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Mass Communication and Media Arts

To support the graduate programs, the College of Mass Communication and Media Arts houses high-end multimedia computer labs and state-of-the-art design, video, audio, animation, and editing software. The college has a wide variety of cinema, photography, print media, radio-television and video production facilities. Students have access to the mainframe computer and the Internet.

For all MCMA graduate programs, applicants must hold a bachelor's degree from an accredited institution or have completed all undergraduate degree requirements prior to the beginning of the classes for the term for which admission is sought. Applicants may begin the admissions process when they need no more than 32 semester hours beyond the credit shown on their transcript at the time of application to complete all requirements for the bachelor's degree.

Applications

All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met.

Applicants must submit completed application forms, transcripts of all post-secondary studies, and a personal statement describing their objectives for study in the program to which they are applying, career goals and interests.

Applicants must arrange for three references to send letters of recommendation to the Associate Dean of Graduate Studies.

Students should contact the Associate Dean of Graduate Studies, College of Mass Communication and Media Arts, Mail Code 6606, Southern Illinois University Carbondale, Carbondale, IL 62901 to apply or to make other inquiries. This program requires a nonrefundable \$65 application fee that must be submitted with the application for Admissions to Graduate Study in Mass Communication and Media Arts (M.A., M.S., M.F.A., Ph.D.). Applicants must pay this fee by credit card.

Retention

In addition to the retention policies of the SIU Graduate School, each master's degree student must maintain an overall grade point average of 3.0 ($A = 4$) and each Ph.D. student must maintain an overall grade point average of 3.25 ($A = 4$). Upon falling below this average, students will be allowed only one academic term (other than summer) to bring their average up to the minimum; failing this, they will be dropped from the program and will not be allowed to re-apply.

All MCMA graduate students will undergo an end-of-the-year faculty review of their progress toward their degree that includes course progress and/or creative or scholarly work. After the review, students will be notified of any deficiencies to be resolved. Students failing to rectify those deficiencies by the end of the next semester (excluding summer) will be permanently suspended from the MCMA graduate program.

All MCMA graduate students who have completed their course work and the minimum number of credits required for projects, thesis or dissertation must enroll in MCMA 601, Continuing Research Enrollment, each semester until the completion of their degree programs. Exceptions to the continuing enrollment rule are allowed only for students who are required to be away from SIU full-time by the United States or the State of Illinois government.

Master of Arts Degree

Media Theory and Research

This degree offers a broad overview of mass communication and media arts and their processes and effects in the larger social system. Graduates gain both an appreciation of the field's strengths and an understanding of its obstacles in being a force for social development. Areas in which this specialty is used include: department-level leadership in the mass media industries, opinion research, commentary, critical theory, content analysis, and teaching. The degree may lead to doctoral studies.

Admission

Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the M.A. degree.

International Students must have a TOEFL of at least 550 (paper score) or 80 (internet score) or an IELTS score of 6.5 to be admitted. All applicants must take the Graduate Record Examination (GRE). Generally applicants must have a grade point average of at least 3.0 (*A = 4*) for their last two years of undergraduate work. Other factors will also be considered including professional and academic accomplishments, examples of professional work, awards and honors, graduate examination scores or evidence of scholarship such as research papers.

Retention

No course in which the grade is below C shall count toward the degree or fulfillment of any requirement, but the grade will be included in the grade point average. No more than three hours of C work in graduate courses will count toward the degree. The College of Mass Communication and Media Arts allows a maximum of three years from date of enrolling in the master's degree to completion of degree. The program generally takes two years to complete.

Curriculum

Candidates must complete a minimum of 30 credits including a minimum of 15 credits of core requirements, 12 credits in an emphasis area, and a 3-credit thesis.

Core:

- MCMA 500-3 Media as Social Institutions
- MCMA 504-3 Foundations of Mass Communication Theory
- MCMA 592-3 Master's Seminar

Two of the following in consultation with a faculty adviser:

- MCMA 531-3 Critical Research Methods in Media Arts
- MCMA 532-3 Quantitative Research Methods
- MCMA 534-3 Qualitative Research Methods

Emphasis Area:

A minimum of four courses (12 credits) selected in consultation with the student's faculty adviser to include at least one course from outside of the college and one course from within. Possible emphasis areas include, but are not limited to: advertising/strategic communication, communication for social change, film and criticism, international communication, law and policy, media economics, media effects, media history, media technologies, new media, political communication, and social issues.

Thesis:

- MCMA 599-3 Thesis

M.S./M.B.A. Concurrent Degree Program

Separately, the M.B.A. in the College of Business requires completion of 33 semester hours of coursework; the MCMA M.S. in Professional Media and Media Management requires 30 semester hours of coursework. The concurrent degree program entails completion of 21 semester hours of MCMA approved courses and 24 credit hours of COB-approved courses, for a total of 45 hours. This is a savings of 18 semester hours over pursuing both degrees separately as COB accepts nine semester hours of MCMA-approved coursework and MCMA accepts nine hours of COB-approved coursework. Students wishing to be admitted to the concurrent program must apply and be accepted to the MCMA M.S., as well as, apply and be accepted into the M.B.A program in the College of Business. This initiates the process to pursue the concurrent degrees.

Applicants for the concurrent degree program must also earn a satisfactory score on the GMAT or GRE to be admitted to the M.B.A program, as well as successfully complete the College of Business Foundation Workshops offered during the summer semester break, if they have not previously completed the 10 foundation business courses (or their equivalent) required for admission into the M.B.A program.

Graduate Certificate in Civil Society, Communication, and Media Practices

A new era of collective activism has expanded and reinvigorated the role of communication and media practices in shaping the space for and nature of public engagement. In this process, Civil Society Organizations (CSOs), Non-Profits (NPOs), NonGovernmental Organizations (NGOs), local organizations, grassroots movements and media makers have entered public culture with renewed creativity, force, and necessity. This certificate offers students a critical, historical, and theoretical understanding of the significance of communication and media within the broader context of contemporary practices engaged in organizing public and social change. Students will learn to analyze these media practices in their various forms and contexts, from the local to the global, and the complex relationships they navigate with political and social movements, governments, and more mainstream forms, such as entertainment. Our curriculum emphasizes theory and practice and introduces students to a variety of media practices, including research methodologies based in the media arts. The certificate prepares graduates for leading, evaluating, and collaborating in communication efforts aimed at social change. Graduate students will have a broad understanding of the civic potential of media and be prepared to communicate with, promote, and participate in grassroots communities in the age of social media.

Admission

All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission to Graduate Study forms and certified transcripts of all postsecondary studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests. Generally, applicants must have a grade point average of at least 3.0 (4.0=A) for their last two years of undergraduate work. International students whose native first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 600 (paper score), 250 (computer score), or 100 (internet score) to be admitted.

Curriculum

The minimum 18 credit hour certificate program requires that the student successfully complete the six courses listed below:

- MCMA 555-3 Communication and Media Management of Civil Society Organizations
- MCMA 568-3 Social Media Theory & Practice
- MCMA 561-3 Communication for Social Change
- MCMA 543-3 New Media Practice for Civil Society Organizations
- MCMA 537-3 Introduction to Communication Research

- MCMA 569-3 Alternative Media: Power & Resistance

Master of Science Degree

The M.S. in Professional Media and Media Management Studies provides students with a practical background in applied research and critique of the communications industries and trains students with varied professional interests to establish careers in communications industries. More specifically, this program aims to train intelligent, self-aware, flexible graduates who will go on to become leaders in the communications industries. The core curriculum is designed to expose students to a broad foundation in media studies. In consultation with their faculty advisor, students also select an emphasis area in which in-depth exploration of one facet of professional media management, studies, practice or technology is explored. Students finish their program of study with a Research Report, which may be accompanied by a project, on a topic of their choosing from within their emphasis area. The College of Mass Communication and Media Arts allows a maximum of three years from date of enrolling in the M.S. program for completion of the M.S. degree. This program generally takes two years to complete.

Program Admission

All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission to Graduate Study forms, certified transcripts of all post-secondary studies, as well as three letters of recommendation from individuals who can evaluate potential for graduate studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests. Applicants should include an example of work that demonstrates their competency, preferably professional work, although prior academic work is acceptable. Work samples might be in the form of print articles, video or audio tapes, DVDs, URLs or CDs. Applicants must clearly indicate their role(s) in any project submitted. Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. International students whose native or first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 550 (paper score) or 80 (internet score) or have an IELTS score of 6.5 to be admitted. Students whose preparation is deemed lacking in certain areas may be required to take undergraduate courses to attain competency. These will not be counted toward the M.S. degree.

Curriculum

Candidates must complete a minimum of 30 credits including six hours of core requirements, 21 credits in an emphasis area and a 3-credit Research Report.

Core (6 Credits):

- MCMA 500-3 Media as Social Institutions
- MCMA 592-3 Master's Seminar

Emphasis Area (21 Credits):

A minimum of seven courses selected in consultation with the faculty adviser. No more than six credits can be at the 400-level. Topics of study include: media management, strategic advertising communication, digital documentary production, public policy reporting, and new media production.

Research Report (3 credits):

- MCMA 589-3 Report/Project

Master of Fine Arts Degree

The Master of Fine Arts degree provides substantial advanced study for a small number of highly talented individuals. The program emphasizes the artistic development of the individual student and the creation of quality artistic works in photography, film, video, sound, new media, and interdisciplinary media. Degree

requirements are 60 semester hours, including 51 hours at the 500-level. The program generally takes three years to complete.

While mastery of craft within Media Arts is a vital component of the M.F.A., the philosophy is that graduate study should expand the student's breadth as an artist and encourage interdisciplinary study. Available course work in production, criticism, theory, history, and combined media studies emphasizes the interwoven character of traditional and contemporary approaches and technologies in the 21st century.

Additional course work can be pursued through the School of Art and Design, the School of Music, and the Departments of Theater, English, Anthropology, Communication Studies, etc. A distinguished faculty of artists and scholars, excellent facilities, and a variety of curricular offerings allow students to individually tailor their programs of study.

Admission

All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission to Graduate Study forms, certified transcripts of all postsecondary studies as well as three letters of recommendation from individuals who can evaluate their potential for graduate studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests.

Prospective students must present evidence of exceptional talent and/or potential in one or two media pursuits in the degree program. Applicants should include an example of work that demonstrates their competency. This evidence will ordinarily consist of a portfolio of photographs or digitally generated art works, one or more films, videos, sound works, multimedia productions, web art projects, or other evidence of artistic potential. Applicants must clearly indicate their role(s) in any project submitted. An interview with faculty in the program is highly recommended, particularly for applicants with minimal course work in the field.

Acceptance into the program and continuing enrollment are at the discretion of the College of Mass Communication and Media Arts and the Graduate School. Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. International students whose native or first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 550 (paper score) or 80 (internet score) or have an IELTS score of 6.5 to be admitted. Students whose preparation is deemed lacking in certain areas may be required to take undergraduate courses to attain competency. These will not be counted toward the M.F.A. degree.

Retention

At the end of the first year in residence, each M.F.A. student will undergo a review by a committee of faculty. Possible outcomes of this review are Pass, Provisional Pass, and Fail. Failure of this review will result in termination from the program. Students who receive a Provisional Pass in this review will receive a letter outlining the areas in which they must improve and be assigned a faculty mentor for this process. Failure to demonstrate improvement will result in termination from the program.

Procedures

By the end of the third semester in residence, each M.F.A. student will be required to select, in consultation with the Associate Dean of Graduate Studies, a committee chair and a committee of two additional graduate faculty members. The faculty committee and the student develop a specific plan of study, considering the requirements of the Graduate School, the degree program, and the goals of the student.

The M.F.A. degree culminates in an intensive Creative Thesis that must be publicly presented. The exact nature of the project and presentation will be determined in consultation between the student and the committee. The committee chair supervises the thesis. An oral examination by the faculty committee will take place in conjunction with the public presentation of the thesis and will focus on an evaluation of the project. The M.F.A. electronic thesis document consists of a formal paper describing the Creative Thesis, its historical precedents, contemporary context, and theoretical underpinnings with embedded media

files that document the public exhibition/screening. It must be filed with the SIU Graduate School. The University reserves the right to retain a portfolio or samples of each student's work.

Curriculum

The minimum 60 credit degree requires 27 credits of common requirements constituting a core, 27 credits of electives, and a six credit thesis.

Core (27 credits):

- MCMA 557-6 MFA Studio Arts Practice (3,3)
- MCMA 558-9 MFA Studio Critique (3,3,3)
- MCMA 550-3 History of Media Arts and Culture
- MCMA 551-3 Theory of the Media Arts
- MCMA 531-3 Critical Research Methods in Media Arts

And

- MCMA 552-3 Seminar: Topics in the History and Theory of Media Arts

Or

- MCMA 555-3 Topical Seminars

Thesis (6 credits):

- MCMA 599-6 Thesis (3,3 or 6)

Electives (27 credits):

Select 27 credits from either inside or outside of the college. No more than six credits can be taken at the 400-level and no more than 15 hours of M.F.A. Projects (3,3,3,3,3) can be taken. M.F.A. Projects cannot be repeated with the same professor.

Doctor of Philosophy Degree

The Ph.D. degree program engages students in an interdisciplinary study of global media communication. Concepts and methods drawn from various research traditions in the field are compared and contrasted, while specialization in particular areas and approaches is open to students.

Admission

Students applying for doctoral study must have a master's degree and a graduate GPA of at least 3.00. International students must have a TOEFL score of at least 550 (paper score) or 80 (internet score) or have an IELTS score of 6.5 to be admitted. All applicants must submit currently valid Graduate Record Examination (GRE) scores. Other factors will also be considered including professional and academic accomplishments, examples of professional work, awards and honors, evidence of scholarship such as research papers and published articles, and prior full-time teaching in the mass communication and media arts area. A visit to SIU and interview with faculty is recommended.

Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the Ph.D. degree.

An accelerated entry option to the Ph.D. program is offered in exceptional cases to students who have been admitted to the M.A. program. To be eligible, the student must: 1) possess a master's degree; 2) have qualified for admission to the MCMA Ph.D. program initially; 3) complete at least nine hours but no more than 18 hours in the M.A. degree; 4) have a minimum 3.25 GPA in the M.A. program with no incomplete or deferred grades. The student may petition the Associate Dean of Graduate Studies for the accelerated entry option during the semester in which the student will begin taking the ninth hour of graduate courses, but must petition before earning the 18th hour of course work in the M.A. program. If approved, the student is enrolled in the Ph.D. program the next semester. Up to 18 graduate credits earned in the M.A. program will count toward the Ph.D. degree if the accelerated entry option is approved.

by the MCMA Graduate Committee. Once the student is admitted to the Ph.D. program, all requirements of the Ph.D. program apply. Exceptions to any of these rules must be appealed to the MCMA Graduate Committee, which has final authority to approve or reject the petition.

Retention

No course in which the grade is below C shall count toward the degree nor fulfillment of any requirement, but the grade will be included in the grade point average. No more than three hours of C work in graduate courses will count toward the degree.

Procedures

Detailed policies for the Ph.D. degree are available from the MCMA Graduate Office, including such topics as graduate symposium, first year review, composition of graduate committees, comprehensive exam procedures, etc. However, some of the major steps through the program are:

1. During the third semester of enrollment, each Ph.D. student will prepare a total program plan for the degree and secure sponsorship by a faculty member who may become the dissertation committee chair. The plan should include a list of courses and tools, with some explanation and justification for their selection in relation to academic goals. The plan will be discussed and modified, when appropriate, before approval.
2. When the student has completed all course work (with all incomplete and deferred grades removed) other than the classes taken in the concurrent semester, the student must pass rigorous comprehensive written and oral examinations. The examination must be completed during the fall semester of the third year in the program. Failure to successfully complete the exams by the end of the fall semester of the third year will result in dismissal from the program.
3. Upon successfully completing the comprehensive written and oral exams, the student advances to candidacy to complete and defend a dissertation based on scholarly research and independent thought that adds to the body of knowledge in the field.
4. Under the guidance of a dissertation committee chair, the student forms a dissertation committee and prepares a dissertation proposal consisting of the introduction, literature review, and methodology for the investigation proposed. An oral defense of proposal must be made before the committee and interested observers and approved within one year of reaching candidacy.
5. The dissertation defense will be before members of the dissertation committee and interested observers. Although others than committee members may be allowed to ask questions, the pass or fail decision on the oral defense will be made by committee members only. The College of Mass Communication and Media Arts allows a maximum of seven years from date of enrolling for completion of the doctoral degree. The program generally takes four years to complete.

Curriculum

The Ph.D. in mass communication and media arts requires a minimum of 60 credits including 12 credits of foundation courses, nine credits of research tools courses, 15 credits of electives, and a 24-credit dissertation. A minimum of 12 courses are required. 10 courses must be taken within MCMA.

All course work counting towards the degree must be at the 500-level. If the faculty advisor and student determines a 400-level course would be beneficial, the course can be taken as an independent study with specific extra work to make it equivalent to a 500-level course. A plan of study must be submitted and approved for such a course.

A maximum of two (2) independent study courses, for six credit hours total, can be counted toward degree (MCMA 596 and/or MCMA 591).

Foundation (12 credits):

- MCMA 504-3 Foundations of Media Communication Theory
- MCMA 505-3 Theoretical Issues in Media Advanced Communication
- MCMA 508-3 Conceptual Foundations of Research Strategy
- MCMA 595-3 Ph.D. Proseminar

Research Tools Courses (9 credits):

Nine credit hours of additional research tools courses must be taken, selected in consultation with the student's faculty advisor. A minimum of two (2) must be within MCMA.

Electives (15 credits):

Fifteen credit hours of additional courses must be taken, selected in consultation with the student's faculty advisor to build an emphasis.

Possible emphasis areas include but are not limited to Journalism/Mass Communication, Media Law & Policy, Media/Cultural Studies, Interdisciplinary.

Comprehensive and Oral Exams:

Dissertation (24 credits):

- MCMA 600-24 Dissertation (24 credits): Proposal and Defense.

Mass Communication and Media Arts Courses

MCMA497 - Special Interdisciplinary Study 497-1 to 6 Special Interdisciplinary Study. Designed to offer and test new and experimental courses and series of courses within the College of Mass Communication and Media Arts. Incorporation course fee: \$25.

MCMA500 - Media as Social Institutions 500-3 Media as Social Institutions. Provides an introduction to major issues involving media in contemporary societies. Multi-disciplinary in nature, the course introduces major theoretical perspectives used in reviewing media productions and activities and the relationships among media organizations and practitioners and other institutions of society.

MCMA501 - Intellectual Property 501-3 Intellectual Property and the Law. Examines intellectual property in legal, economic, and cultural terms. Topics may include copyright, patents, trademarks, entertainment law, and infringement.

MCMA502 - Media Economics 502-3 Media Economics. Introduction to political economy of the media. Addresses core concepts, theories, and methods used to understand media as cultural industries.

MCMA503 - Media & Technology 503-3 Media and Technology. A survey of the major technological changes in mass media and their impacts on society and the media industries. On completion of the course students should have a basic understanding of the role of media technology in shaping communication patterns and their social outcomes.

MCMA504 - Foundations Media Theory 504-3 Foundations of Media Communication Theory. Principal theoretical approaches to media analysis, addressing empiricist, cinema studies, media studies and cultural studies research paradigms. Historical and cultural contexts of media theory construction. Focus on original texts.

MCMA505 - Advanced Media Theory 505-3 Advanced Theoretical Issues in Media Communication. Analysis and critique of advanced and recent theory and research trends in media studies, cultural studies, communication technology studies and mass communication research. Prerequisite: MCMA 504.

MCMA506 - Law and Policy Mass Comm 506-3 Law and Policy of Mass Communication. Focuses on free expression in journalism and entertainment across the media. Topics may include news gathering techniques, intellectual property, the Internet, and governmental regulation. The course pays special attention to the tension between what is legal and what is ethical.

MCMA507 - Media Management 507-3 Media Management. Analysis of a variety of media industries, including industry structures, and the industry processes of media development, production, and distribution. Attention to management of media companies across sectors as the industry adjusts to economic and technological change.

MCMA508 - Concept Found Research 508-3 Conceptual Foundations of Research Strategy. Analysis and evaluation of conceptual frameworks underlying empirical research strategies, positivist, textual and

qualitative, commonly used in media and internet research. Issues in multi-method research strategies are reviewed. Ethical implications are debated.

MCMA509 - Media Ethics 509-3 Media Ethics. Overview of ethics philosophies and accountability tools for the mass media. Areas to be studied include journalism reviews, ethics codes, ombudsmen, media critics, news councils, and public/civic journalism. Covering issues in journalism, photojournalism, public relations, advertising, new media, and "infotainment."

MCMA511 - New Media Production 511-3 New Media Production. Investigate how the Internet works, explore relationships among design, technology, and user experience while developing web sites, information architectures, interface behaviors, and navigation systems. Topics include: HTML & XHTML authoring, Cascading Style Sheets, Javascript, open source software, and incorporating sound, video, and images into web pages. Issues of privacy, legal and ethical responsibilities for consumers and producers of web content.

MCMA512 - Web & Interaction Design 512-3 Web and Interaction Design. The Web is part of a larger environment that constantly evolves in relation to social and technological developments. Design principles, HTML5 authoring, cascading style sheets and web usability. Investigates the design of online experiences through lectures, discussions, workshops, and projects. Relationships are explored among design, technology, and user experience in the context of contemporary Internet cultures and develop skills in designing information architectures, interface behaviors, navigation systems, and typographic and image strategies for the Web. Prerequisite: New Media Production or an introductory web production course with permission of the instructor. Lab Fee: \$50.

MCMA513 - Civil Society Media Mgt 513-3 Media Management of Civil Society Organizations. Investigate the multiple roles, contributions, and approaches employed in developing communication and media efforts of civil society organizations (NGOs, NFPs, NPOs), especially the role of the Communicator, or Media Officer. Students will be able to assess this as a professional option and be equipped with a conceptual and practical 'tool box' for succeeding in this role.

MCMA516 - NET.ART 516-3 NET.ART. History, theory, and practice of digital media as an online art form. Examine and produce works in linear and non-linear hypermedia narrative, network conceptualism, and generative software. Issues include identity, location, collaboration, surveillance, hacktivism, tactical media, immersion, game design, media synthesis. Lab fee: \$20.

MCMA530 - Historical Research Methods 530-3 Historical Research in the Mass Media. Covers a variety of approaches to historical research used by media scholars. Examines how scholars conceive of their object of study, use primary sources, and how they construct the basis of the narrative and analytic discussions of their topic. Focus on historiography and methodology, including data collection, analysis, organization and presentation. Students will use sources including but not limited to newspapers, archives, personal papers, manuscripts, and oral histories.

MCMA531 - Critical Res Method Media Arts 531-3 Critical Research Methods in Media Arts. This course introduces students to critical and interpretive research methods and techniques for the study of media arts and culture. It focuses on interdisciplinary approaches and covers a range of methods and theoretical perspectives that may include historiography, ideological and textural analysis, semiotics, psychoanalysis, critical ethnography and auto-ethnography, and/or other critical methods. Areas of emphasis may vary by instructor. This course may be repeated when the topic differs. Prerequisite: MCMA 551.

MCMA532 - Quantitative Research Methods 532-3 Quantitative Research Methods in Mass Communication. Identification of relevant research topics, critical evaluation of existing research literature, and development of a detailed research proposal. Emphasis on quantitative methods such as sampling, surveys, research design, experiments, content analysis, and introductory statistics.

MCMA534 - Qualitative Research Methods 534-3 Qualitative Research Methods. An introduction to the intellectual underpinnings, epistemology, and methodologies of qualitative research. The course focuses on critical and interpretive approaches to researching media industry structures, artifacts, audiences, and producers.

MCMA535 - Textual Analysis 535-3 Textual Analysis. This class examines methods of textual analysis in the media arts with references to their historical, theoretical, and practical contexts.

MCMA536 - Content Analysis 536-3 Media Content Analysis. Overview of methods and problems of systematically analyzing mass media messages with critique of published studies. Experience in conducting a content analysis project on a topic of current scholarly significance in mass communication and media arts. Prerequisite: MCMA 532.

MCMA537 - Intro Communication Research 537-3 Introduction to Communication Research. Reviews the basic knowledge of research and prepares students to understand, apply and interpret information, research and other published work. Covers elements of research, scales of measurement, sampling procedures, research process, qualitative and quantitative methods and writing research reports. Qualitative methods include case studies, focus groups and intensive interviews. Quantitative methods include surveys, experiments and content analysis. Introduction to use of elementary statistics and data analysis will give students a better understanding of empirical research. Objective is to prepare students for writing term papers, professional careers and the final critical inquiry research project.

MCMA538 - Discourse Analysis 538-3 Critical Analysis of Discourse. Critical Discourse Analysis is a theory-based methodology which takes as its unit of analysis the entire 'utterance' (e.g. news bulletin, newspaper article, Facebook posting, a hashtag). Its methods are closer to literary and rhetorical criticism than the quantitative word count of content analysis. This methodology allows the research to unveil ideological motivations in language use and in images, and can be applied to most forms of media texts including social media and video games.

MCMA539 - Legal & Govern Research 539-3 Legal and Governmental Research in the Mass Media. Research procedures used to find and analyze documents generated by executive, legislative, and judicial entities. Prerequisite: MCMA 506.

MCMA540 - Critical Documentary Practices 540-3 Critical Documentary Practices. Documentary is both a product of existing social conditions and a form of critical opposition to them. This course will emphasize independent video production from invention of the documentary idea to post-production. Emphasis on connections between critical theory and media production. Students will embrace the conceptual and hands-on process of researching, writing and producing independent documentary video, focusing on critical arts practice.

MCMA543 - Media Arts Studio Seminar 543-15 (1-3,1-3,1-3,1-3) Media Arts Studio Seminar. A forum for the pursuit of creative projects in the media arts. May be repeated as topic changes. Restricted to CMCMA MFA or PMMM major or consent of instructor or director of Graduate Studies in Mass Communication and Media Arts. Laboratory fee: \$50.

MCMA546 - Seminar Film Theory 546-6 (3,3) Seminar Film Theory. Advanced study of major currents in film theory and intensive consideration of particular topics in film theory. Discussion of early debates about aesthetics, perception and realism; linguistically modeled, structuralist, formalist and psychoanalytic theories; ideological, deconstructionist, feminism reception and other postmodern theoretical trends. Special topics might include: feminism and film, Freudian concepts for film, Marxism and film, film and language, formalist film theory, spectatorship, film and perception. Intensive weekly reading and discussion. Films are screened in relation to theoretical topics and assigned readings. Screening fee: \$20.

MCMA548 - MFA Projects 548-1 to 15 MFA (Master of Fine Arts) Projects. Supervised independent creative work in media arts, the exact nature of which is to be determined in consultation with the MFA faculty member. Consent of instructor. Equipment usage fee: \$50.

MCMA549 - Pro Documentary Practice 549-3 Professional Documentary Practice. Production students will work with experts from a variety of specializations across campus to produce short form documentaries for broadcast on WSIU. A comprehensive overview of producing successful programs for the industry taking the topic from scripting to filming to editing. Advanced video or audio production skills are required.

MCMA550 - History Media Arts & Culture 550-3 History of Media Arts & Culture. Introduces the history of the reproducible media arts, beginning with their prehistory in printmaking, and focusing on photography, cinema, radio, television, video, and other visual, audio, and digital media. Locates media

technologies in the historical, material conditions of their emergence, consider how media interact with and make history, how media art forms and movements arise historically and how these relate to mass media. Screening fee: \$35.

MCMA551 - Theory of the Media Arts 551-3 Theory of the Media Arts. A survey of the major theoretical debates about the reproducible media arts with particular emphasis on the relationship between mass media, new media technologies, and art. Debates will be grounded in the study of aesthetic practices, technological innovations, political-economic settings, and overall historical context within which they emerged. Prerequisite: MCMA 550. Screening fee: \$35.

MCMA552 - History Theory Media Art 552-3 Seminar: Topics History and Theory of Media Arts. This course provides an in-depth study and discussion of selected topics in the history and theory of the media arts. Topics vary and will be announced in advance. This course may be repeated when the topic differs. Screening fee: \$35.

MCMA555 - Topical Seminars 555-(3,3,3,3,3) Topical Seminars. Seminars on subjects of current interest, with the topics determined through students and faculty request and interest.

MCMA557 - MFA Studio Arts Practice 557-6 (3,3) MFA (Master of Fine Arts) Studio Arts Practice. The first-year course for all incoming MFA (Master of Fine Arts) students in the college serves as an introduction to media creation strategies and concepts. The emphasis is on aesthetic and conceptual development as encountered within a variety of media arts. The course is team taught by a number of faculty in modules dedicated to various media forms- still image, time-based, spatial, and interactive. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: \$75.

MCMA558 - MFA Studio Critique 558-9 (3,3,3) MFA (Master of Fine Arts) Studio Critique. This critique-based seminar course is offered each semester to all graduate students in the MFA program except those in their last semester of thesis work. The goal for this course is to create an interdisciplinary forum where students develop research skills, learn how to best articulate their artistic production, and critique their peers' works. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: \$75.

MCMA560 - Studies in Media History 560-3 Studies in Media History. Examine the histories and social effects across media including: books, newspapers, magazines, film, radio, television and the internet. This study will investigate the conceptual dimensions of communication history by examining social, economic, cultural, and political histories of the field.

MCMA561 - Communication Social Change 561-3 Communication for Social Change. Evolution of communication and social change theories and practices; contextual factors (including aid, trade and development policies); organizations influential in formulating and implementing policy; communication intervention strategies; evolving journalism practices.

MCMA562 - Significant Studies Mass Com Res 562-3 Significant Studies in Mass Communication Research. A review of a broad selection of early literature in communication research that has provided much of the conceptual basis for empirical studies during the past two decades.

MCMA563 - Globalization & Media 563-3 Globalization and the Media. Debates about globalization from historical, theoretical, and critical perspectives. The major uses of communication technologies in international economic, political and cultural processes. Topics include regional and global trends, trade regimes, global policy bodies and policy issues; global media influence.

MCMA564 - Political Economy of Media 564-3 Political Economy of Media. Addresses the intersections of politics, economics, and social structures that underpin media arts and industries at global and national levels. Emphasizes the relationship between theories and methods.

MCMA565 - Strategic Advertising 565-3 Strategic Advertising Communication. Problem solving through strategic advertising communications and functional marketing communication, including branding, advertising, PR, sales promotion and direct response in an integrated program. The focus is on strategy and planning, and students will concentrate on integrating targets, timing and message strategy.

MCMA566 - Brand Management 566-3 Brand Management Communication. A conceptual synthesis and practical application of business, research, media and creative principles used in the formulation for a branding/advertising campaign. It includes the development of a complete integrated marketing communications (IMC) campaign for a specific brand.

MCMA568 - Social Media Theory/Practice 568-3 Social Media Theory and Practice. Explores social media from various perspectives. Topics will cover history and development of social media, social advertising/marketing, citizen journalism, social media and health communication, and other issues related to social media such as privacy, gaming, interface design, identity, etc. Students will gain hands-on experience with social media.

MCMA569 - Alt Media Power & Resistance 569-3 Alternative Media: Power and Resistance. Explores "alternative media" as counter hegemonic practice. Course examines various forms of alternative media and different meanings ascribed to them. Case studies locally and around the world demonstrate the growing relevance of alternative media in contemporary societies and the complex relationships they navigate with political and social movements, governments, the private sector, and mainstream forms of media.

MCMA582 - Game Narratives 582-3 Game Narratives. Teaches students the core ideas and practices of game narratives. It covers: a) The conceptual fundamentals of theories of game narrative design; b) The technical and organizational process of creating a narrative game. This includes designing and implementing a narrative game using an appropriate software tool. While game narrative is at the center of this course, the skills and knowledge acquired in this class are applicable to broad range of design-centric fields and contexts.

MCMA586 - Professional Media Projects 586-1 to 6 Professional Media Projects. Supervised independent media production work, the amount and exact nature of which is to be determined in consultation with MCMA faculty. More than one section may be taken in the same semester. Restricted to PMMM major or consent of instructor or director of Graduate Studies in MCMA. Lab fee: \$50.

MCMA589 - MS Report/Project 589-3 MS Report/Project. Research report or media project accompanied by abbreviated research report, directed by a minimum of one member of the graduate faculty in CMCMA. The research report, which is the synthesis of existing literature on a specific topic or the contextualization of an original media project, must be submitted to the Graduate School. Public presentation of the project required. Restricted to PMMM major.

MCMA591 - Readings 591-1 to 6 Readings. Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Consent of instructor.

MCMA592 - Master's Seminar 592-3 Master's Seminar. This course orients students to graduate level study in mass communication and media arts. Applied general research skills, literature reviews and proposal writing among other topics are covered. Students work on directed projects, culminating in a proposal for future research or media production. Restricted to CMCMA PMMM, MTR, or MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts.

MCMA594 - Practicum 594-3 Practicum. Study, observation and participation in activities related to the fields of Mass Communication and the Media Arts such as internships in related professional organizations. Restricted to CMCMA major.

MCMA595 - Ph.D. Proseminar 595-3 Ph.D. Proseminar. Provides PhD students in the College of Mass Communication and Media Arts a general orientation to the program. Forum for further discussion of topics and issues raised in visiting lectures scheduled through the college which students will be required to attend. Provides a framework for preparation for the annual MCMA research convention at which students will be required to present. Restricted to MCMA major or consent of instructor or associate dean of Graduate Studies in Mass Communication and Media Arts.

MCMA596 - Independent Study 596-1 to 6 (1 to 3 per semester) Independent Study. Supervised research or independent creative work, the area of study to be determined by the student in consultation with instructor. Consent of instructor.

MCMA599 - Thesis 599-1 to 6 Thesis. Thesis requirements may be satisfied only by a written thesis for an MA in Media Theory and Research and by a creative thesis for an MFA in Mass Communication and Media Arts. Minimum of three hours required for the MA in MTR degree and minimum of six hours required for MFA in MCMA. Graded S/U. Restricted to CMCMA MTR and MFA major. Only MFA thesis course carries a lab fee of \$75 per enrollment.

MCMA600 - Dissertation 600-1 to 32 (1-12 per semester) Dissertation. Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

MCMA601 - Continuing Enrollment 601-1 per semester Continuing Enrollment. For those graduate students who have not finished their degree programs and who are in the process of working on their dissertation, thesis or research paper. The student must have completed a minimum of 24 hours dissertation research or the minimum thesis or research hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only.

Mass Communication and Media Arts Faculty

The graduate faculty, consisting of members of the School of Journalism and the departments of Cinema and Photography, and Radio, Television, and Digital Media, offers graduate work leading to the following degrees: Master of Arts in Media Theory and Research, Master of Science in Professional Media and Media Management, Master of Fine Arts, and the Doctor of Philosophy in Mass Communication and Media Arts.

Graduate Faculty in Cinema and Photography (CP):

Aguayo, Angela, Associate Professor, Ph.D., University of Texas, Austin, 2005; 2008. Documentary theory and social change, critical/cultural studies, video production.

Bursell, Cade, Professor, M.F.A., San Francisco State University, 2002; 2003. Cinema Production queer cinema, experimental cinema.

Kapur, Jyotsna, Professor, Ph.D., Northwestern University, 1998; 1998. Feminist and Marxist analysis of media, globalization, children's film and consumer culture, documentary and ethnographic film, the German and Japanese new wave and Indian cinema.

Martinez, Antonio, Associate Professor, M.F.A., East Carolina University, 2005; 2006. Digital imaging, alternative printing processes, multimedia installation, class and racial identity.

Metz, Walter, Professor, Ph.D., University of Texas, Austin, 1996; 2009. Contemporary film and television criticism and theory, literature and film, science and film, post-war American culture.

Overturf, Daniel, Professor, M.F.A., Southern Illinois University Carbondale, 1983; 1991. Photography.

Phillips, Mike, Clinical Assistant Professor, Ph.D., The Graduate Center of the City University of New York, 2019; 2019. American and transnational popular culture, film genre, historical fiction, African American cinema, and intermediality.

Rowley, R. William, Associate Professor, M.F.A., University of Iowa, 1974; 2000. Foundational digital and analog film production and post-production techniques, experimental filmmaking, observational documentary, intermedial arts.

Spahr, Robert, Associate Professor, M.F.A., Parsons School of Design, New York City, 1991; 2009. Computational art using generative and procedural art processes, genetic algorithms, time-based media and live art.

Tudor, Deborah, Associate Professor and *Interim Dean*; Ph.D., Northwestern University, 1992; 2006. Culture and technology, globalization, neoliberalism, and cinema.

Zhou, Hong, Associate Professor, M.F.A., York University, Toronto Canada, 2000; 2008. Film and video production, cinematography, Chinese cinema, surrealist cinema.

Graduate Faculty in Journalism (JRNL):

Babcock, William A., Professor, Ph.D., Southern Illinois University Carbondale, 1979; 2008. Media ethics, public policy reporting.

Barrett, Anita J. (Stoner), Visiting Assistant Professor, M.F.A., Syracuse University, 1995; 2005. Web production and Content Management Systems, multimedia, revenue models for journalism.

Dolan, Mark, Associate Professor, M.A., Syracuse University, 1995; 2008. Visual and interactive communication, photojournalism.

Freivogel, William H., Professor, J.D., Washington University Law School, 2001; 2006. Journalism, media law, public affairs and policy.

Han, Dong, Associate Professor, Ph.D., University of Illinois, 2011; 2012. Intellectual property and media, medical history and political economy, international communication and communication technology.

Karan, Kavita, Professor, Ph.D., University of London, 1994; 2009. Political communication, advertising and market research, international communication, media and children, health communication.

Lescelius, Bridget, Instructor, M.B.A., Virginia Polytechnic, 1996.

McClurg, Scott, Professor and *Interim Director*, Ph.D., Washington University, 2000; 2001. Political participation, public opinion, electoral behavior, political geography, spatial statistics, and campaign dynamics.

Ryoo, Yuhosua, Assistant Professor, Ph.D., University of Texas at Austin, 2019; 2019. The intersection of digital advertising, medial psychology, and prosocial behavior. Individual, social, and situational factors of digital and social media.

Graduate Faculty in Radio, Television, and Digital Media (RTD):

Brooten, Lisa B., Associate Professor, Ph.D. Ohio University, 2003; 2002. Media and globalization, gender, alternative media, social movements, political communication, interpretive/critical research methods, ethnography.

Burns, David, Associate Professor, M.F.A., Parsons School of Design, 2001; 2005. 3D computer animation; media arts theory; technology, culture, and society; memory and post-memory.

Johnson, Jennifer, Assistant Professor of Practice, M.F.A., Southern Illinois University Carbondale, 2017. Music composition and performance. Audio documentaries, radio dramas, and sound art.

Kreider, Wago, Associate Professor and Acting Associate Dean and Interim Director of Graduate Studies, M.F.A., Rutgers University, 2002; 2006. Experimental and documentary media production, sound studies and production, cinematic histories, architectural and environmental studies.

Lewison, Sarah, Associate Professor, M.F.A., University of California, San Diego, 2001; 2007. Video art, social movements, environmental media, installation, live art and performance.

Motyl, Howard D., Associate Professor and *Interim Chair*, M.F.A., Northwestern University, 1990; 2007. Media production and screen writing, narrative, gay representation.

Needham, Jay, Professor, M.F.A., California Institute of the Arts, 1989; 2003. Video, film, digital audio production, and electro-acoustic music.

Padovani, Cinzia, Associate Professor, Ph.D. University of Colorado, 1999; 2005. Historical approaches to political economy, public service broad-casting, international communication, social movements and the media.

Perkins-Buzo, Reid, Assistant Professor, M.F.A., Northwestern University, 2004. Computer animation, game development, and trans media art.

Thompson, Jan, Professor, M.G.S., Roosevelt University, 1988; 2000. Video production, documentary, sports production.

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Southern Illinois University

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Catalog Year Statement:

Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.