

# MEDIA STUDIES

## Integrated Undergrad-Grad Programs Integrated B.A./B.S. in Communication Arts and Sciences and M.A. in Media

Requirements listed here are in addition to requirements listed in GCAC-210 Integrated Undergraduate-Graduate (IUG) Degree Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-210-integrated-undergraduate-graduate-degree-programs/>).

The Department of Communication Arts and Sciences and the Donald P. Bellisario College of Communications offers academically qualified students the opportunity to complete either a B.A. or B.S. degree in the Department of Communication Arts and Sciences (CAS) and an M.A. in Media Studies (MEDIA) in approximately five years of study. Students admitted into this IUG utilize the scholarly connections between the programs and develop an integrated course of study that is shaped for specific interests that cross the two programs.

The Department of Communication Arts and Sciences offers both humanities and social science-based approaches to human communication, including interpersonal communication, small-group communication, public address and rhetoric, political communication, organizational communication and health communication. The Donald P. Bellisario College of Communications emphasizes mediated phenomenon, with an M.A. program that pulls from the graduate faculty of four undergraduate departments: Advertising/Public Relations; Film Production/Media Studies; Journalism; and Telecommunications/Media Industries. Particular combinations of CAS/MEDIA can flow well together in a combined IUG from the two programs, such as advertising and health communication; media effects and interpersonal communication; and qualitative media studies and rhetoric. Both the undergraduate CAS and the graduate Media Studies programs allow significant flexibility for IUG students to create an individual combination that works best for their interests. Graduates of this IUG may leverage their credentials for industry positions in marketing, political consulting, data analysis and other industry and non-profit careers, and for applying to Ph.D. programs in Communication and to J.D. programs in Law Schools.

### Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

Students must apply to the program via the Graduate School application for admission (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/>), and must meet all the admission requirements of the Graduate School and the Media Studies graduate program for the Master of Arts degree. Admission is selective based on criteria established by the leadership of Bellisario College and CAS. Though exceptions are possible, student applicants will generally have a minimum overall GPA of 3.5 in their major and overall at the time of application (on a 4.0 scale).

Fall admission is recommended, although Spring may be considered in unusual cases. Generally, applications will be accepted with all other graduate applications for Fall admission, although admission starting in the Spring semester may be considered for unusual cases.

Applicants to the integrated program:

1. Must be enrolled in the B.A. or B.S. program in Communication Arts and Sciences
2. Must have completed entrance to their undergraduate major and have completed no less than 60 credits. Students must be admitted no later than the end of the second week of the semester preceding the semester of expected conferral of the undergraduate degree. Transfer students must have completed at least 15 credits at Penn State to enroll in an IUG.
3. Must provide a narrative statement explaining why they want to participate in this program and why they are qualified to do so
4. Must arrange for at least two letters of recommendation (at least one from a Department of Communication Arts and Sciences faculty member)
5. Must provide a writing sample
6. Must provide a resume/curriculum vitae

### Advising

The students will complete a Program Proposal Meeting during Year 4 with their CAS undergraduate adviser and three faculty members of the student's graduate committee, including an adviser. The student's M.A. graduate committee will consist of three graduate faculty members (unless special exemption is granted from the Graduate School), and including two co-advisers, one from each participating unit. Each student will have a primary adviser in Bellisario who will work with the student on the M.A. requirements and their thesis, and a co-adviser in CAS to ensure successful completion of the IUG degree.

### Sequence of Courses

During the first three years of study students will follow the basic course sequence provided for by the existing B.A. plan in CAS. In the fourth year of study they will take four courses that will count both toward the B.A. in CAS and the M.A. in Media Studies. At least two of these courses must be at the 500 level. Students may also take additional Media Studies courses in their fourth year beyond these two, but these credits will count only toward the M.A. degree.

### Plan of Study

Prior to admission in the program, and in consultation with their CAS undergraduate adviser and Bellisario Graduate Coordinator, students must prepare a preliminary plan of study for years 4 and 5 of the program. The students will complete a revised plan of study during a required Program Proposal Meeting in Year 4. The plan is periodically reviewed by the student and advisers, and revised as necessary. Students will complete all requirements for the B.A. in CAS and complete some graduate level Media Studies requirements in the first four years and take only Media Studies courses in year 5.

An integrated undergraduate/graduate semester report will be completed and submitted at the end of each semester of the IUG program. Graduating IUG students must submit the semester report at the beginning of the semester of graduation. The report form is available online at Graduate Enrollment Services Documents and Forms (<http://www.gradschool.psu.edu/faculty-and-staff/forms/ges/>).

### Degree Requirements

Students must fulfill all requirements for each degree in order to be awarded that degree, subject to the double-counting of credits as outlined below. Degree requirements for the B.A. or B.S. in Communication Arts and Sciences are listed in the Undergraduate Bulletin (<https://bulletins.psu.edu/undergraduate/>). Degree requirements for the M.A.

degree are listed on the Degree Requirements tab. Up to 12 credits may be double-counted towards the degree requirements for both the graduate and undergraduate degrees; a minimum of 50% of the double-counted courses must be at the 500 or 800 level. Independent study courses and credits associated with the culminating experience for the graduate degree cannot be double-counted.

Students must sequence their courses so all undergraduate degree requirements are fulfilled before taking courses to count solely towards the graduate degree. Students must complete the undergraduate degree requirements within the typical time to degree for the undergraduate major. In the semester in which the undergraduate degree requirements will be completed, IUG students must apply to graduate, and the undergraduate degree should be conferred at the next appropriate Commencement. If students accepted into the IUG program are unable to complete the M.A. degree, they are still eligible to receive their undergraduate degree if all the undergraduate degree requirements have been satisfied.

Code	Title	Credits
<b>Courses Eligible to Double Count for Both Degrees</b>		
CAS 403	Interpersonal Communication Theory and Research	3
CAS 404	Conflict Resolution and Negotiation	3
CAS 405	Family Communication Theory and Research	3
CAS 409	Democratic Deliberation	3
CAS 415	Rhetoric of Film and Television	3
CAS 420	Rhetorical Theory	3
CAS 421	Communication and Aging	3
CAS 422	Contemporary African American Communication	3
CAS 426W	Communication Ethics	3
CAS 450W	Group Communication Theory and Research	3
CAS 452W	Organizational Communication Theory and Research	3
CAS 453	Health Communication Theory and Research	3
CAS 455	Topics in Gender and Communication	3
CAS 471	Intercultural Communication Theory and Research	3
CAS 475	Studies in Public Address	3
CAS 478	Contemporary U.S. Political Rhetoric	3
CAS 483	Communication and Information Technology II	3
CAS 494	Research Topics	1-12
CAS 497	Special Topics	1-9
COMM 504	Seminar in the History of Mass Communication	3
COMM 505	International Communication Problems	3
COMM 506	Research Methods in Communications	3
COMM 507	News Media and Public Opinion	3
COMM 511	Qualitative Research Methods in Mass Communications	3
COMM 512	Government and Mass Communications	3
COMM 513	Constitutional Problems of the News Media	3
COMM 514	Political Economy of Communications	3
COMM 515	MA Proseminar in Mass Communications	3
COMM 516	Introduction to Data Analysis in Communications	3
COMM 517	Psychological Aspects of Communication Technology	3
COMM 518	Media Effects	3

COMM 520	Seminar in Advertising Problems	3
COMM 521	Advertising Perspectives	3
COMM 522	Social and Cultural Aspects of Advertising	3
COMM 550	Film Theory and Criticism	3
COMM 553	Special Problems in Film and TV	1-3
COMM 555	Media and Culture	3
COMM 556	Reading Film	3
COMM 580	Seminar in Telecommunications	3
COMM 582	Ethics and Emerging Communications Technology	3
COMM 585	Media & Telecommunications Industries	3
COMM 594	Research Topics	1-15
COMM 595	Internship	1-18
COMM 597	Special Topics	1-9

## Integrated B.A./M.A. in Media Studies

Requirements listed here are in addition to requirements listed in GCAC-210 Integrated Undergraduate-Graduate (IUG) Degree Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-210-integrated-undergraduate-graduate-degree-programs/>).

The Donald P. Bellisario College of Communications offers academically qualified students enrolled in a Bachelor of Arts program in the College of Communications the opportunity to earn both the B.A. and the M.A. upon completion of five years of study. The Integrated Undergraduate-Graduate Program in Media Studies facilitates the advanced study of communications research and thesis development through a carefully organized selection of undergraduate courses, graduate seminars and directed research projects. The program accelerates and enhances undergraduate students' appreciation for graduate level scholarship by involving them in the seminars, research activities, and the scholarly discourse of the college's community of master's- and doctoral-level scholars.

The Integrated B.A./M.A. degree in Media Studies is an academic program that involves students in the systematic study of media. The objective of the course of study is to enable students to achieve a comprehensive understanding of the systems, networks, cultures, and information associated with media. The program prepares students for doctoral study in communications and for professional positions in business and government requiring a comprehensive understanding of the historical, social, and political implications of the media, and research methods for studying the media. This program helps prepare students to organize research projects, critically evaluate research reports, and directly influence media practices by the application of research findings. The program is specifically not intended for advanced professional education.

### Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

Students must apply to the program via the Graduate School application for admission (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/>), and must meet all the admission requirements of the Graduate School and the Media Studies graduate program for the Master of Arts degree.

Applicants must have a minimum GPA of 3.5 in order to be admitted; 3 credits from COMM's General Education courses (COMM 150N, COMM 180, COMM 320, or COMM 370); and 3 credits from the COMM 200 level and above. Admission to the program is based on the evaluation of the student's transcript, examples of completed writing and research projects, a narrative statement of objectives, and two letters of support from faculty with whom they have worked. One faculty member must be from the College of Communications. Applicants are expected to present records of outstanding scholarly achievement to qualify.

### Applicants to the Integrated Program

1. Must be enrolled in a B.A. program in the College of Communications.
2. Must have completed entrance to their undergraduate major and have completed no less than 60 credits. Students must be admitted no later than the end of the second week of the semester preceding the semester of expected conferral of the undergraduate degree. Transfer students must have completed at least 15 credits at Penn State to enroll in an IUG.
3. Must provide a narrative statement of objectives and two letters of endorsement from faculty with whom they have worked. One faculty member must be from the College of Communications.
4. In consultation with an adviser, students must prepare a plan of study appropriate to this integrated program. Students must present their plan of study to the head of the graduate program or the appropriate committee overseeing the integrated program prior to being admitted to the program. The plan should cover the entire time period of the integrated program, and it should be reviewed periodically with an adviser as the student advances through the program.

### Degree Requirements

Students must fulfill all requirements for each degree in order to be awarded that degree, subject to the double-counting of credits as outlined below. Degree requirements for the B.A. in Media Studies are listed in the Undergraduate Bulletin (<http://bulletins.psu.edu/undergraduate/>). Degree requirements for the M.A. degree are listed on the Degree Requirements tab. Up to 12 credits may be double-counted towards the degree requirements for both the graduate and undergraduate degrees; a minimum of 50% of the double-counted courses must be at the 500 or 800 level. Independent study courses and credits associated with the culminating experience for the graduate degree cannot be double-counted.

Code	Title	Credits
<b>Courses Eligible to Double Count for Both Degrees</b>		
<i>Graduate Credits</i>		
COMM 504	Seminar in the History of Mass Communication	3
COMM 506	Research Methods in Communications	3
COMM 507	News Media and Public Opinion	3
COMM 511	Qualitative Research Methods in Mass Communications	3
COMM 512	Government and Mass Communications	3
COMM 513	Constitutional Problems of the News Media	3
COMM 514	Political Economy of Communications	3
COMM 515	MA Proseminar in Mass Communications	3
COMM 516	Introduction to Data Analysis in Communications	3
COMM 517	Psychological Aspects of Communication Technology	3
COMM 518	Media Effects	3
COMM 520	Seminar in Advertising Problems	3

COMM 521	Advertising Perspectives	3
COMM 522	Social and Cultural Aspects of Advertising	3
COMM 550	Film Theory and Criticism	3
COMM 553	Special Problems in Film and TV	1-3
COMM 556	Reading Film	3
COMM 580	Seminar in Telecommunications	3
COMM 582	Ethics and Emerging Communications Technology	3
COMM 584	International Telecommunications and Trade Policy	3
COMM 585	Media & Telecommunications Industries	3
COMM 594	Research Topics	1-15
COMM 595	Internship	1-18
COMM 597	Special Topics	1-9
<i>Undergraduate Credits</i>		
<i>Advertising</i>		
COMM 410	International Mass Communications	3
COMM 411	Cultural Aspects of the Mass Media	3
COMM 417	Ethics and Regulation in Advertising and Public Relations	3
COMM 420	Research Methods in Advertising and Public Relations	3
COMM 421W	Advertising Creative Strategies	3
COMM 424	Advertising Campaigns	3
<i>Journalism</i>		
COMM 403	Law of Mass Communications	3
COMM 405	Political Economy of Communications	3
COMM 409	News Media Ethics	3
COMM 410	International Mass Communications	3
COMM 411	Cultural Aspects of the Mass Media	3
<i>Film Production</i>		
COMM 411	Cultural Aspects of the Mass Media	3
COMM 438	Advanced Narrative Production	3
COMM 440	Advanced Cinematography and Lighting Techniques	3
COMM 451	Topics in American Film	3
COMM 452	Topics in International Cinema	3
<i>Media Studies</i>		
COMM 405	Political Economy of Communications	3
COMM 411	Cultural Aspects of the Mass Media	3
COMM 413W	The Mass Media and the Public	3
COMM 418	Media Effects: Theory and Research	3
<i>Public Relations</i>		
COMM 403	Law of Mass Communications	3
COMM 409	News Media Ethics	3
COMM 417	Ethics and Regulation in Advertising and Public Relations	3
COMM 420	Research Methods in Advertising and Public Relations	3
COMM 471	Public Relations Media and Methods	3
<i>Telecommunications and Media Industries</i>		
COMM 403	Law of Mass Communications	3
COMM 405	Political Economy of Communications	3
COMM 410	International Mass Communications	3

COMM 484	Emerging Telecommunications Technologies	3
COMM 486W	Telecommunications Ethics	3
COMM 487W	Advanced Telecommunications Management and Leadership	3

Students must sequence their courses so all undergraduate degree requirements are fulfilled before taking courses to count solely towards the graduate degree. Students are expected to complete the undergraduate degree requirements within the typical time to degree for the undergraduate major. In the semester in which the undergraduate degree requirements will be completed, IUG students must apply to graduate, and the undergraduate degree should be conferred at the next appropriate Commencement. If students accepted into the IUG program are unable to complete the M.A. degree, they are still eligible to receive their undergraduate degree if all the undergraduate degree requirements have been satisfied.