

School of Journalism and Mass Communication

Lillian Lodge Kopenhaver, *Professor and Dean*
Catherine B. Ahles, *Associate Professor and Department Chair for Advertising and Public Relations*
Liza Alexander, *Assistant Director of Student Services*
Margo Berman, *Associate Professor*
Yolanda Cal, *Assistant Professor*
Humberto Delgado, *Associate Professor*
Jane Daugherty, *Visiting Associate Professor*
Mario Diament, *Associate Professor*
Lynn Farber, *Associate Professor*
Gregg Fields, *Associate Professor*
Juliet Gill, *Visiting Associate Professor*
Hugh Gladwin, Director, *Institute for Public Opinion Research*
Ann Goraczko, *Instructor and Coordinator of Institute for Public Opinion Research*
Julie Lopez, *Assistant Professor*
Manny Lopez, *Coordinator of Student Services*
Ovid Lopez, *Coordinator of Student Services*
Brian Parker, *Assistant Professor*
Teresa Ponte, *Associate Professor*
Jody Rafkind, *Visiting Assistant Professor*
Neil Reisner, *Associate Professor*
Allan Richards, *Assistant Professor and Department Chair for Journalism and Broadcasting*
Patricia B. Rose, *Professor*
Michael Sheerin, *Assistant Professor and Assistant Dean*
Carlos Suris, *Instructor and Coordinator of Student Resource Center*
Saul Sztam, *Assistant Dean and Director of Student Services*
Lorna Veraldi, *Associate Professor*
Mercedes Vigon, *Associate Professor*
John Virtue, *Deputy Director, International Media Center*

Master of Science in Mass Communication

The School of Journalism and Mass Communication is fully accredited by the Accrediting Council on Education in Journalism and Mass Communications. Only 25 percent of all Schools of Journalism and Mass Communication in the United States are fully accredited. The graduate program of the School of Journalism and Mass Communication offers professional education leading to the M.S. in Mass Communication with current specializations in student media advising, integrated communications: advertising and public relations, and Spanish-language journalism. The orientation of the graduate program is primarily professional, not theoretical. The program is designed to enhance graduates' abilities to work in the mass communication professions.

Admission Requirements

To be eligible for admission to the graduate program, applicants must meet the following requirements:

1. All applicants must have a bachelor's degree from a regionally accredited college or university.
2. All candidates must show promise of success in graduate studies. The faculty will consider the following criteria in making this determination:

Minimum GPA: Candidates must have a minimum grade point average (GPA) of 3.0 earned during the last 60 hours of upper level work.

Graduate Record Examination (GRE): The GRE or upon approval from the program coordinator in certain cases – the Graduate Management Admission Test (GMAT) is acceptable. Passing score for the GRE is at least 1000 total (verbal and math combined), with a minimum of 500 on the verbal. The appropriate scores must be taken within five years before the term of application. Scores within ten years are accepted for applicants who previously earned a graduate level degree from an accredited institution.

3. Students applying to the Spanish-language Journalism program must take the EXADEP (formerly known as PAEG). Minimum passing score for the EXADEP is 525.
4. Students must submit a 500-750 word essay. See department for specific topic.
5. Students must submit a profession resume.
6. International graduate student applicants whose native language is not English are required to submit a score for the Test of English as a Foreign Language (TOEFL) or for the International English Language Testing System (IELTS). A total score of 80 on the iBT TOEFL or 6.3 overall on the IELTS is required. A minimum score of 61 on the iBT TOEFL is acceptable for students applying into the Spanish-language master's program. Candidates who have passed the TOEFL more than two years before they apply for admission to the program have to repeat the test with the required score.

Application Procedures

A student applying for admission to the graduate program must:

1. Complete online graduate admissions application available at <http://gradschool.fiu.edu>.
2. Have two official copies of transcripts from all colleges or universities attended sent to the Graduate Admissions Office. (Copies submitted by applicants will be rejected.)
3. Submit appropriate test scores and documents to the Graduate Admissions Office.

Admission Deadline

Students wishing admittance to the graduate program must apply at least six weeks prior to the start of classes of their first term of graduate study and submit all required scores and paperwork.

Degree requirements

Plan of Study/Commencement of Program

Upon admission to the graduate program in mass communication, each student will be assigned a faculty advisor by the appropriate department chair. In most cases, this will be the director of the appropriate graduate program. The advisor will be responsible for developing the student's plan of study, requesting applicable transfer of credit where appropriate, monitoring the student's academic progress, and ensuring the fulfillment of the requirements for the master's degree by completing the student's Program of Studies with the student. This will also include a timetable for completion of the work. Any changes in the plan must be approved by the faculty

advisor and the appropriate chairperson. It is also the faculty advisor's responsibility to complete a Graduate GPA Course Inclusion Form for classes that are part of the master's program but were taken prior to the student's full admission and/or are lower division classes.

In addition to the development of a plan of study, the advisor must evaluate any deficiencies including, but not limited to the following areas which may require additional course work.

Competency in Statistics

Competence in the fundamentals of statistics is required of all graduate students. In order to register for MMC 5440 (Applied Research Methods in Mass Media) students must demonstrate a knowledge of statistics in one of three ways: by having taken a course in statistics within the last three years, passing an examination in the subject, or taking a special seminar, offered simultaneously with the commencement of the graduate research course.

Professional Experience

Professional experience in a field directly related to the specialization is an advantage. Applicants without such professional experience may be required to complete up to 9 credits of additional undergraduate course work and/or to complete an internship with a professional organization. After an interview with the applicant, the student's faculty advisor will determine the amount of undergraduate work and the undergraduate courses to be completed.

Transfer Credit

Students may petition the appropriate advisor to transfer up to six hours of graduate credit toward the degree. To be approved for transfer, the courses must have been previously taken at a regionally accredited college or university; the student's advisor must judge the courses relevant to the student's plan of study; the student must not have used the credits toward another degree; the student must have earned a 'B' or higher in the courses, and meet the University requirements. No transfer courses will substitute for skills courses in any area of specialization in the SJMC master's program. All transfer credit must have been completed within the six-year period preceding the date the degree is granted.

Time Limit

All work applicable to the degree, including transfer credit, must be completed within six years of first enrollment in the master's program.

Grades

Students must maintain a minimum GPA of 3.0 in all courses required for the degree. No more than two 'C' grades will be allowed.

Professional Project, Thesis

Students complete a professional project in their areas of specialization. Work on the project will generally be taken during the final semester. Projects will be graded by the student's graduate committee. Students must receive a 'B' or higher on the project for it to be accepted. Students may also opt to do a thesis; GPA requirements are the same.

Required Courses

To earn the M.S. in Mass Communication, students must meet the following requirements:

1. Students must take at least 36 hours of acceptable graduate credit. Of those hours, all courses in the SJMC taken toward graduation must be at the graduate level.

2. At least 27 hours must be in School of Journalism and Mass Communication courses.

Student Media Advising

Designed primarily for journalism teachers and/or student media advisors on all levels, the program trains teachers/advisors or those aspiring to the profession in areas related to everyday work.

Core Curriculum

All students must take the following core courses:

MMC 6402	Theories of Mass Communication	3
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6950	Professional Project	3
In addition to the core courses, students in the student media advising specialization must take the following courses:		
JOU 5806	Student Media Advising	3
MMC 5207	Ethical and Legal Foundations of the Student Press	3
MMC 6635	Contemporary Issues in Mass Communication	3
VIC 5205	Trends in Graphics and Design	3

Students must also take two additional three-credit graduate courses in the School of Journalism and Mass Communication in an appropriate area of emphasis. Courses must be approved by the student's advisor.

Nine hours must be in a field of concentration outside the School of Journalism and Mass Communication. A minimum of three of those credits have to be at the graduate level (5000 or 6000 level).

Integrated Communications: Advertising and Public Relations (ICAP)

This evening and Saturday morning ICAP program is designed to give students a general background in strategic communications and to help them prepare for advancement in advertising, public relations and integrated communications careers – whether corporate, agency or non-profit. It is designed for students who work full time. While a few students take nine credit hours per semester, many take only three or six.

For additional information about the ICAP program, please contact the program coordinator at 305-919-5625 or email sjmc@fiu.edu.

Core Curriculum (9 credits)

All students must take the following core courses:

MMC 6402	Theories of Mass Communication	3
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6950	Professional Project	3
In addition to core courses, ICAP students must take the following program courses: (27 credits)		
ADV 6805C	Advertising and Public Relations Creative Strategy	3
MMC 6416	The Literature of Integrated Communications	3
MMC 6635	Contemporary Issues in Mass Communication	3
PUR 5602	Integrated Communications Proseminar	0
PUR 5406	Multi-Cultural Communications	3

PUR 6607	Advertising and Public Relations Management	3
PUR 6806	Integrated Communications Planning	3
PUR 6935	Advanced Integrated Communications Seminar	3

Plus: Two (3) credit elective courses chosen in conjunction with the graduate coordinator in marketing, management, or behavior theory.

Integrated Communications: Advertising and Public Relations – Creative Track

The ICAP creative program is a rigorous, tuition-plus-fee program that is limited to a select number of qualified students who have shown above average creative potential and wish to combine a theoretical knowledge of communications with a more in-depth exposure to creative concepts. A portfolio review is required for admission.

The ICAP Creative Track incorporates these unique features:

- The Advice of the Miami Ad School
- Dialogue with top creative personnel
- Access to Miami Ad School guest speakers and facilities
- Five semesters of courses, offered on a lock-step basis
- The option of a semester away

For more detailed information about the ICAP Creative Track please contact the program director at 305-919-5520 or by email sjmc@fiu.edu.

Core Curriculum (9 credits)

All students must take the following core courses:

MMC 6402	Theories of Mass Communication	3
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6950	Professional Project	3
In addition to core courses, ICAP students must take the following program courses: (27 credits)		
ADV 6805C	Advertising and Public Relations Creative Strategy	3
PUR 5602	Integrated Communications Proseminar	0
PUR 5406	Multi-Cultural Communications	3
PUR 6806	Integrated Communications Planning	3
PUR 6935	Advanced Integrated Communications Seminar	3
VIC 5205	Trends in Graphics & Design	3
ADV 6503	Seminar in Advanced Creativity	12

Spanish-Language Journalism with Emphasis in Investigative Reporting

All courses are taught in Spanish.

Course Offerings (36 credits)

First Semester

MMC 6402	Theories of Mass Communication	3
JOU 6193	Thinking Like a Writer	3
MMC 5440	Applied Research Methods	3
JOU 6107	Advanced Public Affairs Reporting (Prerequisite: JOU 6193)	3

Second Semester

JOU 6118	Investigative Reporting Techniques (Prereq: JOU 6193 / MMC 5440)	3
JOU 6119	Advanced Print News Reporting (Prereq: JOU 6193)	3
ECS 7405	Economics of Latin America	3
RTV 6309	Advanced Broadcast News Writing (Pre/co-requisite: MMC 4940)	3

Third Semester

MMC 6635	Contemporary Issues in Mass Communication	3
INR 6007	Seminar in International Politics	3
VIC 6005	The Language of Visual Communication	3
MMC 6950	Mass Communication Professional Project (Prerequisite: permission of instructor)	3

Certificate Programs Student Media Advising

This professional certificate program is designed primarily for journalism teachers and for student media advisors on all levels and for those aspiring to the profession. This program will satisfy the requirements of the certification, recertification or incentive credits for current public school teachers in the field. The Certificate in Student Media Advising requires 15 credits to be taken as follows:

Required Courses (9 credits)

JOU 5806	Student Publications Supervision	3
MMC 5207	Ethical and Legal Foundations of the Student Press	3
VIC 5205	Trends in Graphics and Design	3

Elective Courses (6 credits)

Students must take two of the following:

MMC 6402	Theories of Mass Communication	3
MMC 6635	Contemporary Issues in Mass Communication	3
PUR 4101	Publications Editing and Design	3

or

other courses upon approval of the faculty advisor.

Integrated Communications: Advertising and Public Relations

The objective of the Integrated Communications: Advertising and Public Relations certificate is to train interested community professionals in up-to-date strategies and methodologies in integrated communications: advertising and public relations

Required Courses (9 credits)

ADV 6805C	Advertising and Public Relations Creative Strategy	3
PUR 5602	Integrated Communications Proseminar	0
PUR 6607	Advertising and Public Relations Management	3
PUR 6806	Integrated Communications Planning	3
Plus any two of the following (6 credits)		
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6635	Contemporary Issues in Mass Communication	3
PUR 5406	Multi-Cultural Communication	3
PUR 6935	Advanced Integrated Communications Seminar	3

Spanish Language Journalism: Investigative Reporting

The objective of the Professional Certificate in Spanish Language Journalism is to develop skills and techniques that will allow working journalists to be more responsive to the demands of their profession as well as the opportunity to become more familiar with Spanish-language journalism in general. The focus of the program will be on reading,

writing, and thinking. All courses will be taught in Spanish. Some courses may be offered off-campus.

Interested students should contact the department for additional information and course requirements.

Course Descriptions

Definition of Prefixes

ADV-Advertising; JOU-Journalism; MMC- Mass Media Communication; PUR-Public Relations; RTV-Radio-Television; VIC-Visual Communication.

All courses required for the degree will be offered at least once during the term of the student's enrollment.

ADV 6355 Advertising and Society (3). The relationship between advertising, economic, political, moral, and ethical issues.

ADV 6503 Seminar in Advanced Creativity (3). Theoretical and practical application of variable topics including creative problem solving, design, web advertising, pop culture, and IMC tools. Progressive level of difficulty. Prerequisite: Permission of the instructor.

ADV 6805C Advertising and Public Relations Creative Strategy (3). Focuses on the conceptualization of breakthrough strategies and their application to all integrated communication tools. Prerequisite: PUR 6806. (Offered at least once a year).

JOU 5806 Student Media Advising (3). Designed to assist teachers and advisors of journalism at the high school and junior college level, this course emphasizes the technical aspects of producing student newspapers, yearbooks, and magazines, as well as the legal and ethical considerations facing today's advisor. In addition, attention is given to matters pertaining to curriculum and methodology for effective journalistic instruction. (Offered at least once a year).

JOU 6107 Advanced Public Affairs Reporting (3). A journalist's examination of the judicial system, from police headquarters to the courtroom. Prerequisite: Graduate standing.

JOU 6118 Investigative Reporting Techniques (3). The practice of investigative reporting techniques emphasizing problem solving in developing stories from conception to finished product. Prerequisites: JOU 6193 and MMC 5440.

JOU 6119 Advanced Print News Reporting (3). Traditional and innovative reporting techniques, from searching archives and interviewing, to manipulating databases and scouring the Internet. Students also wrestle with legal, ethical dilemmas. Prerequisite: JOU 6193.

JOU 6125 The Cyberjournalist (3). Students progress beyond a simple knowledge of how to use electronic databases into the realm of mining and manipulating vast data pools such as the U.S. Census.

JOU 6183 Judicial System Reporting (3).

JOU 6185 Covering the City I (3). Basic reporting. Students cover breaking stories against daily deadlines. Readings/viewings are aimed at helping students analyze and compare a wide range of media. Prerequisite: Graduate standing.

JOU 6186 Covering the City II (3). Theme coverage of forces (economics, politics, etc.) that shape cities. Enterprise reporting with significance and context, and its legal and ethical implications. Includes municipal-budget analysis. Readings/viewings: Original works or original thinkers.

JOU 6187 Covering the City III (3). Students produce the prototype for a city magazine, from start to finish. Readings: a broad sampling of magazines.

JOU 6193 Thinking Like a Writer (3). Principles and techniques that are common to good writing, regardless of the medium. Students learn to read, observe and think as writers.

JOU 6194 Thinking Like a Writer II (3). Continuation of 1st writing course, with emphasis on elegance at sentence level. Also explores interrelationships of story telling, editing and design. Readings: Poynter anthology.

JOU 6196 Thinking Like a Writer III (3). Continuation of 1st and 2nd semester writing courses, with emphasis on producing the long piece. Direct support of the writing of Professional Project. Readings/viewings: Pulitzer, Emmy winners.

JOU 6931 Seminar on Special Topics (1-3). Instruction in specialized areas of journalism. Prerequisite: Graduate standing

MMC 5207 Ethical and Legal Foundations of the Student Press (3). Examines ethical and legal foundations underlying the operation of the student press on American campuses, stressing both rights and responsibilities and how to organize publications to protect both. (Offered at least once a year).

MMC 5440 Applied Research Methods in the Mass Media (3). An advanced course in the acquisition and use of secondary data, including media data, as well as the design, execution and utilization of research studies. Students will conduct an original proprietary study. Prerequisites: STA 3013 or equivalent. Permission of the instructor. (Offered at least once a year).

MMC 5932 Special Topics Seminar (3). A variable topic seminar dealing with issues of interest to the community. Examples are rights of high school journalists, cable TV, the use of mini-computers in creative communication. Prerequisite: Permission of the instructor. (Offered at least once a year).

MMC 6402 Theories of Mass Communication (3). Examines theories and processes of mass communication as well as media responsibility to society and the social and ethical responsibility of communicators. (Offered at least once a year). Prerequisite: Permission of the instructor.

MMC 6416 The Literature of Integrated Communication (3). Survey of current and important literature in the field of integrated communications and its importance and application for ICAP managers. Prerequisite: Permission of the instructor.

MMC 6635 Contemporary Issues in Mass Communication (3). Contemporary issues regarding media responsibility to society and the social responsibility of communicators. Analysis and evaluation of media ethics

and performance. Prerequisite: Permission of the instructor. (Offered at least once a year).

MMC 6950 Mass Communication Professional Project (3). The professional project is designed to demonstrate the student's excellence in an area of communication study. Must be completed within one semester. Prerequisites: Completion of 27 credit hours and permission of the instructor.

MMC 6951C Professional Project II (1). Demonstrates the student's excellence in an area of communication study. Must be taken if student doesn't complete MMC 6950 in one semester. Prerequisite: MMC 6950.

PUR 5406 Multi-Cultural Communications (3). Explores the multi-cultural dimensions of communications with diverse audiences both internationally and within the United States. Prerequisite: Permission of the instructor.

PUR 5602 Integrated Communications Proseminar (0). Lectures/discussion by industry professionals and faculty on various components and applications of Integrated Communications: Advertising & Public Relations (ICAP).

PUR 6607 Advertising and Public Relations Management (3). Operations of integrated advertising and public relations activities for entrepreneurial ventures and companies using case studies on budgeting, ethics, media planning, promotion and direct marketing. Prerequisite: PUR 6806.

PUR 6806 Integrated Communications Planning (3). Advanced study in developing, planning and evaluation strategic communications programs for entrepreneurial businesses and companies. Prerequisite: Permission of the instructor. (Offered at least once a year).

PUR 6935 Advanced Integrated Communications Seminar (3). A series of readings, discussions and presentations immerse students in contemporary issues in Advertising and Public Relations. Prerequisite: Permission of the instructor. (Offered at least once a year).

RTV 5806 Telecommunication Management Structures (3). Intensive study of telecommunication management problems, theory of same, solutions of same through practical application and examination of case studies. Prerequisite: Graduate standing.

RTV 5935 Seminar in International Comparative Broadcasting Systems (3). Introduction to international telecommunication systems with special emphasis on broadcasting. Comparison with other countries. Prerequisite: Graduate standing or permission of the instructor.

RTV 5936 Seminar in New Mass Communication Technologies (3). Discussion of new communication technologies and their influence on the society. Prerequisite: Graduate standing.

RTV 6309 Advanced Broadcast News Writing (3) Advanced instruction and practice in news writing, reporting and interviewing for broadcast media. Prerequisite: MMC 4940.

RTV 6465C Field Production Practicum (3). The student will be responsible for the organization and complete pre-production, production, and post-production of his/her project(s). Prerequisite: Graduate standing.

RTV 6468C Studio Production Practicum (3). The student will be responsible for the organization and complete pre-production, production and post-production of his/her project(s). Will also be required to do directing and I.D. work. Prerequisite: Graduate standing.

RTV 6937 Decision Making in Broadcast Journalism (3). The roles and ratings, research, visuals, technology and non-news management in choice of news personnel, assignments, content and scheduling. analysis of legal and ethical implications. Prerequisite: Graduate standing.

VIC 5205 Trends in Graphics and Design (3). Design principles and how they relate to trends in student and professional media, including newspapers, magazines and yearbooks. Deals with graphics, packaging, typography and modern design. Prerequisite: Permission of the instructor. (Offered at least once a year). (Supplies fee assessed).

VIC 6005 The Language of Visual Communication (3). A course that explores the relation between image and message in the media. Topics include the role and effects of imagery in news and documentary presentations, ethics of visual messages and the impact of technology on visual journalism.