Media and Communication, Ph.D.

SCHOOL OF MEDIA AND COMMUNICATION (http://smc.temple.edu)

About the Program

The Ph.D. in Media and Communication offers a comprehensive curriculum in communication theory and research designed to provide advanced students with the breadth and depth of knowledge needed to make significant contributions in the academic and professional field of mediated communication and, generally, communication.

Time Limit for Degree Completion: 7 years

Campus Location: Main

Full-Time/Part-Time Status: Although the degree program can be completed on a full- or part-time basis, the Media and Communication doctoral program requires that students be “in residence” (registered for at least 9 credits) for two consecutive terms (excluding Summer sessions) in their first year of study.

Interdisciplinary Study: The Media and Communication Ph.D. program encourages interdisciplinary coursework, research, and interactions among faculty and students with interests in business, political science, psychology, sociology, and other fields. Students also may complete a limited amount of production coursework in audio, video, film, and/or journalism.

Study Abroad: Media and Communication doctoral students can take advantage of Temple's London program, which offers a unique opportunity to study British media. Other international study opportunities include programs in Rome and Japan.

Areas of Specialization: Faculty members specialize and offer substantial coursework in diverse areas related to communication, including communication history, gender studies, international communication, media institutions, new media, political communication, psychological processing of media, and social change.

Job Prospects: The Media and Communication Ph.D. program is designed to prepare graduates for work as professors in colleges and universities around the world. Graduates also hold a variety of positions in the communication and other commercial industries as well as in non-profit organizations.

Non-Matriculated Student Policy: Non-matriculated students are restricted to taking MMC 9001 Communication Theory I and MMC 9002 Researching Communication I. These courses may only be taken with the permission of the instructor. If the student is admitted to the program, these courses may be applied toward the degree.

Financing Opportunities: Teaching Assistantships carry a stipend and full tuition remission of up to 9 credits per term. The principal duties of a Teaching Assistant include aiding faculty members in classroom and laboratory instruction; preparing material for presentation and demonstration; conducting tutorials and discussion sections; and grading quizzes and exams. The program makes offers of assistantships on or before March 15. April 5 is the final date to accept or decline the offer.

Admission Requirements and Deadlines

Application Deadline:

Fall: December 15

All applications are evaluated together after the deadline date.

APPLY ONLINE to this graduate program.

Letters of Reference:

Number Required: 3

From Whom: Letters of recommendation should be obtained from evaluators, particularly college/university faculty, who can provide insight into your abilities and talents, as well as comment on your aptitude for graduate study.

Master’s Degree in Discipline/Related Discipline: A master’s degree in Communication, Media Studies, or the Humanities or Social Sciences is required.

Bachelor’s Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the baccalaureate degree at Temple University.

Statement of Goals: Approximately 500 to 1,000 words should include your specific interest in Temple's program; your research goals; your future career goals; and your academic and research achievements.
Standardized Test Scores:
GRE: Required. Applicants should have attained a total GRE score in the range of 65% to 80% on the verbal and quantitative sections.

TOEFL: 96 iBT or 590 PBT minimum

Resume: Current resume required.

Advanced Standing: Students who enter the Media and Communication Ph.D. program may receive credit for previous relevant coursework at the graduate level. To apply for this credit, students must submit a “Request for Transfer of Graduate Credit” form, found at http://www.temple.edu/grad/forms/, at the beginning of their second academic term. The petition is then evaluated by the program faculty. The maximum number of advanced standing credits awarded is 30.

Program Requirements

General Program Requirements:
Number of Credits Required Beyond the Master's: 42
Number of Credits Required Beyond the Baccalaureate: 72

Required Courses:

- MMC 8985 Teaching in Higher Education: Communications 3
- MMC 9001 Communication Theory I 3
- MMC 9002 Researching Communication I 3
- MMC 9003 Doctoral Colloquium 1
- MMC 9101 Communication Theory II 3
- MMC 9102 Researching Communication II 3
- Advanced Research Methods Course 1 3
- Electives 2 23
- Examination/Dissertation Courses 3

Total Credit Hours 42

1. An advanced research methods course should be taken in MMC. If an appropriate course topic is not offered by the department, the student may take such a course offered by a program or department outside of MMC.

2. Elective credits may be taken in the School of Media and Communication or within other schools at Temple University.

3. Students must register for at least six credits of MMC 9994 Preliminary Examination Preparation, MMC 9998 Pre-Dissertation Research, and/or MMC 9999 Dissertation Research. The six credits must include at least two credits of MMC 9999, which requires an approved dissertation proposal. None of the six credits can be applied toward the 42 credits of coursework required for the degree.

Culminating Events:

Preliminary Examinations:
Under the direction of an approved faculty committee, the Ph.D. student must satisfactorily complete written and oral examinations prior to achieving formal Ph.D. candidacy. Areas of examination and the constituency of the committee are tailored to the individual student. The subject areas are determined, in advance, by the student and her/his Doctoral Advisory Committee (DAC). The examinations consist of essay questions in three areas written by the members of the student's DAC. The exams are designed to demonstrate the student's critical and interpretive knowledge of specialized areas of media and communication. The exams evaluate the student's ability to apply specific research foci to related issues in the discipline.

The preliminary examinations should be taken no more than one term after the student completes the coursework component of the program. Students who are preparing to write their preliminary examinations should confirm a date and time with the chair of their DAC and register this information with the graduate secretary. The student and chair receive confirmation of the date, time, and, where applicable, room and proctor for the examinations. The examinations are defended orally approximately three weeks after they are written. They must be completed before the student defends her/his dissertation proposal.

The DAC evaluates the examinations. The student must answer every question in order to be evaluated. The evaluators look for breadth and depth of understanding of specific research areas; a critical application of that knowledge to specific media and communication issues; and an ability to write technical prose in a manner consistent with media and communication research. Each committee member votes to pass or fail the student. In order to pass, a majority of the committee members must agree that the exams have been satisfactorily completed.

Proposal:
With the guidance of her/his academic advisor, who is a member of the Media and Communication faculty, and at least two other committee members, the student proposes, conducts, and creates a written report of an original, theoretically motivated research project. The proposal should consist of the context and background surrounding a particular research problem; identification of the theoretical and, if relevant, practical importance of the problem; an exhaustive survey and review of literature related to the problem; and a detailed methodological plan for investigating the problem. The proposal
should be completed and approved no more than one term after the student completes coursework. It cannot be defended before the preliminary examinations are taken. Upon approval, a timeline for completing the investigation and writing process is established.

Dissertation:
The doctoral dissertation is an original empirical study that makes a significant contribution to the field of media and communication. It should expand the existing knowledge and demonstrate the student's knowledge of research methods and her/his primary area of interest. Dissertations should be rigorously investigated; uphold the ethics and standards of the communication field; demonstrate an understanding of the relationship between the primary area of interest and the broader field of media and communication; and be prepared for publication in a professional journal.

The DAC oversees the student's dissertation research and is comprised of at least three graduate faculty members. Two members, including the chair, must be from the Media and Communication program. Committee compositions must be approved by the Media and Communication faculty. The chair is responsible for overseeing and guiding the student's progress, coordinating the responses of the DAC members, and informing the student of her/his academic progress.

The Dissertation Examining Committee (DEC) evaluates the student's dissertation and oral defense. This committee is composed of the DAC and at least one additional graduate faculty member from outside the Media and Communication program. The outside examiner should be identified no later than the beginning of the term in which the student will defend the dissertation. The DEC evaluates the student's ability to express verbally her/his research question, methodological approach, primary findings, and implications. DEC members vote to pass or fail the dissertation and the defense at the conclusion of the public presentation.

If a student needs to change a member of a committee, the new member must be approved by the program's faculty and registered with the graduate secretary and the Graduate School.

Students who are preparing to defend their dissertation should confirm a date and time with their DEC members and register with the graduate secretary at least 15 days before the defense. The graduate secretary arranges the date, time, and room within two working days and forwards to the student the appropriate forms. After the graduate secretary has made the appropriate arrangements for the defense, the student must send a completed “Announcement of Oral Defense” form, found at http://www.temple.edu/grad/forms/, to the Graduate School at least 10 days before the defense. The Media and Communication program announces the defense via e-mail.

Contacts

Program Web Address:
http://smc.temple.edu/mc

Department Information:

School of Media and Communication Graduate Office
344 Annenberg Hall
2020 N. 13th Street
Philadelphia, PA 19122-6080
nmckenna@temple.edu
215-204-1497

Mailing Address for Application Materials:

School of Media and Communication
344 Annenberg Hall (011-00)
2020 N. 13th Street
Philadelphia, PA 19122-6080

Department Contacts:

Admissions:
Nicole McKenna
nmckenna@temple.edu
215-204-1497

Program Coordinator:
Matthew Lombard
lombard@temple.edu
215-204-7182
### Courses

**MMC 8985. Teaching in Higher Education: Communications. 3 Credit Hours.**
A practical course in pedagogical methods. Students learn to plan course objectives, design syllabi, develop classroom techniques, establish assessment methods, and acquire polish as instructors of communications. Required course for all MM&C students. Requisite course to earn Temple's teaching in higher education certificate.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MMC 9001|Minimum Grade of B-|May be taken concurrently
AND MMC 9002|Minimum Grade of B-|May be taken concurrently).

**MMC 9001. Communication Theory I. 3 Credit Hours.**
Introduction to the field through a review of theoretical frameworks that have served as foundations for and shaped the study of mass communication. Required course for MM&C students in their first semester.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Mass Media and Communication
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

**MMC 9002. Researching Communication I. 3 Credit Hours.**
Introduction to the processes of communication research, common quantitative research methodologies, and concepts of statistical literacy. Required course for MM&C students in their first semester.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Mass Media and Communication
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

**MMC 9003. Doctoral Colloquium. 1 Credit Hour.**
Introduction to doctoral study, the field of communication, and the MM&C program. Fall semester: Current problems and opportunities in the field, discussions and presentations of current research, and presentations by senior scholars and students. Spring semester: writing workshop. Required of MM&C students in fall and spring of their first year.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Mass Media and Communication
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

**MMC 9004. Teaching Communication. 3 Credit Hours.**
A practical course in pedagogical methods, i.e., how to teach communication. Students learn to plan course objectives, design syllabi, develop classroom techniques, establish assessment methods, and acquire polish as instructors. Required course for all MM&C students.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

**MMC 9101. Communication Theory II. 3 Credit Hours.**
Survey of the principal social sciences and humanities approaches that have led to the emergence of mass communication as a field in the modern academy. Includes review of the history of the study of the modern media as well as the perspectives guiding behavioral and social effects studies related to mass communication. Required course for MM&C students in their second semester.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

**MMC 9102. Researching Communication II. 3 Credit Hours.**
Introduction to qualitative research approaches applicable to the study of mass communication. Includes consideration of philosophical and conceptual approaches, epistemological and ethical concerns, and practical methodologies and tools. Required course for MM&C students in their second semester.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Mass Media and Communication
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).
MMC 9503. Advanced Quantitative Methods. 3 Credit Hours.
Study of parametric and non-parametric statistics and electronic data processing in the context of mass communication research problems, with an emphasis on multivariate analyses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9505. Psychological Proc/Media. 3 Credit Hours.
Research and theory concerning the contemporary psychological significance of media. Topics include attention, memory, comprehension, emotional response, arousal, picture perception, unconscious processing, and person perception as they relate to traditional (radio, TV, print, film) and emerging (virtual reality, teleconferencing) media.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9525. Communications Institutions. 3 Credit Hours.
Examination of the structure and function of the media in today's global society, including consideration of patterns of corporate ownership and control, political economy of media, democratic theory, globalization, governmental regulation of media, new technologies, and the nature of various media industries.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9605. Visual Communication. 3 Credit Hours.
Critical examination of the ways photographs inform our everyday lives, focusing on photography’s relationship with ”truth” and ”reality.” Consideration of the uses of photographs for informative, interpretive and persuasive communication.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9612. Critical Analysis of Mass Media. 3 Credit Hours.
Examination and application of sociological, anthropological, literary studies, historical and cultural studies approaches to the analysis of media. The course surveys the major theoretical perspectives and explores content themes that have shaped contemporary media.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9625. Sem/Communication Abroad. 3 Credit Hours.
Participation in one of Temple University’s study abroad programs, including Temple/London, Temple/Japan, etc.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MMC 9647. Political Communication. 3 Credit Hours.
Introduction to how communication scholars study politics and the media. The course considers prevalent political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).
MMC 9700. Advanced Topic/MMC I. 3 Credit Hours.
Consideration of advanced and timely topics in Mass Media and Communication.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9735. The Information Society. 3 Credit Hours.
Examination of theories and research related to what is commonly referred to as the Information Society and exploration of the economic, social, cultural, and political dimensions of new media technologies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9744. Public Information Campaign. 3 Credit Hours.
Exploration of techniques and issues used in information campaigns regarding health, energy conservation, environmental protection, and other topics, and the effects of campaigns on public knowledge and behavior. Students conduct an actual campaign on campus.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9748. Media and Social Memory. 3 Credit Hours.
Examination of the role of mass media in the creation and revision of collective (or "social") memory and the role of collective memory in the creation and revision of mass media.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
(MMC 9001|Minimum Grade of B-|May not be taken concurrently
AND MMC 9002|Minimum Grade of B-|May not be taken concurrently).

MMC 9882. Directed Projects/Comm. 1 to 8 Credit Hour.
Tutorial course supervised by a specific MM&C faculty member. Obtain required form from SCAT Graduate Office (344 Annenberg Hall).
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MMC 9883. Directed Readings/Comm. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MM&C faculty member. Obtain required form from SCAT Graduate Office (344 Annenberg Hall).
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MMC 9946. Theory and Research Seminar (STARSS). 1 Credit Hour.
Students attend the SCT Theory and Research Seminar Series (STARSS) and write a short paper. May be repeated for credit.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MMC 9994. Preliminary Examination Preparation. 1 to 6 Credit Hour.
Students prepare to take preliminary examinations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MMC 9998. Pre-Dissertation Research. 1 to 6 Credit Hour.
Students write their dissertation proposal.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MMC 9999. Dissertation Research. 1 to 6 Credit Hour.
Open only to Ph.D. candidates in MM&C. Students may register only after a dissertation proposal is officially approved. At least one credit must be taken each semester until the dissertation is successfully defended.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.