Mass Media and Communication (MMC)

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.

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.

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 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.

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.

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.

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.

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.

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.

MMC 9735. Emerging Media and Communication. 3 Credit Hours.
Examination of theory and research related to emerging media and technology. This course will examine theories related to the design and affordances of new media technologies, new forms of communication that are made possible by these technologies, and ways of understanding 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.

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.

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.

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.