

Media Studies and Production (M.A.)

About The Program:

The master's program in Media Studies and Production provides graduate students with both scholarly and professional training. Many students concentrate wholly on the department's scholarly curriculum as excellent preparation for doctoral training. Others desire professional media training. This may involve preparation for a number of career options, including corporate communication, marketing and research, mass media and new media production, media management, and media publicity and advertising.

Career Options: Graduates find positions in academia, private media, and nonprofit or government/public service.

Prerequisites for Admission: Baccalaureate degree in Communication, Media Studies, or the Humanities or Social Sciences is required.

Affiliation(s): Department faculty members and students regularly present research at established communications associations, such as the Association for Education in Journalism and Mass Communication (AEJMC), Association of Internet Researchers (AoIR), Broadcast Education Association (BEA), Eastern Communication Association (ECA), International Communication Association (ICA), and National Communication Association (NCA).

Study Abroad: Students can register for the Summer program at Temple London, and explore other options through Klein's [Study Away with Global Opportunities](#).

Areas of Specialization: The program offers two concentrations:

- Communication Scholarship, which covers the history, economics, law, regulation, and policy pertaining to broadcast, cable, and new technology industries in both national and international contexts; social processes such as the psychology, sociology, cultural study, and politics of both media and communications technology, particularly in terms of their impact on everyday life; and the analysis of the behavior and management of communications systems, particularly in terms of the media and telecommunication industries and institutions.
- Media Production and Business, which covers TV, radio, computer, and multimedia production; corporate communications; media management, marketing, and research; and media publicity and advertising.

Requirements of Programs:

- **Total Credit Hours:** 36

- **Culminating Events:**

Master's Thesis or Project:

Students can elect to complete a thesis or master's project.

Comprehensive Examinations:

Upon completion of all or most coursework and all other requirements, the student who elects not to complete a thesis or master's project must take comprehensive examinations. The comprehensive examinations are a set of written tests on several subjects, that may, if necessary, be followed by oral discussions. As the student nears coursework completion, s/he should discuss with the advisor the constitution of the Comprehensive Examination Committee and the topics of the examinations. During this period, the student is also advised to check with prospective faculty members concerning their willingness and ability to serve as members on the committee. This should be done sometime during the student's third term of study. The comprehensive exams are taken during the final term of study.

The examinations cover the discipline of media and communication, not the precise coursework taken by a given student. The student is examined in three areas that s/he determines in conjunction with her/his committee. Each area is represented by the question(s) of one committee member. The questioner in each examination area may be understood to be the lead or main reader for that area. The three areas are chosen Communication Behavior, Communication History, Communication Institutions, Communication Message Systems, Communication Research Methodology, Communication Theory, and an optional area.

The form of the examinations is determined by the student and the Comprehensive Examination Committee. Each of the three examinations can be taken either in office or at home, either with or without the use of notes and/or books, and for a period of a few hours to a week. In all cases, the written portion of the examination must be completed within a 14-day period. In-office examinations may not exceed four hours.

The student must answer every question on the examination in order to be evaluated. Evaluators look for an understanding of core concepts, application of relevant materials, informed responses, and careful writing. Additional standards may be applied by individual faculty members. All members of the Comprehensive Examination Committee evaluate each answer and convey their assessments to the committee chair within three weeks of receiving the examinations. First, each content area is graded on a pass/fail basis. To pass in a given area, the majority of committee members (i.e., no fewer than two) must accept the answer(s). Included in this majority approval must be that of the area examiner (i.e., the lead reader). Second, to pass the comprehensive examinations, the Comprehensive Examination Committee must also determine that the overall written (and oral, if required) performance across all questions and areas is adequate. Thus, it is possible that a student may discharge each area just passably but have such a weak overall performance that s/he fails the comprehensive examinations.

The examinations are scheduled by the student and her/his committee members. The student must complete all of the examinations within the 90 days following the approval of the student's Comprehensive Examination Committee; if 90 days elapse from the approval-of-committee date without completion, the process must be started again from the beginning. Examinations may be scheduled any time during the regular academic term, either Fall or Spring.

Core Courses

Introduction to Communication Concepts – Introduction to Broadcasting, Telecommunications, and Mass Media study through an examination of core concepts, theories, and areas of study.

Communication Research Methods – The underlying philosophy and survey of research methods as tailored to media issues. Topics include market research, rating systems, polling, surveys, depth interviews, content analysis, focus groups, ethnography, and field and laboratory experiments.

Masters Colloquium – Current problems and opportunities in the field, discussions and presentations of current research, and lectures by senior scholars.

Select at least one of the following:

Media Institutions – History and societal role of the mass media with an emphasis on the internal structure and workings of the mass media industries and their interaction with government and the public.

Media Technology and Culture – This course examines the relationships between technological developments and artifacts and cultural transformations. With a grounding in critical texts addressing the complex interplay between culture and media technologies, the course investigates the significance of both in social power, human agency, consciousness, identity, socio-political realities, public policy, knowledge, and the environment.

Courses in Area of Concentration (20 credits)

Culminating Courses

Select one courses:

Master Colloq/Comp Exam – Comprehensive examination colloquium required for all MA students.

MA Thesis/Project – MA Thesis/Project. No more than six credits may be counted toward the degree. See MSP Policies and Procedures.

Courses:

Click [HERE](#) for more information on the courses below.

- Introduction to Communication Concepts
- Media Institutions
- Communication Content and Behavior
- Media Technology and Culture
- Introductory Topics in Broadcasting, Telecommunications, and Mass Media
- Communication Research Methods
- Social History Mass Comm
- MA Project Workshop
- Media Literacy
- Communication in Organizations
- Art and Business of Recording
- Graduate TV Production
- MA Documentary Production and Studies

- Television Production Workshop
- Graduate Radio Practicum
- Intermediate Topics in Media Studies and Production
- History of Electronic Media
- Law and Ethics of Digital Media
- Public Information Campaigns
- #ourmedia: Community, Activist, Citizens' and Radical Media
- Media and Children
- Psychological Processing of Media
- Political Communication
- Global Media
- Information Society
- Creating a Media Business
- Broadcast and Cable Management
- Current Issues in Media Management
- Cybermedia Workshop
- Teach in Higher Ed: Comm
- Master Colloq/Comp Exam
- Television Practicum
- Seminar in Comm
- Masters Colloquium
- Directed Readings in Communication
- Internship
- Directed Projects in Communication
- MA Thesis/Project