SIU Southern Illinois University
CARBONDALE

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Professional Media and Media Management Studies.....1

Professional Media and Media Management Studies

The M.S. degree in Professional Media and Media Management Studies provides students with an interest in professional media practice with an intellectual background in theory and critique of the communication industries. The faculty train students with varied professional interests to establish careers in these industries. The program produces intelligent, socially aware, and flexible graduates primed to become leaders in the communications industry.

The curriculum is designed to expose students to a broad foundation in media studies. In consultation with their advisor or committee (composed of three faculty members), students explore in detail through a series of electives one facet of professional media studies or creative practice. Students finish their program of study with the construction of a Research Report or Media Project on a topic of their choosing from within their emphasis area. The School of Journalism and Advertising allows a maximum of three years from date of enrolling in the M.S. in Professional Media and Media Management Studies program for completion of the M.S. degree. This program generally takes two years to complete.

M.S. Professional Media and Media Management Studies

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 the applicant's 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, and how such study will allow them to pursue their interests and career goals. Applicants should include an example of work that demonstrates their competency, preferably professional work, although prior academic work is acceptable. Work samples might take 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) on the entire last undergraduate GPA earned at the time of application. International students whose native or first language is not English, or those with fewer than 100 graded credit hours at a U.S. college or university, must take the TOEFL and earn an iBT score of 80 prior to January 21, 2026, or 4.5 on or after January 21, 2026, 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. in Professional Media and Media Management Studies degree.

Accelerated Master's Program

Undergraduate students may request to be accepted into an accelerated master's program. The student needs to make the request through the Director of Graduate Studies, typically during their Third Year. The student and the Director of Graduate Studies will identify up to nine credit hours of graduate courses for the student to take during the Fourth Year, which will count toward both the undergraduate degree and the Master's degree.

Retention

No course in which the grade is below B- shall count toward the degree or fulfillment of any requirement, but the grade will be included in the grade point average. The School of Journalism and Advertising allows a maximum of three years from the date of enrollment in the M.S. in Professional Media and Media Management Studies program to the completion of the degree. The program generally takes two years to complete.

Procedures

By the beginning of the third semester in residence, each M.S. in Professional Media and Media Management Studies student will be required to choose an advisor or form a three-member graduate committee to oversee the capstone Research Report or Media Project. The advisor or committee must be selected this early such that the student may register for the required professional media preparation course in which the student will work closely with the faculty advisor or committee to initiate work on the final project. The student publicly defends the final project in an oral examination with the advisor/committee, generally in the middle of the fourth semester.

Program Learning Outcomes

- Students will demonstrate the ability to identify and articulate a relevant issue, debate or controversy in a media field of appropriate scope for study.
- Students will demonstrate the ability to apply one or more research methods.
- Students will demonstrate the ability to formulate arguments that relate to a body of academic research within the field.
- Students will demonstrate the ability to develop and communicate concepts through media production.
- Students will demonstrate the ability to use advanced production skills in one or more mediums.
- Students will demonstrate the ability to contextualize student's practice in relation to relevant work within the field.

Curriculum

Candidates must complete a minimum of 30 credit hours including two core courses and the capstone Research Report or Media Project.

Core (6 Credit Hours)

- JRNL 537: Introduction to Mass Communication Research (3 CH)
- JRNL 588: Graduate Colloquium (3 CH)

Emphasis Area (18 Credit Hours)

A minimum of six elective courses is selected in consultation with at first the Director of Graduate Studies and then the student's advisor or three-person faculty committee supervising their research paper or media project. All students need to select a course in media history (3 credit hours) and a course in media law (3 credit hours). In addition, they need to select 4 electives (12 credit hours) that align with their respective emphasis areas, including: sports media, photojournalism, investigative/documentary journalism, advertising/media management, and media/AI/technology.

Research Report or Media Project Sequence (6 Credit Hours)

- JRNL 586A: Professional Media Preparation -OR-JRNL 586B: Professional Media Preparation Research Report (3 CH)
- JRNL 589A: Media Project -OR- JRNL 589B: Research Report (3 CH)

Preferred M.S. in Professional Media and Media Management Studies Electives

- JRNL 500: Media as Social Institutions

- JRNL 506: Law and Policy of Mass Communication
- JRNL 507: Media Management
- JRNL 509: Media Ethics
- JRNL 513: Advanced Photojournalism
- JRNL 515: Sports Photojournalism
- JRNL 540: Documentary Journalism
- JRNL 543: Media Arts Studio Seminar
- JRNL 545: Producing the Sports Talk Show
- JRNL 549: Professional Documentary Practice
- JRNL 552: Special Topics in Media Studies
- JRNL 553: History and Theory of Media Arts
- JRNL 565: Strategic Advertising Management
- JRNL 567: International Advertising
- JRNL 568: Social Media Theory and Practice
- JRNL 576: Sports and the Media
- JRNL 577: Advanced Investigative Reporting
- JRNL 587: Critical Social Media Studies

However, other graduate-level courses in the College of Arts and Media are allowed, as deemed appropriate by the faculty advisor or committee and Director of Graduate Studies. We also encourage students to work with their faculty advisors to seek out graduate-level coursework in other programs where different perspectives will enhance our students' learning.

M.S./M.B.A. Concurrent Degrees

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

Applicants for the concurrent degree program who have not already earned a graduate degree must also earn a satisfactory score on the GMAT or GRE to be admitted to the M.B.A program. Students must also successfully complete the College of Business and Analytics 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.

Professional Media and Media Management Studies Courses

JRNL500 - 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. Credit Hours: 3

JRNL506 - 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. Credit Hours: 3

JRNL507 - 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. Credit Hours: 3

JRNL508 - 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. Credit Hours: 3

JRNL509 - 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. Credit Hours: 3

JRNL511 - 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. Credit Hours: 3

JRNL513 - Advanced Photojournalism Emphasis on in-depth photo journalistic reporting. Students research, write and photograph picture stories. Examines ethics, history and social role of photojournalism domestically and internationally. Digital imaging and an introduction to full-motion video and other multimedia storytelling tools. Students who have completed JRNL 413 are not eligible to enroll. Equipment fee: $100. Credit Hours: 3

JRNL514 - Theories of Mass Communication and Media An advanced theoretical engagement with the field of mass communication research, media studies, and media arts. The course covers principal theoretical approaches, including the empiricist, positivist paradigm in mass communication research; critical media studies; film and television studies; and cultural studies. Credit Hours: 3

JRNL515 - Sports Photojournalism Students develop skills in producing, editing, and captioning high-quality feature and action photographs from live sporting events. Students will learn how sports photography has developed over the last century. Students who have completed JRNL 415 are not eligible to enroll. Credit Hours: 3

JRNL516 - Networked Art History, theory, and practice of digital media as an online art form. Examination that results in students producing art work 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: $75. Credit Hours: 3

JRNL517 - Multi-Platform Storytelling Students write and produce short fiction or non-fiction stories using digital media. Emphasis on storytelling development and story structures, and advancing one's technical skills across multiple media platforms. Projects will be incorporated into multiple delivery platforms such as the web, download and/or social media. Students will experience editorial production of artifacts gathered as they shape a variety of media into stories for delivery on web via class magazine and social media. The productions will target various platforms, from web to mobile devices. All students will build on a range of production skills extending beyond reporting, writing, photography, graphics, audio capture and video shooting. Course fee: $50. Credit Hours: 3

JRNL522 - Sound Art Studio This studio-based course offers students the opportunity to explore sound as a medium of artistic practice and intellectual inquiry. Assignments for the course emphasize how and why sound art is created in a variety of modalities including: installation, performance and improvisation. The course is also a forum for the exploration of contemporary and historic approaches to sound art through phonography, radio art, DIY electronics and other platforms. During the semester, listening and critique sessions will be used to evaluate student creative responses. Additionally, written responses to assigned readings will also be used to help facilitate discussions and critiques. Equipment Usage & Lab fee: $75. Credit Hours: 3

JRNL523 - Topics in Broadcast News This is a special production topics in studio production and practices course for MFA's in Media Arts that focuses on specialized production techniques, topics,

techniques, and formal approaches to media making. The course offers the opportunity to gain new techniques and build skills through the use of potentially unfamiliar production equipment and approaches. The class encourages students to explore the edges of their disciplines by providing a focused framework for formal investigation and experimentation. Equipment Usage & Lab fee: $75. Credit Hours: 3. Credit Hours: 3

JRNL524 - Topics in Investigative Practices The course will use a topical starting point for critical study of the histories and philosophies associated with various investigative journalism procedures and practices. Course fee: $75. Credit Hours 3. Credit Hours: 3

JRNL531 - 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 humanities-based methods and theoretical perspectives. Credit Hours: 3

JRNL532 - Quantitative Research Methods in Mass Communication Advanced exploration of quantitative research methods to write a professional article suitable for publication or a chapter in an academic thesis. Covers methods such as sampling, surveys, experiments, content analysis, and statistics. Focuses on research design, formulating research questions, reviewing and applying appropriate literature in the field, hypothesis formulation, data acquisition, and discussion and analysis of results. Credit Hours: 3

JRNL534 - 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. Credit Hours: 3

JRNL537 - Introduction to Mass Communication Research Foundations course to introduce MA and MS students to the conceptual practices of research. Students will learn how to evaluate primary and secondary sources, and use this research to write papers and reports. The course demonstrates the steps of a research project: writing a proposal, reviewing the literature, designing the research instruments, collecting data, and analyzing results. The course introduces qualitative and quantitative research methods. Credit Hours: 3

JRNL538 - 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. Credit Hours: 3

JRNL540 - Documentary Journalism The Documentary film has a rich history in America. This course will cover the history of the American Documentary form. 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. Credit Hours: 3

JRNL543 - 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. Credit Hours: 1-3

JRNL545 - Producing the Sports Talk Show This course is an intensive hands-on production class. Students will produce two half-hour studio shows with edited features that will broadcast on WSIU-TV. Advanced field production techniques will be used when creating edited features. Students who have completed JRNL 445 are not eligible to enroll. Credit Hours: 3-6

JRNL549 - 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. Credit Hours: 3

JRNL552 - Special Topics in Media Studies This course provides an in-depth study and discussion of selected topics in media studies. Topics vary and will be announced in advance. This course may be repeated when the topic differs. Credit Hours: 3

JRNL553 - History & Theory of Media Arts A survey of media history, from oral storytelling and cave paintings to social media and video games. Situates media in their historical contexts, with special attention to articulations among media technologies, aesthetic forms, cultural practices, and social formations. Analyzes media practices through foundational and contemporary theories from media studies and its interdisciplinary interlocutors. Credit Hours: 3

JRNL561 - Media, Social Movements, and Social Change Social change" is a multi-dimensional concept and yet also a bedrock of democracy. Much more than an act or action, social change is a process of negotiation between those who have and those who do not. This course is a theoretical and practical exploration of both mainstream and alternative media's role in political and social movements and their push for social change. Numerous scholars have theorized the social change potential of mediated communication and mass production, and these theories of social change have important implications for critical arts practice and the study of media and the media industries. The objective of the course is to join theories of social change with the interests of the students, allowing them flexibility and freedom to develop their current projects in the area of social change. Credit Hours: 3

JRNL563 - 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. Credit Hours: 3

JRNL565 - Strategic Advertising Management Problem solving through strategic advertising communications and integrated marketing techniques, including product research, branding, public relations, sales and promotion, social media, and direct media campaigns. The focus is on business strategy and planning. Students will concentrate on targeted, creative digital media strategies to execute an integrated marketing campaign for a local or national client. Credit Hours: 3

JRNL567 - International Advertising An investigation of how organizations market in Marshall McLuhan's 'Global Village'. Students will consider how political, social, economic, cultural, and technological factors influence advertising around the world. Explorations of how big data and artificial intelligence create advertising opportunities on multiple digital and social media platforms. Students will learn theories, business models, data analytics, branding, and explore case studies of major global brands. Credit Hours: 3

JRNL568 - 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. Credit Hours: 3

JRNL576 - Sports and the Media This course will expose students to the rapidly expanding and complex world of sports business, with an emphasis on sports communication and promotion. Also the transformation of sports media in relation to economic, regulatory, and technological transformations. Students who have completed JRNL 488 are not eligible to enroll. Credit Hours: 3

JRNL577 - Advanced Investigative Reporting This advanced course in investigative and enterprise reporting delves into the techniques and strategies essential for impactful journalism. Students will refine their skills in obtaining and analyzing public records and data, conducting interviews with reluctant sources, managing complex information, and drafting and self-editing to produce a polished first draft. Students who have completed JRNL 477 are not eligible to enroll. Credit Hours: 3

JRNL584 - Supervised Independent Studio Supervised Independent Studio provides a critical foundation for students by establishing a formal structure for critiques of the student?s work that takes place over the course of a semester. Credit Hours: 6. Credit Hours: 6

JRNL586A - Professional Media Preparation Pre-production work for the M.S. media project. Directed by a committee of three, the chair of which must be a member of the graduate faculty in the School of Journalism and Advertising. Students must present and defend the proposal for their media project to the

committee in a public forum. Restricted to students in the Professional Media M.S. degree program in SOJA. Lab fee: $50. Credit Hours: 3. Credit Hours: 3

JRNL586B - Professional Media Preparation Research Report Preparation work for the M.S. research report. Directed by a committee of three, the chair of which must be a member of the graduate faculty in the College of Mass Communication and Media Arts. Students must present and defend the proposal for the research report to the committee in a public forum. Restricted to students in the Professional Media M.S. degree program in CMCMA. Credit Hours: 3

JRNL587 - Critical Social Media Studies A theoretical, critical approach to the study of social media. Students identify critical media studies theories and concepts and apply them to the study of social media. Both diachronic and synchronic perspectives intersect within the course. Students learn the historical context in which social media platforms have evolved. Historical knowledge informs the analysis of contemporary case studies regarding social media policies, social media discourse and politics, social media ownership, and other pertinent topics. Credit Hours: 3

JRNL588 - Graduate Colloquium An introduction to graduate studies via encounters with the research and creative disciplines related to Mass Communication and Media Arts. Weekly meetings wherein individual faculty members introduce students to their research and creative work. The course will also serve as a forum in which students discuss their own research and creative work in an interdisciplinary setting. Guest lectures and presentations by visiting scholars and creative artists as become available. Setting for both the faculty and graduate student research and creativity colloquiums. Satisfactory/ Unsatisfactory (S/U) grading only. Credit Hours: 3

JRNL589A - MS Media Project Media project directed by a committee of three, the chair of which must be a member of the graduate faculty in the College of Mass Communication and Media Arts. The media project is a student's original creation which breaks new ground in mass communication and media arts. The media project must be submitted to the Graduate School. Students must present and defend their final media project to the committee in a public forum. Prerequisite: JRNL 586A with a grade of B- or better. Restricted to students in the Professional Media M.S. degree program in CMCMA. Equipment fee: $50. Credit Hours: 3

JRNL589B - MS Research Report Research report directed by a committee of three, the chair of which must be a member of the graduate faculty in the College of Mass Communication and Media Arts. A research report synthesizes the existing literature on a specific topic in mass communication to enable the student to create new knowledge about the subject. The research report must be submitted to the Graduate School. Students must present and defend their final report to the committee in a public forum. Prerequisite: JRNL 586B with a grade of B- or better. Restricted to students in the Professional Media M.S. degree program in CMCMA. Credit Hours: 3

JRNL591 - Readings Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Consent of instructor. Credit Hours: 1-3

JRNL594 - Practicum 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. Students who have completed JRNL 494 are not eligible to enroll. Credit Hours: 3

JRNL596 - 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. Credit Hours: 1-3

JRNL599 - Thesis Credit Hours: 1-6

JRNL600 - Dissertation Credit Hours: 1-32

JRNL601 - 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 of 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. Credit Hours: 1

JRNL699 - Postdoctoral Research Must be a Postdoctoral Fellow. Concurrent enrollment in any other course is not permitted. Credit Hours: 1

Professional Media and Media Management Studies Faculty

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

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

Jeffords, Benjy, Instructor, Radio and Television Broadcasting B.A. Southern Illinois University, 2002. Videography, Broadcast Production, Visual Story Telling.

Jia, Xinle, Assistant Professor of Advertising, Journalism and Advertising, Ph.D., University of Wisconsin-Madison, 2023, M.Phil., The University of Hong Kong, 2016, B.A. Fudan University, 2014. Social media, media effects, strategic communication.

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

Lescelius, Bridget, Instructor, Advertising and Branding, M.B.A., Virginia Polytechnic Institute and State University, 1996; 2014.

Parker, Molly, Assistant Professor of Journalism, Public Affairs Reporting, M.A., University of Illinois Springfield, 2004, B.S. Southern Illinois University, 2003. Investigative, policy reporting, long-form storytelling.

Rendleman, Julia, Assistant Professor of Photojournalism, Media Management & Media Management Studies, M.S., Southern Illinois University, 2012. B.S., Loyola University New Orleans, 2003. Photojournalism, long-form visual storytelling.

Thompson, Jan, Professor and Director of the School of Journalism and Advertising, Documentary production, M.G.S., Roosevelt University, 1998; 2000. Video production, documentary, sports production.

Emeriti Faculty

Babcock, William A., Professor, Emeritus, Ph.D., Southern Illinois University Carbondale, 1979.

Dolan, Mark, Associate Professor, Emeritus, M.A., Syracuse University, 2008.

Greer, Phillip, Senior Lecturer, Emeritus.

Helleny, Joey, Senior Lecturer, Emeritus, M.S.Ed., Southern Illinois University, 2004.

Jaehnig, Walter, Associate Professor, Emeritus, Ph.D., University of Essex, 1974.

Lowry, Dennis, Professor, Emeritus, Ph.D., University of Iowa, 1972.

Stone, Gerald C., Professor, Emeritus, Ph.D., Syracuse University, 1975.

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