Journalism and Media Studies
In the College of Professional Studies and Fine Arts

OFFICE: Professional Studies and Fine Arts 361
TELEPHONE: 619-594-5450 / FAX: 619-594-6246
E-MAIL: jms@mail.sdsu.edu
http://jms.sdsu.edu

Faculty
Diane L. Borden, Ph.D., Professor of Journalism and Media Studies, Director of School
Joel J. Davis, Ph.D., Professor of Journalism and Media Studies (Graduate Adviser)
David M. Dozier, Ph.D., Professor of Journalism and Media Studies
William F. Eadie, Ph.D., Professor of Journalism and Media Studies
Barbara Mueller, Ph.D., Professor of Journalism and Media Studies
K. Tim Wulfemeyer, Ed.D., Professor of Journalism and Media Studies
Bey-Ling Sha, Ph.D., Associate Professor of Journalism and Media Studies
Mei Zhong, Ph.D., Associate Professor of Journalism and Media Studies
Ronald J. Arceneaux, Ph.D., Assistant Professor of Journalism and Media Studies
Amy Schmitz Weiss, Ph.D., Assistant Professor of Journalism and Media Studies
Hongmei Shen, Ph.D., Assistant Professor of Journalism and Media Studies
John M. Eger, J.D., The Lionel Van Deerlin Professor of Communication and Public Policy

Associateships
Graduate students are employed in the School of Journalism and Media Studies in teaching, research, and other areas. Graduate teaching associateships are available to a limited number of qualified students. Applications and instructions for applying are available online at http://jms.sdsu.edu. Please submit application with other graduate application materials by February 1 for the subsequent fall semester.

General Information
The School of Journalism and Media Studies offers graduate study leading to the Master of Arts degree in communication with a specialization in mass communication and media studies. This degree prepares students either for additional graduate work, leadership positions in key communication industries and professional areas, or teaching careers at the community college level. Graduates occupy leadership positions in advertising, journalism, media and telecommunications management, new media, public relations, and telecommunications policy, as well as enter premier doctoral programs across the country.

Research interests of faculty and students include media message and program strategies, media organizations and professionals, audience uses of media, media history, media and gender, media production, media ethics, media law, new media studies and technologies, media criticism, media management, telecommunication regulation and policy, and international media.

Admission to Graduate Study
The specialization in mass communication and media studies admits students for the fall semester only. Electronic applications must be received by February 1. Materials must be complete and received by March 1.

In addition to meeting the general requirements for admission to the university with classified graduate standing as outlined in Part Two of this bulletin, students applying for admission to the Master of Arts degree in communication with a specialization in mass communication and media studies, are evaluated according to the following criteria:

1. Undergraduate major or minor in advertising, journalism, radio-television, public relations, or a related communication discipline. Those lacking adequate undergraduate preparation may be admitted conditionally to the program and may be required to take one or more proficiency courses as determined by the graduate adviser. Proficiency courses do not count toward the 30 units of a student’s graduate program.

2. Minimum grade point average of 2.85 (when A equals 4.0) in the last 60 semester (90 quarter) units attempted (this calculation may not include lower division courses taken after award of a baccalaureate degree).

Students applying for admission should electronically submit the university application available at http://www.csumentor.edu along with the $55 application fee by February 1.

All applicants must submit admissions materials separately to SDSU Graduate Admissions and to the School of Journalism and Media Studies by March 1.

Graduate Admissions
The following materials should be submitted by March 1 as a complete package directly to:
Graduate Admissions
Enrollment Services
San Diego State University
San Diego, CA 92182-7416

(1) Official transcripts (in sealed envelopes) from all postsecondary institutions attended;
Note:
• Students who attended SDSU need only submit transcripts for work completed since last attendance.
• Students with international coursework must submit both the official transcript and proof of degree. If documents are in a language other than English, they must be accompanied by a certified English translation.

(2) GRE scores (http://www.ets.org, SDSU institution code 4682).
All applicants must post a Graduate Record Examination (GRE) verbal score of 450 or higher; a GRE quantitative score of 450 or higher; a combined GRE verbal and quantitative score of 950 or higher; and a GRE writing assessment (GRE-W) of level 4 or higher;

(3) TOEFL score, if medium of instruction was in a language other than English (http://www.ets.org, SDSU institution code 4682).
For international applicants for whom English is not their first language, TOEFL paper scores of 550 (or 213 online) or higher. Satisfaction of minimum requirements is not a guarantee of admission.
## School of Journalism and Media Studies

The following materials should be mailed or delivered by February 1 to:

School of Journalism and Media Studies  
(Attention: Graduate Adviser)  
San Diego State University  
5500 Campanile Drive  
San Diego, CA 92182-4561

(1) Three letters of recommendation from academic or professional references that speak to the student’s ability to succeed in graduate studies.

(2) A personal statement of purpose composed by the applicant that: a) describes the applicant’s undergraduate and/or professional preparation for graduate studies in the program and b) articulates the personal and/or career objectives that graduate studies in mass communication and media studies will help the applicant pursue.

### Specific Requirements for the Master of Arts Degree

(Major Code: 06011)

In addition to meeting the requirements for the Master of Arts degree as described in Part Four of this bulletin, the student must complete a minimum of 30 units in courses acceptable in master’s degree programs. At least 18 units of the total program must be in courses numbered 600-799. Approval of the graduate adviser is required for all courses numbered 500-599. With the approval of the graduate adviser, students may take up to nine units of graduate coursework in departments other than the School of Journalism and Media Studies. Students may not repeat any course in their program of study without consent of the graduate adviser and instructor.

### Specialization in Mass Communication and Media Studies

(Major Code: 06010) (SIMS Code: 664141)

This specialization offers advanced study for individuals seeking additional knowledge of advertising, public relations, journalistic practices, emerging communication technologies, or the impact of mass communication practices on individuals, groups, and society as a whole. The program of study is appropriate for individuals who seek a career in journalism, advertising, or public relations, who wish to continue studies of mass communication and media at the doctoral level. Please see the School of Journalism and Media Studies Web site for the most current information.

### Proficiency Requirements

Individuals must demonstrate relevant undergraduate coursework for their desired area of focus within the specialization. Individuals without adequate preparation may be asked to take proficiency courses. Specific proficiency courses will be determined in consultation with the graduate adviser after admission to the program.

### Graduate Courses

Students may select Plan A, thesis, by completing Journalism and Media Studies 799A (3 units) or, if Plan B is selected, the student must complete three additional units of 600-700 level coursework in the School of Journalism and Media Studies and pass the Comprehensive Examination in journalism and media studies. The remaining 27 units of the program must include completion of Journalism and Media Studies 600A and 600B with an average grade of B or better in the two courses, or consent of the Journalism and Media Studies faculty; 12 units selected from Journalism and Media Studies 505, 506, 529, 550, 560, 574, 581, 585, 589, 591, 596, 602, 603, 620, 696, 701, 708, 710, 750, 764, 775, 780, 785, 796, and nine units relevant to the specialization selected with the approval of the graduate adviser. No more than nine units may be taken outside the School of Journalism and Media Studies. No more than six units may be taken as special study (798).

### Courses Acceptable on Master's Degree Programs in Journalism and Media Studies (JMS)

Refer to Courses and Curricula and Regulations of the Division of Graduate Affairs sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### UPPER DIVISION COURSES

**JMS 505. Government and Telecommunications (3)**
Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. Proof of completion of prerequisite required: Copy of transcript. Responsibilities of telecommunication organizations as prescribed by law, government policies and regulations, and significant court decisions. (Formerly numbered Communication 505.)

**JMS 506. Advertising and Society (3)**
Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript. Theoretical and philosophical analysis of advertising in modern society. (Formerly numbered Communication 506.)

**JMS 529. Investigative Journalism (3)**
One lecture and four hours of activity. Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript. History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience. (Formerly numbered Journalism 529.)

**JMS 550. Multimedia News Laboratory (3)**
One lecture and four hours of activity. Prerequisites: Journalism and Media Studies 300, 310W, 420 and three units selected from Journalism and Media Studies 315, 430, 445 with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript. Teams prepare multimedia news content. Field and laboratory experience. (Formerly numbered Journalism 550.)

**JMS 560. Advertising Research (3)**
Prerequisites: Journalism and Media Studies 310W and 460 with grades of C (2.0) or better in each course. Admission to advertising majors and minors, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript. Systematic application of quantitative and qualitative research to planning, design, and management of advertising campaigns. Cases, practices, and problems in application of research to consumer, market analysis, positioning, creative selection, media planning, and campaign evaluation. (Formerly numbered Communication 566.)

**JMS 565. Advertising Campaigns (3)**
Prerequisites: Journalism and Media Studies 461 and 560 with grades of C (2.0) or better in each course. Planning and creation of advertising campaigns including situation analysis and strategy, advertising and marketing objectives, consumer analysis and target audience selection, creative development, media strategy and tactics, sales promotion, and campaign evaluation. (Formerly numbered Communication 565.)

**JMS 574. International Advertising (3)**
Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. Comparative cultural, economic, legal, political, and social conditions relevant to international advertising. (Formerly numbered Communication 574.)
JMS 581. Public Relations Research (3)
Two lectures and two hours of activity.
Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to public relations majors and minors. Major Code: 05992. Proof of completion of prerequisites required: Copy of transcript.
Qualitative and quantitative methods used in evaluation research to plan, track, and evaluate public relations programs. Computerized statistical analysis. (Formerly numbered Communication 581.)

JMS 585. Professional Practices in Public Relations (3)
Prerequisites: Journalism and Media Studies 481 and 581 with grades of C (2.0) or better in each course.
Cases in public relations management. Theory and practice of issues management, integration of the public relations function in strategic management in a variety of corporate, governmental, non-profit, social, and cultural organizations. (Formerly numbered Communication 585.)

JMS 589. Ethical Issues in Mediated Communication (3)
Prerequisites: Upper division standing or graduate standing. Admission to a major or minor in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript.
Ethical challenges faced by journalists, public relations and advertising professionals, and other communication specialists. Classical and modern ethical concepts and issues as they apply to mediated communication, as well as codes of ethics. (Formerly numbered Communication 589.)

JMS 591. International Telecommunications (3)
Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. Proof of completion of prerequisite required: Copy of transcript.
Comparative study of economic, social, political determinants of broadcasting, and telecommunication systems around the world. (Formerly numbered Communication 591.)

JMS 595. Seminar in Theoretical Approaches to Public Relations (3)
Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better.
Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparation for independent scholarly research project or master’s thesis.

JMS 596. Selected Topics (1-3)
Prerequisite: Senior standing or above.
Specialized study in selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 596, 496, 596 courses applicable to a bachelor’s degree. Maximum credit of six units of 596 applicable to a bachelor’s degree. Credit for 566 and 696 applicable to a master’s degree with approval of the graduate adviser.

GRADUATE COURSES

JMS 600A. Seminar: Introduction to Graduate Studies in Mass Communication and Media Studies (3)
Prerequisite: Classified or conditionally classified graduate standing in the School of Journalism and Media Studies.
Contemporary and emergent mass communication theory. Extensive writing from exercises in bibliographical techniques, database searches, reference works, scholarly journals, and research proposal. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once. (Formerly numbered Communication 600A.)

JMS 600B. Seminar: Research Methods in Mass Communication and Media Studies (3)
Prerequisite: Classified or conditionally classified graduate standing in the School of Journalism and Media Studies.
Methods and tools of inquiry in mass communication research. Survey, experimental, content analysis, legal, and historical research methods. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once. (Formerly numbered Communication 600B.)

JMS 602. Seminar: Military Public Affairs (3)
Prerequisites: Admission to M.A. program in the School of Journalism and Media Studies and consent of instructor.
Public relations applied to military public affairs. Public relations theory, history, ethics, social responsibility, management, law and technology. Current problems and issues in military public affairs.

JMS 603. Seminar: Professional Development in Military Public Affairs (3)
Prerequisites: Admission to M.A. program in the School of Journalism and Media Studies and consent of instructor.
Development of professional expertise in preparing research findings for external review, using methods that include statistical data analysis. Prepare for professional examination in public relations.

JMS 620. Seminar: Quantitative Methods in Media Research (3)
Prerequisites: Journalism and Media Studies 600A and 600B or Communication 601.
Research, design, computer statistical analysis, and reporting of survey, content analysis, and experimental studies in media contexts.

JMS 696. Special Topics (1-3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Intensive study in specific areas of journalism and media studies. May be repeated with new content. See Class Schedule for specific content. Credit for 596 and 696 applicable to a master’s degree with approval of the graduate adviser.

JMS 701. Seminar: Mass Communication Problems (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Reading, investigation, and research concerning current topics in problems of mass media. May be repeated with new content. Maximum credit six units. (Formerly numbered Communication 701.)

JMS 708. Seminar: Mass Communication and Society (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Rights, responsibilities, and characteristics of mass media and mass communication practitioners. Characteristics and responsibilities of audiences and society. (Formerly numbered Communication 708.)

JMS 710. Seminar: Media and Social Influence (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Role of media in social influence processes. Media strategies for use in social marketing and political campaigns.

JMS 750. Seminar: History of Media and Communication Study (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
History of key concepts and figures in media and communication studies.

JMS 764. Seminar: Telecommunication Technology and Policy (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Contemporary trends in telecommunication and information technology, implications for trends for public policy and affected businesses. Interaction between technology, implications of trends for public policy and affected businesses. Interaction between technology and regulation. (Formerly numbered Communication 764.)

JMS 775. Seminar: Mediated Communication in International Settings (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Cultural differences and role culture plays in construction and interpretation of mediated communication in international contexts.

JMS 780. Seminar: Public Relations Research (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Analysis and critique of contemporary public relations programs and theory. Development of a comprehensive public relations project involving original research. (Formerly numbered Communication 780.)

JMS 785. Seminar: Advertising Research (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Advanced topics in theory, design, and utilization of advertising research. (Formerly numbered Communication 785.)

JMS 788. Special Study (1-3) Cr/NC/RP
Prerequisites: Journalism and Media Studies 600A and 600B.
Contract required. Arranged with graduate coordinator in area of study. Individual study. Maximum credit six units applicable to a master’s degree.
JMS 799A. Thesis or Project (3) Cr/NC/RP
Prerequisites: An officially appointed thesis committee and advancement to candidacy.
Preparation of a project or thesis for the master’s degree.

JMS 799B. Thesis or Project Extension (0) Cr/NC
Prerequisite: Prior registration in Thesis or Project 799A with an assigned grade symbol of RP.
Registration in any semester or term following assignment of RP in Course 799A in which the student expects to use the facilities and resources of the university; also student must be registered in the course when the completed thesis or project is granted final approval.

JMS 799C. Comprehensive Examination Extension (0) Cr/NC
Prerequisite: Completion or concurrent enrollment in degree program courses.
Registration required of students whose only requirement is completion of the comprehensive examination for the master’s degree. Registration in 799C limited to two semesters.