

An Overview of the Program of Study

MS in Journalism and Mass Communication

Required courses for the research track:

JIMC 592	Intro to graduate study	(1)
JIMC 501	Theories of mass communication	3
JIMC 502	Communication research methods	4
JIMC 510	Strategies of communication	3
JIMC 598	Seminars in mass communication	3
A research methods course outside of the Greenlee School		3
An elective course outside of the Greenlee School		3
JIMC 599 or 699	Creative component or Thesis/Research	4

Electives:

3 elective courses within or outside of the Greenlee School		9
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Total credit requirement: 32

Required courses for the professional track:

JIMC 592	Intro to graduate study	(1)
JIMC 501	Theories of mass communication	3
JIMC 502	Communication research methods	4
JIMC 510	Strategies of communication	3
JIMC 598	Seminars in mass communication	3
An elective course outside of the Greenlee School		3
JIMC 599 or 699	Creative component or Thesis/Research	4

Electives:

4 elective courses within or outside of the Greenlee School		9
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Total credit requirement: 32

Listed below are several courses outside the School that are frequently taken by Journalism and Mass Communication graduate students:

Soc 415. Sociology of Technology. 3 cr. Offered Fall. Prereq: 130 or 134 plus 3 credits in social sciences. Review of physical, biological, and social theories of technology and risk. Examination of risk perception, public responses, and differential rates of adoption of new technologies. Applications to topics in agriculture, development and marketing.

Soc 541. Technological Innovation, Social Change and Development. (Also TSC 541). 3 cr. Offered Fall. Sources, theories and models of technological innovation, social institutional, cultural, economic and political contexts of technology transfer; issues and methods of assessing impacts of technological change; local and international case studies.

Soc 642. Sociology of Adoption and Diffusion. 3 cr. Offered Spring. Prereq: 6 graduate credits in sociology. Sociological and social-psychological theories related to adoption and diffusion of new ideas; analysis of adoption and diffusion models; methods of field research; factors related to rates and intensity of adoption and diffusion; adopters' characteristics related to rates of adoption.

Suggested Quantitative Research Methods Courses Outside of the Greenlee School:

Research and Evaluation (RESEV) 552. Basic educational statistics.

RESEV 553. Intermediate educational statistics.

RESEV 557. Computer data analysis procedures.

Stat 401. Statistical methods for research workers.

Stat 402. Statistical design and the analysis of experiments.

Stat 403. Nonparametric statistical methods.

Stat 404. Statistics for the social sciences.

Stat 407. Methods of multivariate analysis.

Sociology 512. Sociological measurement

Suggested Qualitative Research Methods Courses Outside of the Greenlee School:

Anthropology 530. Ethnographic field methods.

Art and Design 580. Ethnography of the visual arts. Art as a cultural symbol; emphasis on the role of the artist and the function of the visual arts within particular cultural settings.

English 527. Discourse analysis. Application of discourse analysis to the study of texts in a variety of settings.

RESEV 580. Qualitative research techniques.

History 576. Research methodology in the history of science and technology.

History 583. Historical methods. Written evidence and analysis, criticism of evidence.

Human Development and Family Studies (HDFS) 604. Advanced qualitative studies. Ethnomethodology, hermeneutics, oral life stories, content analysis.