

Student Handbook

Master of Arts (MA) Degree in Media Theory and Research

College of Arts and Media

Southern Illinois University Carbondale

2021-2022

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{pending approval of the MCMA Graduate Committee}

Graduate Studies in Mass Communication and Media Arts

There are four graduate programs in the Mass Communication and Media Arts (MCMA) area within the College of Arts and Media (CAM): 1) a Master of Arts (MA) in Media Theory and Research, 2) a Master of Science (MS) in Professional Media and Media Management Studies, 3) a Master of Fine Arts in Mass Communication and Media Arts, and 4) a doctoral degree (PhD) in Mass Communication and Media Arts. The programs are driven by the scholarly, professional, and artistic expertise of the faculty members in the School of Journalism and the School of Media Arts.

The Graduate School at Southern Illinois University Carbondale

The four graduate programs in MCMA are the joint responsibility of the College of Arts and Media and the Graduate School at Southern Illinois University Carbondale (SIUC). Students must meet the requirements of both of these entities regarding entry, graduate assistantships, graduation, and all other aspects of the degree programs. Please consult the “Current Students” section of the SIUC Graduate School’s website for policies and procedures beyond the domain of MCMA. This information is located at:

<https://gradschool.siu.edu/current-students/>

The Associate Dean of the Graduate School, in consultation with the Graduate Council, administers university-wide graduate affairs. The Director of Graduate Studies (DGS) for the MA/PhD degrees, in consultation with a committee of graduate faculty members, administers the MA program. The DGS advises graduate students, directing them toward faculty members who work in areas of the students’ interest. The DGS assigns graduate, teaching, and research assistantships.

The curricula of the four MCMA graduate degree programs are delivered by faculty members granted “Graduate Faculty Status” by the Associate Dean of the Graduate School. This status is granted on the basis of scholarly and artistic achievement. This status authorizes faculty members to teach graduate courses and serve on graduate student committees. There are different levels of graduate faculty status. Depending on the professor’s graduate faculty status, some professors may not be able to chair committees. Most graduate faculty members, however, are allowed to direct student theses (MA and MFA), research reports and creative projects (MS), and dissertations (PhD). Students should consult with their faculty adviser regarding the graduate faculty status of their potential committee members. The DGS may need to request Graduate Faculty Status for professors, particularly those outside of SIUC.

Mission Statement of the MCMA Graduate Programs

The graduate programs in Mass Communication and Media Arts develop teaching, research, and creative work that interrogates the construction, reception, and social impact of mass media forms and texts. Our work uniquely blends methods from the arts, humanities, and social sciences. Students study historical, theoretical, and critical approaches to mass communication. The faculty seek to nurture an intellectual and creative community attuned to global social changes, as we respond to new ways of creating and analyzing written, aural, and visual media.

Description of the MA Degree in Media Theory and Research

The MA degree in Media Theory and Research introduces graduate students to the research traditions in the fields of mass communication and media studies. Students learn theory and research in ways that emphasize the importance of global communication for understanding the 21st century. Graduates of the program will be well trained for department-level leadership in the mass media industries, professional media commentary, and teaching. The degree may lead toward doctoral studies. Please see the document, “MCMA Graduate Programs Policies and Procedures” for more details about program and Graduate school deadlines and requirements.

Student Learning Outcomes for the MA Degree

1. Students will demonstrate competence in at least one mass communication research method.
2. Students will demonstrate competence in at least one theoretical area of media studies.
3. Students will learn to conduct original research as befits a scholar in the field.
4. Students will contribute new knowledge to the field via the writing of a thesis.
5. Students will demonstrate the ability to integrate and synthesize appropriate theoretical perspectives and existing literature in the field to their own work.
6. Students will demonstrate via writing and oral presentation knowledge of theory and research in the field.
7. Students will demonstrate in writing and oral presentation the ability to evaluate their own work in relation to other research in the field.

Curriculum Guide for the MA Degree

Candidates for the MA degree must complete a minimum of 30 credits.

The core requirements in the first year are:

MCMA 537: Introduction to Mass Communication Research (3 credits)

MCMA 588: Graduate Colloquium (2 credits in each of the first two semesters)

In the fall semester of the second year, students are required to take two advanced courses:

MCMA 508: Conceptual Foundations of Research Strategy (3 credits)

MCMA 514: Theories of Mass Communication and Media (3 credits)

Students are required to take one 3 credit research methods course from the following list:

MCMA 531: Critical Research Methods in Media Arts

MCMA 532: Quantitative Research Methods

MCMA 534: Qualitative Research Methods

Students must take a minimum of four elective courses (12 credits) selected in consultation with the faculty thesis committee and the Director of Graduate Studies.

The MA program culminates in a scholarly, research-based thesis, MCMA 599B (3 credits).

Students are required to present at the graduate research symposium toward the end of both spring semesters of the program. Students in the MA program undergo a faculty review towards the end of their first spring semester. This process allows faculty members to deliver feedback to the students regarding their progress toward the MA degree. The review includes performance in courses as well as scholarly production outside of the classroom. Students will present their thesis research at the end of the second spring semester.

Students may not take any credits at the 400-level or below to count toward their progress in the MA program.

Other graduate-level (numbered 500 and above) SIUC courses may count as MA electives, as deemed appropriate by the student, thesis advisor, thesis committee members, and the Director of Graduate Studies.

Preferred MA Electives as determined by the MCMA faculty

MCMA 500: Mass Media as Social Institutions
MCMA 506: Law and Policy in Mass Communication
MCMA 507: Media Management
MCMA 509: Media Ethics
MCMA 535: Topics in Textual Analysis
MCMA 538: Critical Discourse Analysis
MCMA 552: Special Topics in Media
MCMA 553: History and Theory of Media Arts
MCMA 561: Communication and Social Change
MCMA 563: Globalization & Media
MCMA 564: Political Economy of Media
MCMA 565: Strategic Advertising Management
MCMA 567: International Advertising
MCMA 576: Topics in Gender, Sexuality, and Media
MCMA 577: Topics in Race and Media
MCMA 585: Pedagogy and the Profession
MCMA 587: Critical Social Media Studies

However, other MCMA graduate-level courses are allowed, as deemed appropriate by the student, faculty adviser, thesis committee, and Director of Graduate Studies. We also encourage students to work with their faculty adviser to seek out graduate-level coursework in other departments where different perspectives will enhance our MCMA students' learning.

Please see Appendix I for the course descriptions of the full roster of MCMA graduate courses.

Sample Curriculum Map

Fall Year 1 [8 credits]

MCMA 537: Introduction to Mass Communication Research [3 credits]

MCMA 588: College Colloquium [2 credits]

One elective or research methods course [3 credits]

Spring Year 1 [8 credits]

MCMA 588: College Colloquium [2 credits]

One elective or research methods course [3 credits]

One elective [3 credits]

Fall Year 2 [9 credits]

MCMA 508: Conceptual Foundations of Research Strategy [3 credits]

MCMA 514: Theories of Mass Communication and Media [3 credits]

One elective or research methods course [3 credits]

Spring Year 2 [6 credits]

One elective [3 credits]

MCMA 599B: Thesis [3 credits]

The Importance of Faculty Advisers

Graduate education depends upon students working closely with faculty members in the students' areas of interest. Every graduate student must have a faculty adviser. The DGS will guide new graduate students in MCMA graduate programs toward potential faculty members with whom to work.

MCMA graduate students should meet with their adviser early and often. It is the students' responsibility to seek out faculty members. The professors are experts in the fields in which students want to work. Faculty advisers will guide students with the selection of their coursework. Students and faculty advisers should complete a program of study each semester, and forward it to the DGS. The program of study form for the MA degree is located at the end of this handbook.

After taking courses and meeting faculty members during the first and second semesters of the program, students should select a thesis committee chair no later than the end of the first year. The thesis committee chair is the student's primary source of advice about which classes to take, which conferences to attend, how to develop and revise research projects and thesis topics.

One primary goal of graduate school is professionalization. Students will learn how to conduct themselves properly as academics, as befits scholars working in mass communication and media arts disciplines. As students make the transition from undergraduate learners to professionals, they will find themselves developing new knowledge in the field in concert with their professor mentors. This opens up the exciting possibility of students collaborating with faculty members on conference presentations, academic research articles and book chapters, and the like. The relationships students and faculty members forge should develop into long-term professional collaborations that last far into the future. Carefully nurture these relationships by demonstrating

your commitment to your career by being proactive and enthusiastic in your interactions with your faculty mentors, especially when it comes to meeting deadlines and fulfilling your obligations as graduate students.

All of our faculty members are excited to meet and work with you. Please see Appendix II for a list of our professors, their areas of expertise, and their contact information.

We strongly encourage our MA students who desire further education to seek out a PhD program at a different university, in order to maximize their contact with other professors and students. However, it does happen that, for a variety of reasons, one of our MA students decides to pursue our doctoral degree. We thus offer an accelerated entry into the PhD program from our MA program. The details of this may be found in Appendix III.

How To Do Well in Graduate School

Study the syllabus for all of your classes. Do not miss any class meetings. If you are going to have to miss class because of your other activities, please inform the instructors beforehand, and ask for the most convenient way for them such that you can catch up on what you miss. Professors respond much better to students who communicate about problems ahead of time, rather than after the fact.

If you have something in your schedule that will force you to appear to be putting that something else ahead of a professor's class, you should work really hard to demonstrate your commitment to learning by doing things ahead of time, if at all possible. This might involve writing a paper draft ahead of time, and asking the professor if you could get some feedback such that you could re-write it by the due date. It might involve attending office hours the week before an exam, having studied the material, and asking the professor about things you don't understand.

You might tell the professor what you know about a particular aspect of the course, and ask if there is anything further you should know as you enter the final exam or write the final paper. Always come to class prepared, having done the reading, taken notes on it, and be prepared to ask and answer questions about it. Connect that day's work to what has come before it in the course, and perhaps to things you've learned in other courses, in life, and with what connections you see between the material of the course and your chosen future career.

Under no circumstances tell a professor that their course material is a waste of your time because it does not pertain to what you want to do with your life. As a student, you do not have mastery over such matters. Professors do. Indeed, some of us have taught for decades, having witnessed almost the full span of our students' careers.

Professors like active, engaged encounters with students because so many students do not do the reading and do not otherwise engage actively in the course. When students miss class (for legitimate reasons or not), it sends a very powerful message (whether you intend it or not), that you do not care about learning what a professor has to teach you.

Also, under no circumstance attempt to correct your bad performance in a course during its second half. The first eight weeks of a course is when you have to be expressively active. If a student engages actively in the first few weeks of the course, professors tend to help struggling students late in the course. The ends of semesters are always difficult for students and professors. Close communication allows for productive solutions to issues that arise in stressful situations.

Much of this advice, of course, applies to being a student at any stage of one's academic life (high school, an undergraduate degree program). The important part of graduate school is that you are responsible for your own learning. You decide upon a thesis project for which you are preparing. Coursework lays the foundation, but the house you build is guided by a small set of professors, one of whom you should work with on a regular basis.

Choose said professors for your committee with great care. Do they respond to your active engagement with active engagement of their own? If they do not, this is not necessarily bad behavior on their part, nor is it an indictment of you. Graduate school is about connecting with professors in an intense way. You will not impress every professor, nor will every professor impress you. Find the matches that will be most productive. A good professor and student relationship allows you to learn a great deal from a professor, and when done well, allows a professor to learn a great deal from you.

Please keep in contact with your professors as you navigate your career as a graduate student. The MCMA graduate faculty are here to help students learn at the highest level of academia. Your success matters a great deal to us.

MA in Media Theory and Research

Program of Study Checklist

Name _____

DawgTag# _____

Semester/Year Entry Date _____

Degree Requirements: at least 30 credit hours

1. REQUIRED CORE COURSES (13 credit hours)

Hours/Sem/Year/Grade

MCMA 537: Introduction to Mass Communication Research	3/____/____/____
MCMA 588: College Colloquium (1 st Semester).	2/____/____/____
MCMA 588: College Colloquium (2 nd Semester)	2/____/____/____
MCMA 508: Conceptual Foundations of Research Strategy	3/____/____/____
MCMA 514: Theories of Mass Communication and Media Arts	3/____/____/____

2. METHODS (3 credit hours)

one (1) of the following in consultation with a faculty adviser:

MCMA 531: Critical Research Methods in Media Arts	
MCMA 532: Quantitative Research Methods	
MCMA 534: Qualitative Research Methods	3/____/____/____

3. ELECTIVES (12 credit hours)

Course Number	Title	Hours/Sem/Year/Grade
_____	_____	____/____/____/____
_____	_____	____/____/____/____
_____	_____	____/____/____/____
_____	_____	____/____/____/____
_____	_____	____/____/____/____

4. Thesis (Minimum of 3 credit hours)

MCMA 599B: Thesis	3/____/____/____
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Adviser Name _____

Graduation Checklist:

Program of Study _____

Committee Approval Form _____

Proposal Defense Form _____

Thesis Defense Form _____

Committee Information _____ (chair) + _____

Appendix I: Full MCMA Course Roster

MCMA 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.

MCMA 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.

MCMA 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.

MCMA 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.

MCMA 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."

MCMA 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.

MCMA 514-3 - Theories 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.

MCMA 516-3 - 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.

MCMA 517-3 - 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.

MCMA 521-3 - Expanded Cinema

This course provides a foundation for creating media art that goes beyond the boundaries of traditional cinema and that challenges the conventional relationship between spectator and screen. Students will create immersive environments and live performances that integrate projections of still imagery with film, video, audio and audience participation. Special areas of concentration will include these histories: Futurism and Surrealism; Fluxus and Happenings; conceptual and performance art practices in the 1960s and 70s; relational aesthetics and social practice; tactical and interventionist media. Project assignments will be both individual and collaborative. Restricted to MFA students in MCMA or consent of instructor. Lab fee: \$75.

MCMA 522-3 - 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.

MCMA 523-3 - Topics in Studio Practices

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.

MCMA 524-3 - Interdisciplinary Practices

This hybrid MFA studies and practice course will use a topical starting point for critical study of the histories and philosophies associated with social and scientific movements and paradigms through media and art histories, cultures, and practices. Readings, guest lectures, and field trips delve into the semester theme and contribute to the generation of media art developed through the strategic framework of each artist's practice. Lab fee: \$75.

MCMA 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 humanities-based methods and theoretical perspectives.

MCMA 532-3 - 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.

MCMA 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.

MCMA 535-3 - Topics in Textual Analysis

This class examines methods of textual analysis in the media arts with references to their historical, theoretical, and practical contexts.

MCMA 537-3 – 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.

MCMA 538-3 – Critical Analysis of Discourse

Critical Analysis of Discourse 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.

MCMA 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.

MCMA 543-3 - 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.

MCMA 548-3 - MFA 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.

MCMA 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.

MCMA 552-3 - Special Topics 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.

MCMA 553-3 – History and 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.

MCMA 559-3 - MFA Studio Art Practice

This course is an interdisciplinary forum in which to develop a three-fold set of media arts practice, critique, and research skills. It is repeated three times, taken once each fall semester of enrollment in the MFA degree program. The focus of the first two iterations is to establish media creation strategies and practices with emphasis on aesthetic and conceptual development as encountered within a variety of media arts practices and forms: still image, time-based, spatial, and interactive. The focus of the third iteration is for MFA artists to implement their individual media arts practices and to articulate the critical, historical, and theoretical context of their work. Restricted to MFA students in the College of Arts and Media, or via consent of instructor and the MCMA Director of Graduate Studies. Equipment Usage & Lab fee: \$75.

MCMA 561-3 – 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.

MCMA 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.

MCMA 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.

MCMA 565-3 - 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.

MCMA 567-3 - 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.

MCMA 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.

MCMA 576-3 - Gender, Sexuality, and Media

This course critically examines the role and potential impact of the media in enabling, facilitating, and challenging social constructions of gender, gender expression, and sexual identities in U.S. society and globally. We will go far beyond the common discussions of problematic media representations of female beauty and male violence to use theories of gender, gender expression, sexual identity, and gender-based violence to understand contemporary media production and representations. We will explore how objects, social practices, government policies, and even nations can be gendered, and how this functions to create and maintain interlocking systems of oppression. Global in scope, this class will enable us to look within but also well beyond the U.S. to better understand the impact of specific ways of gendering in popular culture and the media's role in this process.

MCMA 577-3 - Topics in Race and Media

An in-depth study of the relationship between race and media through the lens of a specific topic. Common themes include critical race theory and ideologies of race, raced representation in media texts, racial and ethnic diversity in media industries, and media as a contested site in the struggle for racial justice. May be repeated when the topic differs.

MCMA 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.

MCMA 584-(1-6) - Independent Studio

Supervised Independent Studio provides a critical foundation for MFA students by establishing a formal structure for studio visits and critiques that takes place a minimum of four times over the course of a semester. Students enrolled in the class will be assigned a member of the MFA faculty with whom to work. Twice per year, students will meet with members of the MFA faculty to preview progress. The course is taken during the first four semesters of the MFA degree program.

MCMA 585-3 - Pedagogy and Professional Skills

A practicum course in which students learn the theories, craft, and art of teaching. Topics include course design, lecturing, leading of seminar discussions, assessment, grading strategies, writing and grading essay exams, formulating writing assignments and strategies for responding to student work to produce transformations in learning. Conceptual strategies for how and why to teach in-person and online synchronously and asynchronously. The course also covers skills required to enter the job market in academia. Topics include how to build a research career, how to apply for an academic job, how to successfully negotiate a phone interview and an on-campus interview, and how to succeed as an early assistant professor.

MCMA 586A-2 - 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 MCMA. 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. Lab fee: \$50.

MCMA 586B-2 - Professional Media Preparation

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 MCMA. 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.

MCMA 587-3 - 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.

MCMA 588-2 - Graduate Colloquium

An introduction to graduate studies via encounters with the research and creative disciplines of MCMA. 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. Required of all graduate students in MCMA. Pass/fail only.

MCMA 589A-3 - 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: MCMA 586A with a grade of B- or better. Restricted to students in the Professional Media MS degree program in MCMA. Lab fee: \$50.

MCMA 589B-3 - MS Research Report

Research report directed by a committee of three, the chair of which must be a member of the graduate faculty in MCMA. 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: MCMA 586B with a grade of B- or better. Restricted to students in the Professional Media MS degree program.

MCMA591-(1-6) - Readings

Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Consent of instructor.

MCMA594-3 - 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 MCMA major.

MCMA 596-(1-3) - 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.

MCMA 599A-(1-6) - MFA Thesis

Thesis requirements may be satisfied only by a creative thesis for the MFA degree in Mass Communication and Media Arts. Minimum of six hours required for the MFA degree in MCMA. Graded S/U. Restricted to students in the MFA degree program. Lab fee: \$75.

MCMA 599B-3 - MA Thesis 599B-3 MA Thesis. Thesis requirements may be satisfied only by a written thesis for the MA in Media Theory and Research in MCMA. Minimum of three hours required for the MA degree. Graded S/U. Restricted to students in the MA degree program in MCMA.

MCMA 600-(1-12) - Dissertation

Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

MCMA 601-1 - 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.

Appendix II: Expertise List and Contact Information for MCMA Faculty Members

Babcock, William {School of Journalism, and DGS for the MS program}

Area of specialization: Media ethics, public policy reporting. Contact information: Email: wbabcock@siu.edu | Phone: (618) 453-2241 | Office: COMM 1222

Barrett-Stoner, A. J. {School of Journalism}

Area of specialization: Web and social media publishing; her real world career experience came in entertainment editing and sports reporting, with a creative writing and multimedia production background. Contact information: Email: ajbarrett@siu.edu | Phone: (618) 536-3361 | Office: COMM 1210D

Brooten, Lisa {School of Media Arts}

Area of specialization: Media and globalization, gender, alternative media, social movements, political communication, interpretive/critical research methods, ethnography. Contact information: Email: lbrooten@siu.edu | Phone: (618) 536-5454 | Office: COMM 1050G

Burns, David {School of Media Arts}

Area of specialization: 3D computer animation; media arts theory; technology, culture, and society; memory and post-memory. Contact information: Email: drburns@siu.edu | Phone: (618) 453-6991 | Office: 2224

Bursell, Cade {School of Media Arts}

Area of specialization: Cinema production, queer cinema, experimental cinema. Contact information: Email: cbursell@siu.edu | Phone: (618) 453-2282 | Office: COMM 1012

Dolan, Mark {School of Journalism}

Area of specialization: Visual and interactive communication, photojournalism. Contact information: Email: mjdolan@siu.edu or mjdolan@mac.com | Phone: (618) 453-3262 | Office: COMM 1236

Freivogel, William {School of Journalism}

Area of specialization: Journalism, media law, public affairs and policy. Contact information: Email: wfreivogel@gmail.com | Phone: (618) 453-2248 | Office: COMM 1210E

Han, Dong {School of Journalism}

Area of specialization: Intellectual property and media, media history and political economy, international communication, communication technology. Contact information: Email: donghan@siu.edu | Phone: (618) 453-3262 | Office: COMM 1232

Kalayeh, Pirooz {School of Media Arts}

Area of specialization: Scriptwriting, film production, and cinema studies. Contact information: Email: pirooz.kalayeh@siu.edu | Phone: (618) 453-2208 | Office: COMM 2222

Kapur, Jyotsna {School of Media Arts, and Director of the University Honors Program}

Area of specialization: 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. Contact information: Email: jkapur@siu.edu | Phone: (618) 453-2824 | Office: Morris Library 110-A

Karan, Kavita {School of Journalism}

Area of specialization: Political communication, advertising and market research, international communication, media and children, health communication. Contact information: Email: kavitak@siu.edu | Phone: (618) 536-3361 | Office: COMM 1218

Kreher, Vicki {School of Journalism}

Area of specialization: Small business marketing; media management; professional development; online content management; advertising strategy; sales training and client management. Contact information: Email: kreher@siu.edu | Phone: (618) 453-2267 | Office: COMM 1230

Kreider, Wago {School of Media Arts}

Area of specialization: Experimental and documentary media production, sound studies and production, cinematic histories, architectural and environmental studies. Contact information: Email: wkreider@siu.edu | Phone: (618) 453-3267 | Office: COMM 1050F

Lescelius, Bridget {School of Journalism}

Area of specialization: Brand management, creative and strategic development, integrated marketing, digital advertising, media relations, and account management. Contact information: Email: blescelius@siu.edu | Phone: (618) 536-3361 | Office: COMM 1221

Lewison, Sarah {School of Media Arts }

Area of specialization: Video, social movements, environmental media, installation, live art and performance. Contact information: Email: slewison@siu.edu | Phone: (618) 453-2233 | Office: COMM 1050E

McClurg, Scott {School of Journalism }

Area of specialization: Political communication, social network analysis, public opinion, interpersonal communication. Contact information: Email: mcclurg@siu.edu | Phone: (618) 536-3361 | Office: COMM 1202C

Mercer, Kevin {School of Media Arts }

Area of specialization: Animation. Contact information: Email: kevin.mercer@siu.edu | Office: COMM 1112 | Studio: NW Annex B202

Metz, Walter {School of Media Arts, and DGS for MA/PhD programs }

Area of specialization: Film studies, contemporary American cinema, the Cold War, the 1950s, adaptation studies, intertextuality, film historiography. Contact information: Email: wmetz@siu.edu | Phone: (618) 453-2298 | Office: COMM 1013

Motyl, H. D. {School of Media Arts, and Associate Dean of the College of Arts and Media }

Area of specialization: Media production and screenwriting, narrative, gay representation. Contact information: Email: hdmotyl@siu.edu | Phone: (618) 453-4308 | Office: COMM 1012

Needham, Jay {School of Media Arts, and DGS for the MFA program }

Area of specialization: Sound and site specific field research, sound art, sound design, works for radio, visual art, performances and installations Contact information: Email: jayn@siu.edu or jneedham63@gmail.com | Phone: (618) 559-1163 | Office: COMM 1050D

O'Brien, Heather {School of Media Arts }

Area of specialization: Cinema production Contact information: Email: heather.obrien@siu.edu | Phone: (618) 536-2226 | Office: COMM 1050J | Studio: NW Annex B214

Padovani, Cinzia {School of Media Arts }

Area of specialization: Historical approaches to political economy, public service broadcasting, international communication, social movements and the media. Contact information: Email: cinzia.padovani@gmail.com | Phone: (618) 453-2217 | Office COMM 1013

Pape, Jenny {School of Media Arts}

Area of specialization: Radio drama history and production, oral histories, American roots music, sound art, sound design, music theory, music composition, music performance, recording technology, audio production, live sound, music production, video production, digital photography, soundscapes, sound for film, ADR, foley, audio documentary production, acoustic ecology, music video production, sound and radio culture, new and traditional media studies, on-air radio performance, radio programming. Contact information: Email: jennypape@siu.edu | Phone: (618) 453-6980 | Office: COMM 2219

Perkins-Buzo, Reid {School of Media Arts}

Area of specialization: Digital arts; animation; games; mobile technologies; exploring the boundaries where film, animation, and computer games meet. Contact information: Email: rperkinsbuzo@siu.edu | Phone: (618) 453-2218 | Office: COMM 2225

Phillips, Michael {School of Media Arts}

Area of specialization: Film genre, historical fiction, African American cinema, and intermediality. Contact information: Email: michael.d.phillips@siu.edu | Phone: (618) 453-2223 | Office: COMM 2221

Ryoo, Joshua {School of Journalism}

Area of specialization: Digital advertising, consumer psychology, prosocial behavior, and sustainability. Contact information: Email: ryooyuhosua@siu.edu | Phone: (618) 453-2265 | Office: COMM 1226

Smith, Alison {School of Media Arts}

Area of specialization: Photography facilities and equipment management- Analog-Hybrid-Digital Photography production, Archival Inkjet Printing, Business of Photography, History of Photography. Contact information: Email: smithaa4@siu.edu | Phone: (618) 453-1476 | Office: COMM 1110

Spahr, Robert {Director of the School of Media Arts}

Area of specialization: Computational art using generative and procedural processes, genetic algorithms, time-based media and live art. Contact information: Email: rspahr@siu.edu | Phone: (618) 453-6992 | Office COMM 1056B

Thompson, Jan {Director of the School of Journalism}

Area of specialization: Video documentary production, music composition, production and performance. Contact information: Email: janione@siu.edu | Phone: (618) 453-2254 | Office: COMM 1202C

Zhou, Hong {School of Media Arts}

Area of specialization: Film and video production, cinematography, Chinese cinema, Surrealist cinema. Contact information: Email: hzhou@siu.edu | Phone: (618) 453-2327 | Office: COMM 1121

Appendix III: Accelerated Admission into the PhD Program from the MA Program

Upon recommendation of the department and approval of the Graduate School, an accelerated entry option is possible in exceptional cases to students who have been admitted to the MA program. To be eligible the student must: 1) either already possess a Master's degree or, 2) complete at least 9 hours but no more than 18 hours in the MA degree, and 3) have a minimum 3.25 GPA in the MA program with no incomplete or deferred grades. Students may petition the DGS for the accelerated entry option during the semester in which the student will begin taking the 9th hour of graduate courses, but must petition before earning the 18th hour of coursework in the MA program. If approved, the student is enrolled in the MCMA PhD program beginning with the next semester.

Course work completed in a master's degree program cannot be counted toward residency requirements for a doctoral program, per Graduate School policy (see Degree Requirements section of the Graduate Catalog).

Once the student is admitted to the PhD program, up to 12 credit hours earned in the MA program may be applied to MCMA PhD program requirements, for internal course requirements only but not Graduate School residency. Exceptions to these MCMA rules must be submitted in writing and appealed to the Graduate Committee, which has the final authority to approve or reject the petition. Again, course work to be applied toward residency does not begin until after admission into the doctoral program.