
Walter Cronkite School of Journalism and Mass Communication

cronkite.asu.edu

Christopher Callahan, MPA, Dean

PURPOSE

The mission of the Walter Cronkite School of Journalism and Mass Communication is to prepare students to enter positions in media fields, to ensure that students receive a broad-based education rooted in the liberal arts and sciences, and to provide courses that lead to an understanding of the role and responsibility of the media. The Cronkite School strives to fulfill its mission through a three-pronged approach: classroom instruction in a blend of conceptual and skills courses, on-campus media work opportunities, and off-campus media work opportunities.

ORGANIZATION

The faculty in the Walter Cronkite School of Journalism and Mass Communication offer the Master of Mass Communication (MMC) degree. The MMC is designed to accommodate students who wish to study in the fields of journalism, broadcasting, or public relations. The program provides broader training for professionals employed in the media and for those who wish to enter media fields. The MMC is administered by the director of graduate studies.

GRADUATE PROGRAM

Master of Mass Communication

ACCREDITATION

The School is accredited by the Accrediting Council on Education in Journalism and Mass Communication. This rigid evaluation that occurs every six years means that the school meets the requirements established by a national body made up of elected persons from academia and representatives of national organizations, such as the American Society of Newspaper Editors, Radio-Television News Directors Association, Public Relations Society of America, and National Press Photographers Association.

FACILITIES

Cronkite School facilities include a digital visual journalism lab, three Macintosh computer labs, one PC lab, two audio production suites, 15 video editing suites, and a television newsroom in Stauffer Hall; three audio control rooms at KASC Radio; and a television production studio located at KAET-TV, Channel 8. The school has 19 VHS portable cameras, six SVHS cameras, and four digital video cameras available for student checkout. Currently, 21 Final Cut Pro nonlinear editing stations, three Avid editing systems and four ProTools audio editing systems are available to students. One of the Macintosh computer labs has been upgraded with photojournalism and video editing software.

The PC lab has all the software needed for advanced computer-assisted reporting, including the latest versions of Microsoft Excel and Access, ESRI's ArcMap geographical information systems, and SPSS statistical software.

Also see "Computing Facilities and Services," page 38.

Mass Communication

Master's Program

cronkite.asu.edu/graduate.html

480/965-5011

STAUF A231B

Christopher Callahan, Dean

Professors: Callahan, Craft, Cronkite, Doig, Godfrey, Merrill, Sylvester, Watson

Associate Professors: Allen, Barrett, Bramlett-Solomon, Galician, Matera, Russell, Russomanno

Assistant Professors: Schwalbe, Silcock, Wu

Clinical Professor: Leigh

Lecturers: Casavantes, Thornton

Professor of Practice: Itule

MASTER OF MASS COMMUNICATION

The faculty in the Walter Cronkite School of Journalism and Mass Communication offer a graduate program leading to the academic and professional degree Master of Mass Communication (MMC). The program is designed to help students achieve academic and professional growth, to prepare students for positions in the mass media, and to provide a background to enable persons currently in the media to advance their careers.

Admission. In addition to the general requirements for admission to the Division of Graduate Studies, the MMC program requires applicants to provide three letters of recommendation, scores on the GRE (verbal and quantitative), a biographical sketch or résumé that includes all professional media experience, and a 250- to 500-word statement outlining career aspirations that could be enhanced by admission to the program (the statement is also used as a

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

writing sample). The applicant's undergraduate GPA, letters of recommendation, test scores, and professional media experience are all considered in the admission process. A TOEFL score of 600 or higher is required of all applicants whose native language is not English. Applicants wishing to enroll for fall semester must submit all their application materials by February 1.

Admission Classification. Applicants who have an undergraduate degree in an area of mass communication, who meet all other requirements, and who receive regular admission may begin the 36 semester hour program in the fall. A two-year program is designed for applicants who have an undergraduate degree in a discipline other than mass communication. This program consists of 45 semester hours. The first-year courses are designed to provide a foundation in journalism knowledge and skills. Some first-semester courses are prerequisites for courses taken in subsequent semesters.

The student's three letters of recommendation should be sent to

GRADUATE STUDIES ADMISSIONS
WALTER CRONKITE SCHOOL OF JOURNALISM
AND MASS COMMUNICATION
ARIZONA STATE UNIVERSITY
PO BOX 871305
TEMPE AZ 85287-1305

Registration. Registration in 500-level courses is limited to students who have been admitted to the MMC program or have approval from the instructor of the class. Nondegree graduate students may not register for 500-level courses in the Walter Cronkite School of Journalism and Mass Communication during early registration. Undergraduate students wishing to reserve graduate course credit must follow Division of Graduate Studies guidelines and obtain approval from the director of graduate studies.

Programs of Study. The Walter Cronkite School of Journalism and Mass Communication offers two programs of study leading to the MMC degree.

The 45-semester-hour program is for students with undergraduate degrees in areas other than mass communication. Requirements are as follows:

1. 15 semester hours of core course work,
2. 12 hours of specialization courses,
3. six hours of mass communication skills courses,
4. nine hours of related courses, and
5. three hours of supervised applied project (MCO 593) credit.

The 36-semester-hour program is for students with undergraduate degrees in areas of mass communication. Requirements are as follows:

1. 12 semester hours of core course work,
2. six to 12 hours of specialization courses,
3. nine to 15 hours of related courses, and
4. three hours of supervised applied project (MCO 593) credit.

Foreign Language Requirements. None.

Final Examination. An oral examination in defense of the supervised research or creative project is required.

ACADEMIC STANDARDS AND POLICIES

Students are required to maintain a 3.00 GPA. Contact the department for additional information.

ADVISING

Preadmission information, advising, and continued support are provided by the graduate student support specialist, who can be reached at 480/965-1796.

MAXIMUM TIME LIMIT

Students have six years to complete the program beginning with the date the first course in the program is taken.

JOURNALISM AND MASS COMMUNICATION (JMC)

M JMC 401 Advanced Public Relations. (3)

fall and spring

Advanced theory and practice of publicity, public relations, and related techniques and procedures. Prerequisites for undergraduates: JMC 270; JMC professional status.

M JMC 412 Editorial Interpretation. (3)

selected semesters

The press as an influence on public opinion. Role of the editorial in analyzing and interpreting current events. Prerequisites for undergraduates: JMC 301; JMC professional status.

M JMC 413 Advanced Editing. (3)

fall and spring

Theory and practice of newspaper editing, layout and design, picture and story selection. Fee. Prerequisites for undergraduates: JMC 313; JMC professional status.

M JMC 414 Electronic Publication Design. (3)

fall and spring

Theory, organization, and practice of layout, typography, and design in traditional and multimedia publishing. Fee. Prerequisites for undergraduates: JMC 270; JMC professional status.

M JMC 415 Writing for Public Relations. (3)

fall and spring

Development of specific writing techniques for the practitioner in public relations agencies and divisions of major organizations. Fee. Prerequisites for undergraduates: JMC 270; JMC professional status.

M JMC 417 Public Relations Campaigns. (3)

fall and spring

Theory, principles, and literature of public relations and how they relate to audiences, campaigns, and ethics. Prerequisite: JMC 401. Prerequisite for undergraduates: JMC professional status.

M JMC 420 Reporting Public Affairs. (3)

fall and spring

Instruction and assignments in reporting the courts, schools, government, city hall, social problems, and other areas involving public issues. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status.

M JMC 425 Online Media. (3)

fall and spring

Focuses on the Internet from the perspective of the journalist—the best way to tell a story using words, photos, video, and audio. Lecture, lab. Fee. Prerequisites: JMC 201 (or its equivalent); JMC professional status.

M JMC 433 Media Sales and Promotion. (3)

fall and spring

Basics of electronic media marketing practices, including commercial time sales techniques and radio/TV promotion fundamentals. Prerequisites for undergraduates: JMC 200; JMC professional status.

M JMC 437 Documentary Production. (3)

fall

Emphasizes individual production projects of the student's own conception and design utilizing studio, field, and postproduction techniques. Fee. Prerequisites for undergraduates: JMC 235; JMC professional status.

M JMC 440 Magazine Writing. (3)

fall and spring

Writing and marketing magazine articles for publication. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status.

M JMC 445 Science Writing. (3)

once a year

Develops writing, interviewing, reporting skills, and an understanding of key concepts in science. Lecture, lab. Fee. Prerequisites: student in BA in Journalism and Mass Communication or MMC in Mass Communication; instructor approval.

M JMC 451 Photojournalism II. (3)

spring

Emphasizes shooting and Photoshop skills for newspaper and magazine assignments. Film and digital photography, flash and studio lighting. Fee. Prerequisite: JMC 351. Prerequisite for undergraduates: JMC professional status.

M JMC 452 Photojournalism III. (3)

fall

Continued practice in shooting (film and digital) and Photoshop skills for newspapers and magazines. Emphasizes single images, picture stories, editorial illustrations, and portfolio development. 2 hours lecture, 2 hours lab. Fee. Prerequisite: JMC 451. Prerequisite for undergraduates: JMC professional status.

M JMC 465 Precision Journalism. (3)

fall and spring

Advanced reporting methods using Internet research and data analysis tools for beat and investigative stories. Lecture, lab. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status.

M JMC 470 Depth Reporting. (3)

fall and spring

Introduces strategies for writing in-depth newspaper or magazine articles. Lecture, lab. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status; instructor approval.

M JMC 472 Media Management. (3)

fall and spring

Management principles and practices, including organization, procedures, policies, personnel problems, and financial aspects of station management. Pre- or corequisites for undergraduates: JMC 332; JMC professional status.

M JMC 475 Television Newscast Production. (3)

fall and spring

Writing, reporting, and production of the television newscast. Fee. Prerequisite: instructor approval. Prerequisite for undergraduates: JMC professional status.

M JMC 494 Special Topics. (1–4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 63.

MASS COMMUNICATION (MCO)

M MCO 418 History of Mass Communication. (3)

fall

American journalism from its English and colonial origins to the present day. Development and influence of newspapers, magazines, radio, television, and news gathering agencies.

M MCO 421 Media Problems. (3)

fall and spring

Trends and problems of the mass media, emphasizing editorial decisions in the processing of information. Prerequisite: JMC professional status.

M MCO 430 International Mass Communication. (3)

fall and spring

Comparative study of communication and media systems. Information gathering and dissemination under different political and cultural systems.

M MCO 435 Emerging Media Technologies. (3)

selected semesters

Surveys new telecommunication technologies in a convergent environment.

M MCO 440 Applied Media Research. (3)

fall and spring

Design, conduct, and analysis of applied media research. Students participate in the Cactus State Poll. Lab setting. Prerequisite: JMC professional status.

M MCO 450 Visual Communication. (3)

fall, spring, summer

Theory and tradition of communication through the visual media with emphasis on the continuity of traditions common to modern visual media.

M MCO 456 Political Communication. (3)

fall

Theory and research related to political campaign communication. The persuasive process of political campaigning, the role of the media, the candidate, and image creation.

M MCO 460 Race, Gender, and Media. (3)

spring and summer

Reading seminar designed to give a probing examination of the interface between AHANA Americans and the mass media in the United States. Lecture, discussion. Cross-listed as AFR 460. Credit is allowed for only AFR 460 or MCO 460.

M MCO 473 Sex, Love, and Romance in the Mass Media. (3)

fall, spring, summer

The role of the mass media in constructing and/or reinforcing unrealistic mythic and stereotypic images of sex, love, and romance. Lecture, discussion. Prerequisites for nonmajors: 24 hours; 2.00 GPA. Prerequisites for majors: 40 hours; 2.50 GPA.

M MCO 501 Newswriting and Reporting. (3)

fall

Designed for graduate students in the MMC program who have undergraduate degrees in nonjournalism areas. Objective is to teach fundamentals of writing and reporting. Lecture, lab. Fee. Prerequisite: acceptance into MMC graduate program or instructor approval.

M MCO 503 Press Freedom Theory. (3)

fall

Examines philosophical and legal aspects of press freedom. Emphasizes First Amendment theory evolution from 1791 to present.

M MCO 510 Research Methodology in Mass Communication. (3)

fall

Identifies research problems in mass communication. Overview of questionnaire construction. Attention to survey, historical, content analysis, experimental, and legal research methods. Prerequisite: acceptance into MMC graduate program or instructor approval.

M MCO 520 Mass Communication Theories and Process. (3)

fall

Analyzes various theoretic models of mass communication with emphasis on the applications of these theories to various professional communication needs.

M MCO 522 Mass Media and Society. (3)

spring

Mass media as social institutions, particularly interaction with government and public. Emphasizes criticism and normative statements.

M MCO 530 Media Ethics. (3)

fall

Ethical conventions and practices of print and electronic media as they relate to the government and private sectors of society.

M MCO 531 Broadcast Journalism. (3)

spring

News and information practices of networks, stations, and industry. Practice in writing, reporting, and editing with emphasis on video. Lecture, lab. Prerequisite: MCO 501.

M MCO 540 Historical/Legal Methods. (3)

spring

Introduces legal and historical methods necessary to conduct qualitative mass communication research. Prerequisite: MMC graduate student.

M MCO 560 Arizona Media Law. (3)

fall

Case study approach to first amendment issues, media access, libel, confidentiality, and invasion of privacy as applied to media organizations in Arizona. Lecture, seminar.

M MCO 593 Applied Project. (1–12)

fall and spring

M MCO 599 Thesis. (1–12)

selected semesters

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