

# 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:** [jmsdesk@sdsu.edu](mailto:jmsdesk@sdsu.edu)  
**WEBSITE:** <http://jms.sdsu.edu>

## Faculty

**Ronald J. Arceneaux**, Ph.D., Professor of Journalism and Media Studies, Director of School (Interim)  
**Joel J. Davis**, Ph.D., Professor of Journalism and Media Studies, Emeritus  
**David M. Dozier**, Ph.D., Professor of Journalism and Media Studies, Emeritus  
**William F. Eadie**, Ph.D., Professor of Journalism and Media Studies, Emeritus, Director of Academic Labor Relations, Academic Affairs  
**John M. Eger**, J.D., The Lionel Van Deerlin Professor of Communication and Public Policy  
**Barbara Mueller**, Ph.D., Professor of Journalism and Media Studies  
**Bey-Ling Sha**, Ph.D., Professor of Journalism and Media Studies, Acting Associate Dean of the College of Professional Studies and Fine Arts  
**Kathleen D. Sweetser**, Ph.D., Professor of Journalism and Media Studies  
**K. Tim Wulfemeyer**, Ed.D., Professor of Journalism and Media Studies, Emeritus  
**Rebecca C. Nee**, Ed.D., Associate Professor of Journalism and Media Studies  
**Amy Schmitz Weiss**, Ph.D., Associate Professor of Journalism and Media Studies (Graduate Adviser)  
**Hongmei Shen**, Ph.D., Associate Professor of Journalism and Media Studies  
**Mei Zhong**, Ph.D., Associate Professor of Journalism and Media Studies  
**Yang Feng**, Ph.D., Assistant Professor of Journalism and Media Studies  
**Nathian S. Rodriguez**, Ph.D., Assistant Professor of Journalism and Media Studies  
**Arthur D. Santana**, Ph.D., Assistant Professor of Journalism and Media Studies

## 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. Contact the school director for details. Please submit graduate application materials by March 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 media industries and professional areas, or teaching careers at the community college level. Graduates occupy leadership positions in advertising, digital and social media, journalism, media and telecommunications management, public relations, and telecommunications policy, as well as enter premier doctoral programs across the country.

In addition to advertising, journalism, and public relations, research interests of faculty and students include audience uses of media, digital and social media studies and technologies, international media, media criticism, media ethics, media and identity, media history, media law, media management, media message and program strategies, media organizations and professionals, media production, and telecommunication regulation and policy.

## Admission to Graduate Study

The specialization in mass communication and media studies admits students for the fall semester only. Electronic applications and materials must be completed 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, media studies, public relations, radio-television, strategic communication, or a related 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 school's graduate admissions committee. 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.calstate.edu/apply> along with the \$55 application fee by March 1.

All applicants must submit admissions materials online 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, department code 4503). All applicants must post a Graduate Record Examination (GRE) verbal score of 450 (old) or 150 (new) or higher; a GRE quantitative score of 450 (old) or 142 (new) or higher; a combined GRE verbal and quantitative score of 950 (old) or 295 (new) or higher; and a GRE writing assessment (GRE-W) of 4.0 (old and new) or higher;
  3. English language 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, English language 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

This program requires a supplemental application. See [http://jms.sdsu.edu/index.php/admissions/mass\\_communication\\_requirements](http://jms.sdsu.edu/index.php/admissions/mass_communication_requirements) for details.

### Advancement to Candidacy

All students must satisfy the general requirements for advancement to candidacy as described in Part Four of this bulletin.

### 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 (SIMS Code: 664141)

This specialization offers advanced study for individuals seeking additional knowledge of advertising, public relations, journalistic practices, emerging digital and social media technologies, or the impact of mediated communication practices on individuals, groups, and society as a whole. The program of study is appropriate for individuals who seek to enhance their careers in journalism, advertising, or public relations; who wish to pursue careers involving new media industries; who wish to teach at the community college level; or who wish to continue studies of mass communication and media at the doctoral level. Please see the School of Journalism and Media Studies website 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 (3.0) or better in the two courses, or consent of the Journalism and Media Studies faculty; 12 units selected from Journalism and Media Studies 506, 527, 529, 547, 560, 566, 567, 574, 581, 585, 587, 590, 591, 595, 596, 620, 696, 701, 710, 780, 798, 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). No more than 12 units taken at the 500-level may count toward the degree.

## Courses Acceptable for 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 506. Advertising and Society (3)

Prerequisite: Admission to a major 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.

#### JMS 515. Media Entrepreneurship and Intrapreneurship (3)

Prerequisite: Journalism and Media Studies 300, 408, 460, 480, or graduate standing.

Models of media creation, innovation, ownership, and sustainability in the digital age. Critical thinking and problem solving skills required for designing, producing, and implementing an entrepreneurial or intrapreneurial project in a media industry.

#### JMS 525. News and Social Media (3)

Prerequisites: Journalism and Media Studies 210 with a grade of C (2.0) or better and upper division or graduate standing.

Culture of connectivity and ecosystem of digital journalism. Best practices with news reporting using digital media tools. Journalistic practices and mass communication theory.

#### JMS 527. Advanced Topics in Journalism (3)

Prerequisites: Journalism and Media Studies 300 with a grade of C (2.0) or better. Admission to journalism major.

Reading, investigation, and research in a specialized topic in journalism. May be repeated with new content. Maximum credit six units.

#### JMS 529. Data-Driven Investigative Journalism (3)

One lecture and four hours of activity.

Prerequisite: Journalism and Media Studies 420 with a grade of C (2.0) or better. **Proof of completion of prerequisite 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.

#### JMS 547. Advanced Topics in Media Studies (3)

Prerequisites: Journalism and Media Studies 408 with a grade of C (2.0) or better. Admission to media studies emphasis, Major Code: 15060.

Reading, investigation, and research in a specialized topic in media studies. May be repeated with new content. Maximum credit six units.

#### JMS 550. Multimedia News Laboratory (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 420, 430 with a grade of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Preparation of multimedia news content. Field and laboratory experience. Completion of course with grade of C (2.0) or better is required for majors.

#### JMS 552. Media in Country/Region X (3)

Prerequisite: Journalism and Media Studies 200, 210, or graduate standing.

Media's impact on arts, business, government, law, and sports in country/region X. Similarities and differences of traditional and social media in country/region X compared to the United States. Guest speakers, lectures, and visits to media organizations in country/region X. See *Class Schedule* for specific content.

### **JMS 560. Advertising Research (3)**

Prerequisites: Journalism and Media Studies 310W, 460, 462 with a grade of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Planning, evaluation, analysis of qualitative and quantitative research across traditional, digital, and social platforms. Ethics, sampling, experimentation, data analysis, segmentation, brand mapping, advertising testing and optimization, social media metrics.

### **JMS 562. Advertising Creative (3)**

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W, 460, 462 with a grade of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Advertising, applying consumer insights, developing creative strategies, drafting creative briefs. Writing and design of advertising for traditional, digital, social, emerging media platforms. Multi-media laboratory experience.

### **JMS 565. Advertising Campaigns (3)**

Prerequisites: Journalism and Media Studies 560, 562 with a grade of C (2.0) or better in each course.

Branding campaigns using traditional, digital, and social media. Strategy for owned, earned, and paid media. Consumer analysis, community definition. Creative development. Media strategy and tactics. Campaign measurement. Completion of course with grade of C (2.0) or better is required for majors.

### **JMS 566. Advertising Strategy and Digital Analytics Platforms (3)**

Prerequisites: Journalism and Media Studies 460 or 480, and Journalism and Media Studies 560 or 581.

Strategy creation, implementation, and evaluation using digital analytics platforms. Digital analytics administration, monitoring, analysis, and reporting. Application of digital analytics to consumer advertising optimization.

### **JMS 567. Advanced Topics in Advertising (3)**

Prerequisites: Journalism and Media Studies 460 with a grade of C (2.0) or better. Admission to advertising emphasis, Major Code: 06041.

Reading, investigation, and research in a specialized topic in advertising. May be repeated with new content. Maximum credit six units.

### **JMS 574. International Advertising (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies.

Comparative cultural, economic, legal, political, and social conditions relevant to international advertising.

### **JMS 581. Applied Research in Public Relations (3)**

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 310W, 480, 489 with a grade of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Qualitative and quantitative methods used in research to plan, track, evaluate public relations and communication practices. Computerized statistical analysis.

### **JMS 582. Seminar in Media and Politics (3)**

Prerequisites: Upper division or graduate standing and Journalism and Media Studies 489 or 560 or credit or concurrent registration in Journalism and Media Studies 600B.

Mass media on domestic, global politics, elections. Theories, concepts, history of media and politics. Impact of digital and social media on political process.

### **JMS 585. Professional Practices in Public Relations (3)**

Prerequisites: Journalism and Media Studies 481 and 581 with a grade of C (2.0) or better in each course.

Cases in public relations management. Theory and practice of issues management. Integration of public relations function in strategic management of corporate, governmental, nonprofit, social, and cultural organizations. Completion of course with grade of C (2.0) or better is required for majors.

### **JMS 587. Advanced Topics in Public Relations (3)**

Prerequisites: Journalism and Media Studies 480 with a grade of C (2.0) or better. Admission to public relations emphasis, Major Code: 05992.

Reading, investigation, and research in a specialized topic in public relations. May be repeated with new content. Maximum credit six units.

### **JMS 590. Seminar in Crisis Communication in PR Management (3)**

Prerequisite: Upper division or graduate standing.

Theory, research, practice of crisis communication in public relations; development of crisis management plans; critical examination of classic/contemporary crisis management cases, both domestic and international.

### **JMS 591. Global Technology: Creativity and Innovation in the Digital Age (3)**

Prerequisite: Admission to a major in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Economic, social, and political shifts in the global economy as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation as central factors in development.

### **JMS 595. Seminar in Theoretical Approaches to Public Relations (3)**

Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better, or graduate standing.

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 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 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.

### **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.

### **JMS 602. Seminar: Military Public Affairs (3)**

Prerequisite: Admission to M.A. program in the School of Journalism and Media Studies.

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)**

Prerequisite: Admission to M.A. program in the School of Journalism and Media Studies.

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.

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.

**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 780. Seminar: Advanced Theory in Public Relations (3)**

Prerequisites: Journalism and Media Studies 600A and 600B.

Analysis and critique of contemporary public relations theory. Development of scholarly works that explicate concepts or otherwise advance public relations theory.

**JMS 798. 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.