisor.

5304A Seminar in Media Regulation and Responsibility. (3-0) Study of laws and regulations as they pertain to media operations and the internal and external codes that guide media behavior.

5304C Seminar in Media Management. (3-0) Analysis and discussion of issues involved in media ownership and operation, including monopoly and competition, labor relations, human resource management and staffing, the politics of workplace supervision, and market relations.

5304E Media Ethics. (3-0) The study of freedom and responsibilities of mass media practitioners and institutions, explored within the framework of ethical theories. Students will learn philosophical constructs as formulated by traditional philosophers as well as contemporary ethicists. Consideration of values, codes of ethics, moral development, professionalism and institutional constraints as applied to media of information, persuasion and entertainment.

5304H Creative Problem Solving in Mass Communication. (3-0) This class examines the psychology of creativity and its application in mass communication to media management, broadcasting, advertising, and public relations. Students learn a variety of ideation techniques and structured creative problem solving methods to better understand their own creative thinking process, and how to facilitate creative thinking in groups.

5304I Seminar in New Media Technology Issues. (3-0) This course will examine new technologies such as the Internet, computers, cable, DVD and other digital technologies. Issues discussed will include convergence, digital divide, the role communication will play in the new media environment, diffusion and the impact of new media technologies on society and culture.

5304J Multimedia Design and Production. (3-0) This course will address the theories and practice of digital video production, including nonlinear editing, graphics creation, multi-channel audio mixing, and streaming video. The course is designed for the novice editor with the expectation that students complete a creative project for distribution by the electronic media.

5304K The Internet and Mass Communication. (3-0) The course will critically examine the theories, methods and applications of communicating on the Internet. The course includes designing and writing for the web and techniques used in media management, advertising, public relations, print and broadcasting. Students will demonstrate the strategies and principles learned through a final web project.
5304L **SEMINAR IN VISUAL COMMUNICATION.** (3-0) This course examines the principles, theories and language of visual communication, with emphasis on evaluating and using images in mass media. Through a semester-long team project, students will investigate, study and summarize the various principles and theories of visual communication.

5305 **INTENSIVE RESEARCH FOR COMMUNICATION SPECIALISTS.** (3-0) Planning and conducting a research/investigative project emphasizing one or several common mass communication research and information-gathering techniques. Prerequisite: MC 5302 and consent of graduate advisor.

5307 **PROJECT.** (3-0) A major communication effort, the purpose of which is to demonstrate command of the skills necessary to work at advanced levels in mass communication. For example, it may be broadcast documentary, an advertising or public relations campaign or a newspaper series. Prerequisite: Completed course work.

5308 **SEMINAR IN ADVERTISING AND PUBLIC RELATIONS.** (3-0) This course analyzes advertising and public relations issues using an integrated communication framework. Students are introduced to the advertising and public relations decision-making process, learn what problems real organizations experience and evaluate how they resolve issues in such areas as client-agency relationships, strategic planning/management, globalization, channel integration, cyber marketing, evaluation, etc.

5309 **GENDER, RACE, AND CLASS AND THE MEDIA.** (3-0) This course takes a theoretical approach to the study of representations of gender, race and class in the mass media and the lives of the media professionals who belong to marginalized groups. A historical overview will be followed by an in-depth look at current conditions.

5310 **INTERNATIONAL COMMUNICATION ISSUES.** (3-0) This course examines the media systems worldwide in different socioeconomic contexts and studies the patterns of international information flow. The course includes theories governing international communication. Students learn how and why communication takes place between different nations and the impact of this communication on individual nations.

5311 **INDEPENDENT STUDY.** (3-0) Study of a special interest that offers academic or professional improvement and growth in the field of Mass Communication. May be repeated once with different emphasis for additional credit.

5330 **INTERNSHIP IN MASS COMMUNICATION.** (0-12) Students acquire on-the-job experience in an off-campus media setting where they can apply the skills and knowledge acquired through mass communication graduate course work. Requires 180 hours of work off-campus, a written report, and portfolio of work product. Prerequisite: Consent of the graduate advisor and internship coordinator.

5399A **THESIS.** A scholarly study of communication behavior, the purpose of which is to broaden understanding of what mass media do, how they do it, and with what effects. It may be quantitative, historical or rely upon another appropriate methodology. No thesis credit is awarded until student has completed the thesis in MC 5399B. Graded on a credit (CR), no-credit (F) basis. Prerequisite: Completed course work.

5399B **THESIS.** This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), no-credit (F) basis. Prerequisite: MC5399A and completed course work.
## Two-year Class Cycle

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<th>Course</th>
<th>Fall 2004</th>
<th>Spring 2005</th>
<th>Mini Session 2005</th>
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<td>MC5301 (MM &amp; Society)</td>
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<td>MC5304K (Internet &amp; MM)</td>
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<td>MC5301 (MM &amp; Society)</td>
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<td>MC5304H (Creative problem solving)</td>
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<td>MC5304D (International)</td>
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<td>MC5309 (Gender and Media)</td>
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</table>

Course schedule is subject to modification
Appendix-I

Program of Study—Master’s Degree

Graduate Program
Department of Mass Communication
Texas State University-San Marcos

Please complete and return this form to:

Dr. Sandy Rao
Graduate Adviser
Department of Mass Communication
Tel: (512) 245-3790
Email: sr02@txstate.edu
Fax: (512) 245-7649

Name:____________________________________

PLID#:____________________________

Expected date of graduation:____________________

Phone (Home): ________________________  (Office):___________________________

Email:___________________________________

Major area of study:  Mass Communication

Minor (if any)_____________________

Check the appropriate choice below:

Thesis track________________

Non-thesis_________________
# Program of Study—Master’s Degree in Mass Communication

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<th>Courses</th>
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<th>Title</th>
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<th>Inst.</th>
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</table>

**Total needed in the program:**

Thesis: 33 hours (Core-9, MC Electives-12, Cognate-6) plus background courses if recommended.
Non Thesis: 36 hours (Core-9, MC Electives 18-21, Cognate 6-9)
Appendix II

Probation and Suspension

A graduate or post-graduate student as defined in the graduate catalog, is required to maintain a 3.0 cumulative grade-point average for all Texas State 4000-, 5000-, 6000-, and 7000-level courses (excluding required background courses) listed on a student’s degree outline for a graduate degree. Cumulative GPAs are computed at the end of the fall semester, the spring semester, and the second summer session (both summer sessions combined are treated as equivalent to one semester in determining satisfactory academic progress).

If a student’s cumulative GPA falls below 3.0 during any semester of enrollment at Texas State, the student will be placed on academic probation. In the next semester of enrollment the student must raise his or her cumulative Graduate College GPA to 3.0 or above or be suspended from the Graduate College. When the student has achieved a cumulative GPA of at least 3.0 at the end of the semester of probation, the student will be notified that he or she has been removed from probation status.

Readmission. After being on suspension status for six months, a student may petition his or her graduate advisor and the Dean of the Graduate College for permission to reenroll in the Graduate College. Each readmission decision is made on an individual basis. If a student is readmitted after being suspended, the student must maintain a 3.0 GPA in each semester of enrollment or be suspended again. Individual graduate programs may also impose additional cumulative GPA restrictions for their students.

Change of Major. Graduate students on probation may not change programs. If a suspended student wants to be readmitted (after the six months of the first suspension has lapsed) but to a different program, that student must reapply to the Graduate College with the application subject to the approval of the Dean of the Graduate College.

Source: http://www.gradcollege.txstate.edu/03-05GCatalog/grading.html#Probation_Suspension
CONTACT NUMBERS AND ADDRESSES

DEPARTMENT OF MASS COMMUNICATION

Bruce L. Smith, Chair
Tel: (512) 245-3471

Sandy Rao, Graduate Adviser
Tel: (512) 245-2656/3790

Graduate Program Website: http://www.masscomm.txstate.edu/graduate/masters.html

GRADUATE COLLEGE

Dean of Graduate College
Tel: (512) 245-2581

Graduate College Website: http://www.gradcollege.txstate.edu/