



# Global Media & Communication Studies Degree Catalog



## Global Media and Communication

### Program Description

The Master of Arts in Global Media and Communication Studies is designed to prepare students to become communication specialists who can respond to the information revolution and the globalization of media. The program conveys the importance of media experts that possess intercultural sensitivity and an ability to transcend borders and interpret the communications of other cultures. The program's Global Communications Track introduces and supports its students to develop the skills needed for careers in as spokespersons, cross-cultural communications specialists for governmental, nongovernmental public diplomacy and for work with transnational corporations. Its New Media Track prepares students as webmasters and content managers for industry and for the work in the public sector.

### Learning Outcomes (MA in Global Media and Communications)

Upon completion of this degree, the student will be able to:

- Demonstrate an understanding of the roles and functions of traditional and new media
- Demonstrate an ability to function as an effective communicator, writer, and spokesperson
- Demonstrate an understanding of the different media systems in the world and patterns of communication.
- Demonstrate abilities and skills to communicate across cultures and nations
- Demonstrate an ability to use media and communication skills to address conflicts and misunderstandings
- Demonstrate an understanding of the legal and ethical issues in media communication
- Demonstrate abilities and skills in gathering, writing, and reporting news in foreign countries
- Develop abilities to create effective media content
- Demonstrate abilities to assess, use, and interpret information

### English Language Requirement

For applicants whose native language is not English, a minimum score of 213 (computer) or 550 (paper) on the TOEFL (Test of English as a Foreign Language) is required. Exception to these requirements will be considered on a case-by-case basis in consultation with the Director of the University's English Language Institute and following completion of an oral and written English exam that is administered by the English Language Institute. Students with demonstrated difficulty communicating in English may be required to take an advanced ELI course even if they have earned between 213/550 and 250/600 TOEFL scores.

### Admissions Requirements

The Admissions Committee places emphasis on the quality of the preparatory work of each applicant. An applicant should be a graduate of a regionally accredited secondary school (or its substantial equivalent) and should present sixteen acceptable units of academic work, including four units in English, three units in Mathematics, two units in a lab science, two units in the social sciences and a minimum of five electives. An applicant who has not satisfied the distribution of college requirements but has presented convincing evidence of the quality of his/her high school work, may be admitted with the provision that the deficiencies must be addressed before or in conjunction with the beginning of study in his or her academic program of choice. Students are admitted for both the Fall and Spring terms. Students must notify the Office of Admissions if it is their intention to defer their enrollment. Students whose first language is not English and who have been in an American high school for less than two years may submit the results of the Test of English as a Foreign Language (TOEFL) to demonstrate English language proficiency.

### Graduation Requirements

The Master of Arts in Global Media and Communication Studies is a two-year program. It requires the completion of 36 semester hours of class work, including a final thesis.

### Minimum Grade Point Average Requirement

Candidates for the Masters of Arts in Global Media and Communication Studies are required to maintain a minimum semester grade point average of 3.0 to remain in good academic standing. The Master's degree may only be conferred upon a student who has the minimum required average of a 3.0 at the conclusion of the student's studies. To receive credit for the completion of one of the tracks, a minimum of a "B" must be received in each course within the concentration. Students failing to maintain minimum academic standards will be placed on academic probation at the end of the first semester in which they do not maintain a semester or overall GPA of at least 3.0 or earn a C- or lower grade in any class. If the student fails to raise his overall GPA above a 3.0 by the end of the semester following being placed on academic probation, fails again to earn at least a 3.0 semester GPA or again earns a C- or lower grade in any class, she or he will be separated from the GLDP program. A student separated from the program may apply for readmission to the program following a minimum of one semester of not participating in the program.

## Master of Arts in Global Media and Communication

### Masters of Arts Core

The Master of Arts in Global Media and Communication Studies is a 36-semester hour graduate course of study that requires four to five semesters. The Master of Arts in Global Media and Communication Studies offers two potential tracks and students:

#### Core Curriculum

Code	Courses	SH/CHW/CHS
GMCS 501	Research Methods	3/3/45
GMCS 511	Communication Theories	3/3/45
GMCS 562	Media Communication Law and Legal Issues	3/3/45
GMCS 591	Internship or Track Elective	3/3/45
GMCS 598	Internship Reflection or Track Elective	3/3/45
GMCS 599	Thesis or Project Demonstrating Excellence	3/3/45
Total:		18/18/270

### Global Communication Track

Students who elect this concentration will normally pursue a career in public diplomacy either (strike either) as a communications specialist either with a government, a government agency, an intergovernmental agency or a non-governmental agency or with a transnational corporation.

#### Track A: Global Communications

Code	Courses	SH/CHW/CHS
GMCS 529	Advanced Intercultural Communication	3/3/45
GMCS 535	International Advertising and Public Relations	3/3/45
GMCS 537	Global Communication and Mass Media	3/3/45
GMCS 542	Communication and National Development	3/3/45
GMCS 555	News Media and International Journalism	3/3/45
GMCS 557	Political Communication and Public Diplomacy	3/3/45
Total:		18/18/270
Total Program		36/36/540

### New Media Track

Students choosing this track will normally work as webmasters, web designers or specialists for government-related agencies or in the corporate world.

#### Track B: New Media Communication

Code	Courses	SH/CHW/CHS
GMCS 529	Advanced Intercultural Communication	3/3/45
GMCS 533	Cyber War and Security	3/3/45
GMCS 537	Global Communication and Mass Media	3/3/45
GMCS 543	Communication and National Development	3/3/45
GMCS 552	Advanced Web Publishing and Design	3/3/45
GMCS 572	Advanced Multimedia	3/3/45
Total:		18/18/270
Program Total:		36/36/540

Total Program Semester Hours: 36 Total Program Clock Hour Minimum: 540

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*