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.

Time Limit for Degree Completion: 5 years

Campus Location: Main

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Interdisciplinary Study: Departmental courses must constitute a minimum of 19 of the 36 credits required to graduate. Provided this requirement is met, students are free to take courses in other departments and pursue an interdisciplinary focus.

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.

Areas of Specialization: The program offers two concentrations:

1. 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.

2. Media Production and Business, which covers TV, radio, computer, and multimedia production; corporate communications; media management, marketing, and research; and media publicity and advertising.

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

Non-Matriculated Student Policy: Non-matriculated students are encouraged to begin with introductory and required courses. If accepted to the program, those courses may be applied toward the degree program, provided grade requirements have been met. Consistent with Graduate School regulations, students are permitted to take up to 9 credits before deciding whether to apply formally to the program.

Financing Opportunities: Funding is currently unavailable.

Admission Requirements and Deadlines

Application Deadline:

Fall: February 15

Applications are processed through the deadline.

APPLY ONLINE to this graduate program.

Letters of Reference:
Number Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty, professional supervisors, or others familiar with the applicant's academic or professional competence. At least one letter should be from an academic reference.

Bachelor's Degree in Discipline/Related Discipline: A baccalaureate degree in Communication, Media Studies, or the Humanities or Social Sciences is required.

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. A score of 500 or higher on each section is preferred on the older GRE. On the revised GRE exam, a verbal percentile of at least 60% and a quantitative percentile of at least 25% are preferred. A writing score of at least 3.5 is recommended.

TOEFL: 100 iBT or 600 PBT minimum

Resume: Current resume required.

Transfer Credit: Up to 8 credits of graduate coursework may be transferred into the master's program, subject to the approval of the department's Graduate Faculty. To request the transfer of credits, a student must complete and submit a "Request for Transfer of Graduate Credit" form, found at http://www.temple.edu/grad/forms/, to the School of Media and Communication's Graduate Office during the first term of matriculation so that her/his future curriculum can be properly planned. Additional details on credit transfer are available in the M.A. manual. The maximum number of credits a student may transfer is 8.

Program Requirements

General Program Requirements:
Number of Credits Required Beyond the Baccalaureate: 36

Required Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MSP 5011</td>
<td>Introduction to Communication Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MSP 5114</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MSP 9845</td>
<td>Masters Colloquium</td>
<td>1</td>
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<tr>
<td>Select at least one of the following:</td>
<td></td>
<td></td>
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<tr>
<td>MSP 5021</td>
<td>Media Institutions</td>
<td>3</td>
</tr>
<tr>
<td>MSP 5041</td>
<td>Communication Content and Behavior</td>
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</table>

Courses in Area of Concentration 1

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<tr>
<td>or MSP 9996</td>
<td>MA Thesis/Project</td>
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Culminating Courses

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<th>Credit Hours</th>
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<tr>
<td>or MSP 9996</td>
<td>MA Thesis/Project</td>
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Total Credit Hours 36

1 When required courses have been completed, students may pursue a concentration in Communication Scholarship or Media Production and Business.

It is recommended that our students adhere to the following timeline for degree completion:

Year 1

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Credit Hours</th>
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<td>MSP 5011 Introduction to Communication Concepts</td>
<td>3</td>
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<tr>
<td></td>
<td>MSP 5114 Communication Research Methods</td>
<td>3</td>
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<tr>
<td></td>
<td>MSP 9845 Masters Colloquium</td>
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<td>Total Term Credit Hours</td>
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<tr>
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<tr>
<td></td>
<td>MSP 5021 Media Institutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MSP 5041 Communication Content and Behavior</td>
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</tr>
<tr>
<td></td>
<td>Select two courses in area of concentration</td>
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<tr>
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Year 2

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<tr>
<td></td>
<td>Total Term Credit Hours</td>
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<tr>
<td>Spring</td>
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<tr>
<td></td>
<td>MSP 9333 Master Colloq/Comp Exam</td>
<td></td>
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<tr>
<td>or</td>
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</table>
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.

Contacts

Program Web Address:
http://smc.temple.edu/msp/programs/graduate/

Department Information:
M.A. in Media Studies and Production
314 Annenberg Hall
2020 N. 13th Street
Philadelphia, PA 19122-6080
caitlin.gamble@temple.edu
215-204-8560

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:
Caitlin Gamble
caitlin.gamble@temple.edu
215-204-8560

Graduate Chairperson:
Jan Fernback
fernback@temple.edu
215-204-3041

Chairperson:
Nancy Morris
nancy.morris@temple.edu
215-204-8394

Courses

MSP 5011. Introduction to Communication Concepts. 3 Credit Hours.
Introduction to Broadcasting, Telecommunications, and Mass Media study through an examination of core concepts, theories, and areas of study.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5021. Media Institutions. 3 Credit Hours.
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.
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:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5041. Communication Content and Behavior. 3 Credit Hours.
Study of parametric and nonparametric 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:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5110. Introductory Topics in Broadcasting, Telecommunications, and Mass Media. 1 to 4 Credit Hour.
Rotating special topics course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5114. Communication Research Methods. 3 Credit Hours.
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.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5246. Social History Mass Comm. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5310. Introductory Topics in Broadcasting, Telecommunications, and Mass Media. 1 to 4 Credit Hour.
Rotating special topics course. Content varies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5551. Media Literacy. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
MSP 5655. Communication in Organizations. 4 Credit Hours.
Review of theories of organizational structure, their relationship to broadcasting and mass media processes, and current practices and underlying communication systems which support them.
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: (MSP 5011|Minimum Grade of B-|May not be taken concurrently AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5701. Graduate TV Production. 4 Credit Hours.
Radio, television, and computer technologies to produce entertainment, corporate, and public-oriented programming for network, cable, schools, and other profit and non-profit organizations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5788. Television Production Workshop. 8 Credit Hours.
Development of weekly half hour television programs exploring Philadelphia. Focuses on meeting professional standards in content, form, and technical quality. Summer only.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5887. Graduate Radio Practicum. 1 to 4 Credit Hour.
Students design and produce radio announcing and talk show projects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8010. Intermediate Topics in Media Studies and Production. 3 Credit Hours.
Topic varies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8110. Intermediate Topics in Media Studies and Production. 4 Credit Hours.
Topics vary.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8221. History of Electronic Media. 3 Credit Hours.
Examination of the social, political, and technological history of electrical communications in the U.S., from forerunners of the telegraph through the modern telephone and integrated services of digital and broadband networks.
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: MSP 5021|Minimum Grade of B-|May not be taken concurrently.

MSP 8252. Law and Ethics of Digital Media. 4 Credit Hours.
Discussion of the legal and ethical issues facing the media in an online environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 8254. Public Information Campaigns. 3 Credit Hours.
Exploration of techniques and issues in information campaigns regarding health, energy conservation, environmental protection, and other topics, and campaigns' effects 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: (MSP 5011|Minimum Grade of B-|May not be taken concurrently AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8441. Media and Children. 3 Credit Hours.
Influence of the media on children's development. Includes problems of studying socialization effects, media usage patterns, functions of the media, effects on family interaction, social class and race, political socialization, sexual behavior, consumer behavior, music, and aggression.
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: (MSP 5011|Minimum Grade of B-|May not be taken concurrently AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).
MSP 8446. Psychological Processing of 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:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8457. Political Communication. 4 Credit Hours.
Covers political communication theories, modes, means and institutions and serves as an introduction to how communication scholars study politics and the 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:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8471. Global Media. 3 Credit Hours.
Study of the economic policy and technology of the emerging global communication system. Specific issues include transborder data flow, international organizations, and issues of cultural and national sovereignty.

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:
MSP 5021|Minimum Grade of B-|May not be taken concurrently

MSP 8473. Information Society. 3 Credit Hours.
Covers origins of the information society, information as a commodity, micro and macro economics of information, globalization, identity and community online, privacy, security, intellectual property and new media, democracy online, and how to think about the future.

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:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8614. Creating a Media Business. 4 Credit Hours.
Principles of building one’s own media business. Planning for a profit or non-profit media organization including market assessment, financing, and contracting.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 8641. Broadcast and Cable Management. 4 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 8657. Current Issues in Media Management. 3 Credit Hours.
Marketing strategies for networks, stations, and cable systems. Topics include relationships with government, networks, employee groups, and ownership; personnel policies and supervision, budgets and reports.

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:
MSP 5655|Minimum Grade of B-|May not be taken concurrently

MSP 8741. Cybermedia Workshop. 3 Credit Hours.
Hands-on development of content using new media forms. Students are involved in the design, scripting, and production of one or more programs. Projects may include interactive programs, "edutainment" games, multimedia presentations, and other digital content for distribution to business, schools, or consumers.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 8985. Teach in Higher Ed: Comm. 3 Credit Hours.
Teaching in Higher Education: Communications. This course focuses on learning theory and the best teaching practices, with the aim of preparing students for effective higher education teaching.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
MSP 9333. Master Colloq/Comp Exam. 2 Credit Hours.
Comprehensive examination colloquium required for all MA students.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 9787. Television Practicum. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 9841. Seminar in Comm. 6 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 9845. Masters Colloquium. 1 Credit Hour.
Current problems and opportunities in the field, discussions and presentations of current research, and lectures by senior scholars.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 9883. Directed Readings in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 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.

MSP 9985. Internship. 1 to 4 Credit Hour.
Open only to BTMM or MSP MA students with at least 28 semester hours completed. Students work as unpaid interns at compatible media industries and organizations. Enrollment limited to availability.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 9991. Directed Projects in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 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.

MSP 9996. MA Thesis/Project. 1 to 8 Credit Hour.
MA Thesis/Project. No more than six credits may be counted toward the degree. See MSP Policies and Procedures.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.