Media Studies

- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Studies

The master of arts (MA) and master of science (MS) programs at the University of Oregon School of Journalism and Communication seek to expose students to a wide range of ideas concerning the structure, function, and role of the media in society.

The professional journalism master's program offers a twelve- to fifteen-month program designed for those holding bachelor's degrees but who have little or no academic or professional journalistic or media background. Graduate students in this program acquire professional skills.

The Portland-based multimedia journalism master's program, offered evenings and weekends, is designed to prepare experienced journalists with the skills needed for multimedia storytelling and for the entrepreneurial imperatives of the contemporary media business environment.

The Portland-based strategic communication master's program, offered evenings and weekends, provides advanced conceptual and tactical skills for working professionals in industries such as public relations, advertising, marketing communication, and corporate communication.

Information about and applications for graduate programs are available on the School of Journalism and Communication website.

Financial Assistance

The school provides a number of graduate scholarships and graduate teaching fellowships. Scholarships range from $500 to $15,000. Fellowships include a complete tuition waiver and a stipend for the academic year. Graduate teaching fellows assist faculty members with teaching, research, and administrative responsibilities.

Admission materials and applications for scholarships, fellowships, and other financial assistance must be submitted by the deadlines stated under Admission Requirements. Applicants may apply for both a scholarship and a fellowship.

International Students

A firm mastery of English, including American mass-communication idiom, is necessary for success at the graduate level. International students who lack such mastery are required to attend courses at the American English Institute on campus before participating in the graduate program. Though these courses do not carry graduate credit, they qualify to meet students' visa requirements. The best time to enroll in the institute's courses is the summer session preceding the first term in the graduate program.

Admission Requirements

Admission to the graduate program is granted for fall term for media studies, multimedia journalism, and strategic communication; summer session for the Eugene-based professional master's degree in journalism. Application materials are the same for the master's and the doctoral programs. Applicants to the master's programs must have received a BS or BA or equivalent prior to the first term of enrollment; applicants to the doctoral program must have received an MA or MS or equivalent. To be considered for admission, an applicant must submit the following:

1. Official transcripts from all institutions where undergraduate and graduate work was completed. The minimum undergraduate GPA for admission is 3.00. In exceptional cases, an applicant with a lower GPA may be admitted conditionally
2. *Optional:* Official Graduate Record Examination (GRE) scores no more than five years old
3. A 750- to 1,000-word essay describing the applicant's academic and career goals
4. An up-to-date résumé or curriculum vitae
5. A portfolio, string book, clips, or other evidence of relevant professional work or evidence of scholarly writing and research. Doctoral applicants may include a copy of a master's thesis
6. Three letters of recommendation—preferably two from academic sources
7. International students must also submit documentation for
   a. Either a Test of English as a Foreign Language (TOEFL) score of 100 or better or an International English Language Testing System (IELTS) score of 7 or better
   b. A score on the Test of Spoken English (TSE). A minimum score is not required for the TSE

Application deadlines

- Doctoral program: January 1
- Media studies master's degree: February 1
- Journalism master's degree: Application review begins February 1
- Strategic communication master's degree (Portland): Application review begins February 1
- Multimedia journalism master's degree (Portland): Application review begins March 1
- Admission to the graduate program is granted for fall term (summer session for professional master's program students in the Eugene-based journalism ***only***; designate summer session as the start date on your application for admission)
- Strategic communication, multimedia journalism, and journalism: Application review begins soon after the dates above until all available spots in the program are filled

Advising

An advisor is appointed for each graduate student in the school by the director of graduate studies.

Course programs for graduate students are planned individually in consultation with advisors. Graduate students should meet with their advisors at least once a term.

Requirements for Graduation

A graduate student in the School of Journalism and Communication cannot elect the pass/no pass (P/N) option for a graduate course offered by the school unless that course is offered P/N only.

Master's Degree Program in Media Studies

This major emphasizes communication theory and research, possibly preparatory to work for a PhD degree. An undergraduate education in journalism and communication or professional experience is required for

admission. Candidates for this MA or MS degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. Courses that do not carry graduate credit do not count toward the 46-credit minimum and are not considered in determining the graduate GPA.

Please note: The requirements below are under revision. Please see the School of Journalism and Communication website for the current requirements.

Master of Arts Degree Requirements

Code	Title	Credits
J 611	Mass Communication and Society [1]	4
J 612	Media Theory I	5
J 613	Media Theory II	5
J 614	Media Theory III	5
Select one of the following:		8
Option 1		
J 641	Qualitative Research Methods	
or J 642	Quantitative Research Methods	
Methodology course (inside or outside the School of Journalism and Communication)		
Option 2		
J 641	Qualitative Research Methods	
J 642	Quantitative Research Methods	
Additional 600-level conceptual courses in the School of Journalism and Communication [2]		4-12
Graduate courses outside the School of Journalism and Communication [3]		8-16
J 503	Thesis [4]	6-9
or J 609	Terminal Project	

1. Taken in the first year of graduate study.
2. Subject to approval by the school's graduate affairs committee.
3. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
4. Approved and supervised by a faculty committee. A written proposal, approved by the advisor and committee, is required before work is begun on either a thesis or project. A student should register for Thesis (J 503) or Terminal Project (J 609) during the terms in which the research and writing occurs.

In addition, the master of arts requires second-year foreign language proficiency. See the Graduate School website for details.

Master of Science Degree Requirements

Code	Title	Credits
J 611	Mass Communication and Society [1]	4
J 612	Media Theory I	5
J 613	Media Theory II	5
J 614	Media Theory III	5
Select one of the following:		8
Option 1		
J 641	Qualitative Research Methods	
or J 642	Quantitative Research Methods	
Methodology course (inside or outside the School of Journalism and Communication)		
Option 2		
J 641	Qualitative Research Methods	
J 642	Quantitative Research Methods	
Additional 600-level conceptual courses in the School of Journalism and Communication [2]		4-12
Graduate courses outside the School of Journalism and Communication [3]		8-16
J 503	Thesis [4]	6-9
or J 609	Terminal Project	

1. Taken in the first year of graduate study.
2. Subject to approval by the school's graduate affairs committee.
3. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
4. Approved and supervised by a faculty committee. A written proposal, approved by the advisor and committee, is required before work is begun on either a thesis or project. A student should register for Thesis (J 503) or Terminal Project (J 609) during the terms in which the research and writing occurs.

Students typically take five or six terms to complete the program.

The curriculum in media studies is in the process of being revised. Check the journalism school website for the most current degree requirements.

Doctoral Degree Program

The PhD degree program in media studies trains candidates to do research on a broad array of interdisciplinary questions related to communication and society. The school features course work that explores the cultural, economic, and political aspects of communication and society. Three overlapping areas of faculty and program strength are media institutions; ethics, law, and policy; and international and multicultural communication. The program emphasizes an appreciation of quantitative and qualitative methodologies and offers faculty expertise in content analysis, survey methodology, historical and legal methods, discourse analysis, ethnography, and oral history. Faculty members in departments and schools outside the School of Journalism and Communication have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

Doctor of Philosophy Degree

Candidates for the PhD degree in media studies typically take about 80 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's graduate-study experience. The program concludes with a dissertation. Specific requirements follow.

Please note: The requirements below are under revision. Please see the School of Journalism and Communication website for the current requirements.

J 612	Media Theory I	5
J 613	Media Theory II	5
J 614	Media Theory III	5
J 641	Qualitative Research Methods [1]	4
J 642	Quantitative Research Methods [1]	4
J 643	Proseminar II [1]	5
Courses in outside field [2]		18

Two additional methods courses [3]		8
At least three 600-level courses (611 and above) within the School of Journalism and Communication [4]		12
J 619	Teaching and the Professional Life [5]	4
J 603	Dissertation [6]	18
Total Credits		**88**

1. Completed within the first three terms of study.
2. In close consultation with an academic advisor and the school's graduate studies director, each student designs an integrated outside-field component for his or her program. Because the program stresses the interconnection of communication with other disciplines, the outside field may involve more than one outside department.
3. Taken within or outside the school.
4. Subject to approval by the school's graduate affairs committee. J 601–610 do not count toward this requirement. In some cases, appropriate courses from outside the journalism school may count toward this requirement.
5. Appropriate teaching experiences are arranged following completion of the course.
6. A professionally central experience in the design, conduct, and dissemination of original research. It is written after the student's proposed dissertation topic is approved.

The curriculum in media studies is in the process of being revised. Check the journalism school website for the most current degree requirements.

Additional Requirements

- After course work is complete, the student, the graduate studies director, and the student's comprehensive examination committee schedule an examination that requires a synthesis of what the student has learned.
- After passing the comprehensive examination, the student writes a dissertation proposal. The proposal must be approved in writing at a meeting of the dissertation committee, usually within one term of the comprehensive exam. The committee must approve the proposal before the student may advance to candidacy and enroll in dissertation credits.