

# Media and Communication, Ph.D.

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LEW KLEIN COLLEGE OF MEDIA AND COMMUNICATION

## 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:** Media and Communication students are expected to be "in residence" during their first year of study, excluding summer sessions. Thus, they must register for at least 9 credits in each of the two consecutive terms of Fall and Spring. Although the Graduate School allows for Ph.D. programs to be completed on a full- or part-time basis, students receiving funding are required to maintain full-time status during their tenure in the program.

**Interdisciplinary Study:** The Media and Communication Ph.D. program encourages interdisciplinary coursework, research, and interactions among faculty and students with interest in the humanities and social sciences.

**Areas of Specialization:** Faculty members specialize and offer substantial coursework in diverse areas related to media and communication, including communication effects and psychological processes; emerging media and technology; global media, social change, and activism; journalism studies; media, identity, and representation; the media industry, law, and policies; political communication; and popular communication.

**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:** As part of the admissions process, all applicants are considered for funding for a small number of competitive fellowships and teaching assistantships that carry a stipend and full tuition remission of up to 9 credits per term. Starting in their third year, funded students are given the opportunity to teach their own class as the instructor of record. Funding offers are made on or before March 15. April 15 is the final date to accept or decline the offer.

## Admission Requirements and Deadlines

### Application Deadline:

*Fall:* December 15

Admission is open for the Fall term only. All applications are evaluated together after the deadline date. Admitted students may defer entrance to the program for one year, but students may not begin the program in the Spring term.

Admission is based on several criteria, including a match between the student's abilities and the expectations of the faculty; a match between the training and other attributes of the program and the applicant's goals; the applicant's academic and personal references; the applicant's demonstrated research potential; and the applicant's standardized test scores.

*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 in 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:** In approximately 500 to 1,000 words, describe your specific interest in Temple's program, your research goals, your future career goals, and your academic and research achievements.

**Standardized Test Scores:**

GRE: Optional for Fall 2021 admission. Typically, only applicants who have a minimum total GRE score of 300 (verbal and quantitative), with a minimum verbal score of 150, are considered for admission. They are also expected to have attained a minimum undergraduate GPA of 3.0 or a minimum graduate GPA of 3.25. Candidates with scores near these minima typically have their references scrutinized rigorously.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 96
- IELTS Academic: 7.0
- PTE Academic: 65

**Resume:** Current resume or curriculum vitae is required.

**Writing Sample:** Although not required, we strongly recommend that applicants submit a formal academic paper that represents their best academic writing.

## Program Requirements

**General Program Requirements:**

*Number of Credits Required Beyond the Master's:* 48

*Required Courses:*

Code	Title	Credit Hours
<b>Core Courses</b>		
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 9005	Colloquium II (2 terms)	2
MMC 9101	Communication Theory II	3
MMC 9102	Researching Communication II	3
<b>Advanced Research Methods Course</b> <sup>1</sup>		<b>3</b>
<b>Electives</b> <sup>2</sup>		<b>21</b>
<b>Research Courses</b> <sup>3</sup>		<b>6</b>
MMC 9994	Preliminary Examination Preparation	
MMC 9998	Pre-Dissertation Research	
MMC 9999	Dissertation Research	
Total Credit Hours		48

<sup>1</sup> All students are required to take at least one advanced research methods course in Media and Communication. Beyond the first course, these advanced courses can be taken as electives. Students are encouraged to take additional advanced courses under the guidance of their program advisor.

<sup>2</sup> Electives may be taken in the Lew Klein College of Media and Communication, with up to 6 graduate credits taken in other schools and colleges at Temple University.

<sup>3</sup> The six credits must include at least two credits of MMC 9999, which requires an approved dissertation proposal.

**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 Klein's Office of Research and Graduate Studies. 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 both 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 Klein's Office of Research and Graduate Studies 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 Klein's Office of Research and Graduate Studies at least 15 days before the defense. The date, time, and room are arranged within two working days, and the student is forwarded the appropriate forms. After the defense has been set, the student must send a completed "Announcement of Dissertation Defense" form, found in TUportal under the Tools tab within "University 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:

<https://klein.temple.edu/academics/doctoral-program/media-and-communication-doctoral-program>

### Department Information:

Lew Klein College of Media and Communication  
Office of Research and Graduate Studies  
2020 N. 13th Street, 344 Annenberg Hall  
Philadelphia, PA 19122-6015  
nmckenna@temple.edu  
215-204-1497

### Submission Address for Application Materials:

<https://apply.temple.edu/Klein/>

## Department Contacts:

*Admissions:*

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

*Program Director:*

Fabienne Darling-Wolf  
fdarling@temple.edu  
215-204-2077

## 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 9005. Colloquium II. 1 Credit Hour.**

Following Colloquium I, this course is designed to deepen M&C doctoral students' understanding of the field of media and communication, to facilitate their progress through the PhD program, and to prepare them for success in their post-degree career. It is designed for students in their 2nd and 3rd years in the program.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for a total of 2 credit.

**Pre-requisites:**

MMC 9003|Minimum Grade of B-|May not be taken concurrently.

**MMC 9087. Cultural Analytics Practicum. 0 to 1 Credit Hours.**

This course is the concluding experience for students enrolled in the Cultural Analytics graduate certificate program. The Practicum brings together all students and guides them toward completion of their final project. Because students come from multiple disciplines and their projects are varied in nature, the course instructor will assign a mentor from staff in the Digital Scholarship Center to work with the student on the technical skills required to complete their project. This includes active consultation on scoping the project, recommendations and introductory training for specific tools, and ongoing consultations to ensure the work is completed successfully by the end of the semester. In addition, all students participate in a weekly meeting with the course instructor to receive information on best practices for data management, intellectual property issues, and other topics of importance to the full group. One student will give a detailed presentation on their project each week, so they can receive feedback from the full practicum group, and so that all members of the group can learn how to successfully structure a research or creative project in cultural analytics.

**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:**

CLA 5019|Minimum Grade of B-|May not be taken concurrently

OR HIST 5152|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 9202. Statistics II. 3 Credit Hours.**

This course is designed to offer students a foundation in advanced statistics. This course builds directly off of MMC 9002. MMC 9002 focused on analyses of no more than four variables. A quick review of the literature will indicate that most statistical analyses undertaken by communication scientists involve the use of more than four variables simultaneously. This course will offer students a foundation in conducting analyses of this kind, with movement from data reduction procedures (e.g., PCA, EFA, CFA) to hybrid (i.e., combination of measurement and path estimates) structural equation modeling. A quick overview of meta-analysis is also provided.

**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 9203. Survey Design. 3 Credit Hours.**

This course is constructed to offer students an up-to-date account of major issues associated with survey research design. The class begins with a summary of core measurement issues (e.g., concept explication, open- and closed-ended items). Attention is given to sampling frames and current difficulties with generating quality probability-based samples. Focus then turns to various types of survey designs (e.g., cross-sectional, rolling cross-sectional, panel), with summaries offered of their strengths and weaknesses. Special attention is then given to web-based survey designs given their prevalence in today's research environment. The course closes with a summary of approaching survey research from a Total Survey Error (TSE) perspective.

**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)

AND (MMC 9202|Minimum Grade of B-|May not be taken concurrently)

**MMC 9204. Experimental Design. 3 Credit Hours.**

The course will offer the basics in traditional lab experimentation. A range of designs and factors will be focused on in the opening weeks. In addition, the course will cover such advanced topics as nested models and split-plot designs. In addition, the latter portion of the course will focus on field experimentation, a technique growing in popularity in the social and behavioral sciences given its ability to maximize internal and external validity. Finally, students will wrestle with and debate the relative strengths and weaknesses in traditional lab and field experimentation.

**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)

AND (MMC 9202|Minimum Grade of B-|May not be taken concurrently)

**MMC 9205. Content Analysis. 3 Credit Hours.**

This seminar-style course explores various approaches to analyzing the content and potential effects of documented communications--written materials (such as news articles, print ads, or transcripts of conversations), audio/visual forms (such as movies, TV programs, commercials, photographs, or videos of nonverbal behaviors), and interactive media (such as gaming and online applications). Content analysis is a systematic way of analyzing message content. In addition to "human coding" of topics such as TV violence, this course introduces you to a number of software options for computer text analysis, an evolving set of techniques for analyzing the written word in an era of unprecedented digital retrieval capability. The course's emphasis is on the design and execution of actual content analysis studies--methods of producing meaningful data to answer critical questions about all types of messages.

**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.

**MMC 9206. Digital Qualitative Research Methods. 3 Credit Hours.**

This course is designed to introduce students to the specific theoretical, methodological, ethical, and technical aspects of conducting qualitative research both on and in digital realms. It will draw on humanistic and social science approaches to studying the internet broadly, virtual worlds, social media, digital media and cultures, digital distribution technologies, etc. We will consider the challenges posed by digital technologies to traditional forms of textual analysis, ethnography, interviewing, and historical analysis. The course will cover studies of digital texts/objects, audiences, and producers, as well as consider how new technologies blur these traditional media and communication boundaries. In addition, we will look at how digital tools can aid analysis of qualitative data and offer new forms of research dissemination and publication.

**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 9102|Minimum Grade of B-|May not be taken concurrently.

**MMC 9207. Critical Textual Analysis. 3 Credit Hours.**

The text is a foundational object in the study of media: it is what we consume as audiences, what our educations and professional routines are organized around producing, and the artifacts that carry the various meanings of culture that persist over time. The purpose of this course is to introduce you to the various methodological approaches that take texts as their central point of inquiry, and to develop your skill and expertise in deploying these methods, with the goal of producing your own conference-ready piece of research by the end of the semester. Textual approaches to the analysis of media have developed in diverse fields such as anthropology, history, literature, rhetoric and philosophy; mass communication has been one place of their intellectual convergence. Therefore, readings in this class will span Modernist through Post-Modernist movements focusing, not on progress from one approach to another, but on the spiral interplay of those movements, intellectual frameworks, and their uptakes in various disciplines. There is a deep convergence of theory and method here, and as such, a robust interest theory is needed in order to guide the interpretation of media texts.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

**MMC 9208. Historical Methods for Media and Communication Research. 3 Credit Hours.**

This is a graduate class in which students learn about and analyze the methods with which scholars investigate the media past. We will survey how researchers have approached a range of types of public communication, including but not only journalism, advertising, persuasive communication, photography, broadcasting, etc. Whenever possible, we will examine actual historical media artifacts, so that we can get a more tangible and audiovisual sense of what researchers encounter. We also will discuss how digitization of historical artifacts has transformed the nature and possibilities of historical research. We will pay special attention to both the digital and the material artifacts held in Temple University's Urban Archives. During most weeks, we'll be reading original works of media-history research, and our goal will be to assess what those scholars have done methodologically. This scholarship will include studies of historical media content, oral-history research done with media producers and audiences, and analyses of industry data and business records. We'll also explore logistical and ethical issues of the preservation, accessibility, and uses of historical evidence. Finally, we'll consider how media themselves are increasingly sources of public knowledge about history. This learning process will lead to the final assignment: a work of original historical research on a topic relevant to each student's individual interests.

**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 9102|Minimum Grade of B-|May not be taken concurrently.

**MMC 9209. Media Ethnography. 3 Credit Hours.**

This advanced topic course is designed to help students deepen their knowledge of the purpose, politics and practices of ethnography for the study of media and communication. Focusing on key methodological, epistemological and ethical questions, the course digs deep into how ethnography can be employed in different ways to study media institutions, on-line interpretive communities, and media reception and use in various cultural settings. While touching on the multiple and diverse influences in the theoretical development of ethnography, this course is organized primarily around the practical challenges and dilemmas of "doing" media ethnography, such as initiating a study, establishing ethnographic authority, the politics of representation, conducting fieldwork, observation versus participant observation, the practice of taking fieldnotes, the writing of media ethnographies, the difference between "thin" and "thick" description, and "traditional" versus "virtual" ethnographic inquiry.

**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 9102|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 9707. Social Influence. 3 Credit Hours.**

This course is concerned with understanding social influence, including the determinants of and models of attitude, belief, and behavior change, and norms, social networks, and interpersonal strategies. Students will become familiar with some current theoretical and empirical studies of social influence, including problems of measurement and research design, as well as some models of attitude and influence. Students should become aware of the tactics of social influence, their theoretical basis, and their effectiveness when that information is available. Current research being done by the instructor will be presented as relevant.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

**MMC 9709. Media Globalization. 3 Credit Hours.**

This course examines the role of the media in the economic, political and cultural transformations that have come to be known as globalization. We will review and examine key concepts central to the understanding of globalization and explore the relationship between these concepts and the media. We will also discuss the historical and cultural debates that have shaped the development of global media studies and the theories that have emerged from these debates.

**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 9101|Minimum Grade of B-|May not be taken concurrently.

**MMC 9725. Media, Identity and Representation. 3 Credit Hours.**

This course examines the relationship between representation and the production of meaning as it relates to identity, both individual and community identity. This is achieved through analyzing of a diverse range of contemporary socio-cultural themes, sites and texts.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

**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 9749. Social Media Analytics. 3 Credit Hours.**

The seminar offers an introduction to theoretical and methodological procedures for social scientific research that relies on social media and online content as primary data. Students will learn how to conceptualize a social scientific research project that uses online media as a main source of data about human behaviors, attitudes, and communication processes. Students will also learn how to use specific tools (R, NodeXL, scrapers, QDA Miner, etc.) to download content from social media (Twitter, Facebook, Instagram, etc.), organize it as datasets, and analyze it using simple statistical, text mining, and qualitative techniques. A brief introduction to downloading data from secondary data sources will also be provided. Student proficiency in basic statistical analysis and a higher level of computer literacy are expected. The main goal of the graduate seminar is to help budding social scientists step over their disciplinary boundaries when collecting and analyzing data generated by social media. At the same time, the seminar learning activities will ensure that procedures and methods reflect sound and theoretically grounded research practices.

**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.