

CONCENTRATION AREA: MASS COMMUNICATION

The Master of Liberal Arts Mass Communication program objective is to provide student learners with the tools and training necessary to produce literary scholarship of professional quality and to participate in the ongoing academic discussions of issues in the field of Mass Communication.

CURRICULUM

Core Courses

ILA 500 Introduction to Liberal Arts

The Liberal Arts are academic disciplines which study the human condition. This course introduces students to the academic disciplines that promote a sense of humanity. During this quarter, we will study music, art, oral communications, literature, and philosophy by critically thinking about moral values, myths, aesthetics, and liberty; all of this within historical frameworks. It is designed to reawaken our sense of wonder and curiosity about the meaning of life. It shows how the various arts and sciences intersect, influence and are influenced by cultural and historical circumstances.

ILA 501 Research in the Liberal Arts

The purpose of this course is to provide an introduction to empirical research and a variety of research approaches common to the field liberal arts. Upon completing the course, participants will be able to locate, understand, evaluate, and interpret qualitative as well as quantitative educational research and use these skills to identify possible Thesis or Project topics.

Required Courses

CO 500 Theory of Mass Communications

Examine and discuss basic theories related to the processes and effects of mass communication. Explore relevant theories that advance scientific knowledge base in Mass Communication from the social sciences literature and highlight the influence of the social sciences on the theoretical foundations in communication.

CO 501 Communications Research Methods

Examines specific scientific methods used in the social sciences as they inform communication theory and practice. Discuss research methods in communication that introduces students to the basic concepts and methods of scientific inquiry with emphasis on developing and narrowing a research topic, data collection methods, and analysis. Provides a framework for evaluating communication research. Review various research methods for investigating mass communication process and effects, and in addition learn how to develop research proposals.

CO 502 Communications and Public Opinion

Theories and assumptions surrounding public opinion formation and change; measurement and reporting of public opinion trends; public reactions to polling, news information and marketing communications; analysis of public opinion data. Students will gain knowledge of public opinion's complex relationship to interpersonal and mass communication processes as well as its major theories, trends, methods, findings and debates.

CO 503 Mass Communications Law and Policy

Advanced study of the legal privileges and responsibilities of the traditional *mass* media and the Internet under the First Amendment. Emphasis on how domestic and international principles regarding speech, press and information shape professional activity and creative endeavors.

CO 504 Current Issues & Trends in Mass Media

This course focuses on contemporary issues and trends in the mass media. Against the backdrop of history, case studies, content and discourse analysis, the class highlights current social, political, economic and cultural challenges and trends in the media. It proposes policy options. Among the topics that will be covered are the current state of the news industry, the ethical guidelines that journalists are supposed to follow, the blurring of lines between news and entertainment, and the news media's role in making people famous or infamous.

CO 505 Social Media: Objectives, Strategies & Tactics

This course will tackle these questions from a historical, ethical, ecological, political, economic and cultural perspective. This course will introduce students to a broad overview of social media topics through a combination of theoretical grounding, practical application, and, especially, strategic thinking.

Capstone

ILA 599 Capstone Project

Students will complete a variety of projects and written assignments designed to encourage self-analysis of career and intellectual interests in the student's chosen career field based on the concentration area that was selected by the learner.