

Emphasis in Media Arts

The M.A. emphasis in media arts is a professionally oriented degree emphasizing production and other creative activities, with appropriate foundational exposure to theory and research. The degree is designed for professionally oriented students who are currently working in the mass media industry and for those who wish to pursue such a career.

All students entering the Master's programs in Media Arts and Media Studies who do not have significant recent experience with digital video production should enroll in COM 5350 "Media Arts Production" in their first fall semester. Students entering the M.A. program in Media Arts who do not have significant, recent experience with digital video production should consult with their departmental advisor (via email if necessary) before registering for production courses.

Required courses:

- COM 7000 Introduction to M.A. Studies in Communication (3 credits)
- COM 5270 Screenwriting (3 credits)
- COM 5380 Video and Film Editing (3 credits)
- COM 5400 Techniques of Film and Video Production (4 credits)

One theory course:

- COM 7520 Theories of Media Effects (3 credits)
- COM 7530 Critical Mass Communication Theory (3 credits)

One research methods course:

- COM 6530 Audience Measurement and Survey Techniques (3 credits)
- COM 7260 Behavioral Research Methods in Communication (4 credits)
- COM 7510 Seminar in Mass Media Research (3 credits)
- COM 7580 Content Analysis (3 credits)
- COM 7590 Criticism of Mass Media (3 credits)
- COM 7600 Media and Cultural Historiography (3 credits)
- COM 7610 Feminist Media Theory and Criticism (3 credits)

Two electives in COM numbered 5000 or higher, appropriate to the concentration. These courses are in addition to any other 5000-level or above courses used to fulfill concentration requirements.

- _____
- _____

Elective courses selected in consultation with the advisor resulting in a minimum total of 35 credits.

Choose one of the following plans:

- Plan B:** Three credits of COM 7999 and an approved essay
- Plan C:** Appropriate coursework as approved by the advisor and the Director of Graduate Studies.