COMMUNICATION (M.A.)

The Department offers a master's degree in Communication with concentrations in the following areas:

- Communication Studies
- Journalism
- Media Arts
- Media Studies
- Public Relations & Organizational Communication

Admission Requirements

Admission to this program is contingent upon admission to the Graduate School (http://bulletins.wayne.edu/graduate/general-information/admission). Admission to the M.A. program is competitive and is based on an applicant’s entire academic record; the following requirements are minimum standards for consideration and do not guarantee admission. The Department requires that the applicant have a B.A. or B.S. in communication or a related field with a minimum 3.2 (B'=3.0) grade point average for the upper-division (the last sixty semester credits) of coursework and a minimum of fifteen semester credits in communication. Applicants with a grade point average. below 3.2 for the last sixty semester credits of coursework may submit Graduate Record Examination (GRE) scores as additional evidence of academic ability. In some instances students not meeting the grade point average requirement may be admitted as a post-baccalaureate student until such time as sufficient background for graduate study is demonstrated. To be considered, applicants must also submit a statement of academic interest and professional goals (reasons for interest in pursuing the degree), and a sample of written work (such as a research paper or a professional/creative project).

Applicants should complete the online Application for Graduate Admission and submit official transcripts from each college and university previously attended. Questions regarding these should be addressed to the Office of Graduate Admissions, Wayne State University, Detroit MI 48202. International students are also required to submit scores from Test of English as a Foreign Language (TOEFL) (minimum 100 on Internet-based Test required) or equivalent tests.

M.A. applicants are admitted for the fall and the winter semesters. Deadline for application materials for fall semester admission is June 1; and for the winter semester it is November 1.

The Master of Arts degree is offered by the Department of Communication. Please see the concentrations for specific degree requirements.

Students must plan a program of study as early as possible in consultation with the assigned advisor. Candidacy must be established by filing an approved Plan of Work by the time twelve credits have been earned. COM 7000 must be included in the Plan of Work and must be taken during the first semester of coursework. All students must complete COM 7000 with a grade of B or better in order to continue in the program. All course work must be completed in accordance with the regulations of the Graduate School (http://bulletins.wayne.edu/graduate/general-information/academic-regulations) and the College of Fine, Performing, and Communication Arts (http://bulletins.wayne.edu/graduate/college-fine-performing-communication-arts/academic-regulations).

Essays or theses may be chosen when allowed as an option in the concentration, after consultation with the advisor. A final oral examination will be held for those writing theses.

Courses that relate to a student's particular area of interest are selected in consultation with the advisor and are formalized by filing the Plan of Work. The Plan of Work must be approved by the advisor and the Director of Graduate Studies.

Communication Studies

The Master of Arts in Communication with a concentration in Communication Studies is designed for students with a general interest in the study of human communication. It is intended primarily for students preparing for doctoral study in communication, or desiring in-depth study of research and analytical skills (a highly desired skill set by employers). Requirements include:

- Select a minimum of six courses, including one Methods Course preferably all from any of the following four tracks:
  - Rhetorical Theory and Criticism
  - Interpersonal Communication and Social Influence
  - Small Group and Organizational Communication

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COM 6180</td>
<td>Principles of Health Communication</td>
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<tr>
<td>COM 6270</td>
<td>New Media Theory</td>
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<tr>
<td>COM 6350</td>
<td>Communication, Culture, and Conflict</td>
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<td>COM 6350</td>
<td>Theories of Interpersonal Communication</td>
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<td>COM 7155</td>
<td>Health Communication</td>
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<td>COM 7260</td>
<td>Quantitative Research Methods in Communication</td>
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<td>COM 7340</td>
<td>Interviewing</td>
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<td>COM 7340</td>
<td>Qualitative Research Methods in Communication</td>
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<td>COM 7365</td>
<td>Ethnographic Methods for Communication Research</td>
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<td>Communication Theory</td>
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<td>COM 7580</td>
<td>Content Analysis</td>
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<tr>
<td>COM 8170</td>
<td>Seminar in Interpersonal Communication</td>
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<tr>
<td>DR 7100</td>
<td>Roots of Social Conflict</td>
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<tr>
<td>DR 7210</td>
<td>Concepts and Processes of Dispute Resolution I: Negotiation Theory and Practice</td>
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<tr>
<td>COM 6180</td>
<td>Principles of Health Communication</td>
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<tr>
<td>COM 6200</td>
<td>Theories of Small Group Processes</td>
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<td>COM 6250</td>
<td>Organizational Communication</td>
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<td>COM 7140</td>
<td>Public Relations Campaigns and Issues Management</td>
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<td>COM 7150</td>
<td>Micro-Level Organizational Communication</td>
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<td>COM 7160</td>
<td>Crisis Communication</td>
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<tr>
<td>COM 7165</td>
<td>Communication and Issue Management</td>
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</table>
**Communication (M.A.)**

- **COM 7170** Health Communication
- **COM 7240** Communication Consulting and Training
- **COM 7410** Communication Theory
- **DR 7210** Concepts and Processes of Dispute Resolution I: Negotiation Theory and Practice

**Political and Public Communication**

- **COM 6100** Speech Writing
- **COM 6350** Communication, Culture, and Conflict
- **COM 7040** Language and Power
- **COM 7130** Research in Social Movements
- **COM 7250** Rhetorical Criticism
- **COM 7260** Quantitative Research Methods in Communication
- **COM 7700** Mass Media and Political Communication
- **DR 6120** Human Diversity and Human Conflict
- **DR 7100** Roots of Social Conflict
- **DR 7210** Concepts and Processes of Dispute Resolution I: Negotiation Theory and Practice

**Plan Options (select one of the following):**

- **Plan A**
  - **COM 8999** Master's Thesis Research and Direction (eight credits required)
  - Additional elective courses to total a minimum of 32 credits

- **Plan C**
  - Additional elective courses to total 35-48 credits

**Journalism**

The Journalism Concentration is intended for careers in news organizations, academic teaching and media management. The program is individually tailored and includes courses in print and broadcast management skills, organizational communication, Internet-based reporting, and communication and cultural diversity issues. Requirements include:

- **COM 5080** History and Law of American Journalism
- **COM 5270** Screenwriting
- **COM 5300** Reporting on Diversity
- **COM 5400** Techniques of Film and Video Production
- **COM 7000** Introduction to MA Studies in Communication
- **COM 7260** Quantitative Research Methods in Communication
- **COM 7360** Ethnographic Methods for Communication Research
- **COM 7580** Content Analysis
- **COM 7700** Mass Media and Political Communication

Select five of the following, as may be appropriate for the concentration, selected in consultation with the advisor:

- **COM 5250** Professional Issues in News Media Management
- **COM 5300** Layout and Design
- **COM 5310** Investigative Reporting
- **COM 5381** TV News Reporting and Digital Editing
- **COM 5420** Director's Workshop
- **COM 5460** Magazine Writing
- **COM 5500** Journalism and New Media
- **COM 5700** Political and Governmental Reporting
- **COM 6190** Internship
- **COM 7330** Advanced Layout and Design
- **COM 7999** Master's Essay Direction

Select one elective from another department (e.g. Political Science, Anthropology, History, Sociology, Business or others), as may be appropriate for the concentration, selected in consultation with the advisor.

Select one of the following plan options:

- **Plan B**
  - Select 33 credits (minimum) including 3 credits in COM 7999 with an approved essay

- **Plan C**
  - Select 33 credits (minimum) of coursework from the requirements listed above approved by the advisor and listed on the plan of work.

**Media Arts**

The Media Arts concentration is a professionally-oriented program that emphasizes production and other creative activity, with exposure to theory and research. The concentration is designed for those currently working in mass media and those who wish to pursue a career in that industry. Requirements include:

- **COM 5270** (WI) Screenwriting
- **COM 5300** Video Field Production and Editing
- **COM 5400** Techniques of Film and Video Production
- **COM 7000** Introduction to MA Studies in Communication
- **COM 7260** Quantitative Research Methods in Communication
- **COM 7360** Qualitative Research Methods in Communication
- **COM 7510** Seminar in Research Methods
- **COM 7580** Content Analysis
- **COM 7610** Feminist Media Theory and Criticism
- **COM 7520** Theories of Media Effects
- **COM 7530** Critical Mass Communication Theory

Select one of the following Research Methods Courses:

- **COM 6530** Audience Measurement and Survey Techniques
- **COM 7260** Quantitative Research Methods in Communication
- **COM 7360** Qualitative Research Methods in Communication
- **COM 7510** Seminar in Research Methods
- **COM 7580** Content Analysis
- **COM 7610** Feminist Media Theory and Criticism
- **COM 5250** Professional Issues in News Media Management
- **COM 5300** Layout and Design
- **COM 5310** Investigative Reporting
- **COM 5381** TV News Reporting and Digital Editing
- **COM 5420** Director's Workshop
- **COM 5460** Magazine Writing
- **COM 5500** Journalism and New Media
- **COM 5700** Political and Governmental Reporting
- **COM 6190** Internship
- **COM 7330** Advanced Layout and Design
- **COM 7999** Master's Essay Direction

Select one elective from another department (e.g. Political Science, Anthropology, History, Sociology, Business or others), as may be appropriate for the concentration, selected in consultation with the advisor.

Select five of the following, as may be appropriate for the concentration, selected in consultation with the advisor:

- **COM 5250** Professional Issues in News Media Management
- **COM 5300** Layout and Design
- **COM 5310** Investigative Reporting
- **COM 5381** TV News Reporting and Digital Editing
- **COM 5420** Director's Workshop
- **COM 5460** Magazine Writing
- **COM 5500** Journalism and New Media
- **COM 5700** Political and Governmental Reporting
- **COM 6190** Internship
- **COM 7330** Advanced Layout and Design
- **COM 7999** Master's Essay Direction

Select one of the following options:

- **Plan B**
  - Three credits in COM 7999 with an approved essay, in consultation with the advisor

- **Plan C**
  - Appropriate course work as approved by the advisor and listed on the plan of work.
Media Studies

The Media Studies concentration is an academically-oriented program for students interested in radio, television, film, or other mass communication or related phenomena. This concentration is appropriate for students interested in areas such as media research, media effects, theory and criticism, film criticism, and writing about radio, television, or film. It is an appropriate preparatory degree for doctoral work.

Requirements include:

- COM 7000 Introduction to MA Studies in Communication 3
- Select one of the following Theory Courses: 3
  - COM 7520 Theories of Media Effects
  - or COM 7530 Critical Mass Communication Theory
- Select one of the following Research Methods Courses: 3
  - COM 6530 Audience Measurement and Survey Techniques
  - COM 7260 Quantitative Research Methods in Communication
  - COM 7360 Qualitative Research Methods in Communication
  - COM 7510 Seminar in Research Methods
  - COM 7580 Content Analysis
  - COM 7610 Feminist Media Theory and Criticism

Four additional COM courses numbered 5000 or higher (appropriate to Media Studies concentration)

One additional course numbered 7001 or higher

Additional elective courses selected in consultation with the advisor to total a minimum of 35 credits

Select one of the following plan options:

- Plan B
  - Three credits in COM 7999 with an approved essay, in consultation with the advisor
- Plan C
  - Appropriate coursework as approved by the advisor and listed on the plan of work

Public Relations and Organizational Communication

The Public Relations and Organizational Communication concentration emphasizes the theory and application of communication in a variety of contexts. These include working in public relations, employee relations, media relations, public affairs, issue and crisis management, technical and employee communication, and related activities in business, industry, non-profit, and governmental settings. The degree requires a minimum of 30 credits.

Required courses: 18

- COM 7000 Introduction to MA Studies in Communication
- COM 6250 Organizational Communication
- COM 6140 Public Relations Theory
- COM 7140 Public Relations Campaigns and Issues Management
- COM 6190 Internship 1
- COM 7220 Professional Issues in Applied Communication 2

At least one of the following Research Methods courses: 3

- COM 7250 Rhetorical Criticism
- COM 7260 Quantitative Research Methods in Communication
- COM 7360 Qualitative Research Methods in Communication

At least two of the following Public Relations & Organizational Communication content area elective courses: 6

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<tr>
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One additional course chosen in consultation with advisor 3

Total Credits 30

1 Option 1: Traditional Internship
Work for a specified number of hours at an approved internship site where students can acquire and build upon skills that will serve their career goals. Students are required to have a site supervisor.

2 Option 2: Service Learning Internship Project
Complete a service-learning project in conjunction with the graduate internship coordinator. Students are required to have a site supervisor at the hosting organization.

3 Option 3: Worksite Internship Project
Students take on a project at their current organization, provided that it significantly extends the scope of their current responsibilities or introduces them to a new domain of practice within the organization. The graduate internship coordinator must approve the project. Students are required to have a designated site supervisor other than their current supervisor.

2 Capstone course.