

M.A. in Media and Public Communication

Overall description:

The M.A. in Media and Public Communication is a 48-credit, two-year degree program, which equips students with a combination of essential theoretical and practical skills that prepare them for a variety of professional and research careers in the areas of media and communication. Students will examine the production, representation, reception, use and dissemination of media and communication within changing global cultural, political and economic contexts. The program emphasizes the role of media and communication in bridge building and social justice across diverse audiences. Students can choose one of two areas of concentration: Strategic Communication or Media and Globalization. Depending on students' personal goals and interests, they can opt to complete a master's thesis or a professional internship as their capstone requirement.

More about the concentration in Strategic Communication:

Strategic communication encompasses skills and activities that are traditionally associated with the fields of public relations, advertising, brand management, and marketing communications. The program emphasizes ethical communication and focuses on the nonprofit sector, as well as on international and intercultural issues within strategic communication. Many of the classes in this concentration incorporate applied learning projects in which students work in partnership with nonprofit organizations to develop creative and strategically sound communication campaigns. Students in this concentration will benefit from faculty expertise in nonprofit, international, intercultural, health, corporate, and political communication. Students will integrate theoretical concepts in media and strategic communication with applied research, writing, and messaging skills needed for a successful career in a variety of strategic communication careers in both nonprofit and corporate settings. Students will also gain a solid foundation for pursuing advanced degrees and conducting independent research projects in academic or professional settings.

More about the concentration Media and Globalization:

The concentration in Media and Globalization is designed to address the challenges of the dynamic fields of media and public communication as they relate to cultural, economic and political processes in global contexts. The courses in this concentration prepare students to be globally aware, actively engaged, and media literate citizens and practitioners of media and communication. This concentration emphasizes critical and creative thinking, socially responsible and culturally sensitive practices in the field of public communication, and a deep understanding of the role of media and communication in global social change. Students will benefit from faculty's research and creative projects in a variety of international locations, including Latin America, Africa, Europe, and Asia, as well as from faculty work with immigrant communities in the US. Graduates can pursue careers in international and intercultural strategic communication, public diplomacy, college teaching, and international education. In addition, students will gain a solid foundation for pursuing advanced degrees and conducting independent research projects in academic or professional settings.