Master of Arts in Communication



ISU-Red Hill, T. Ownby

Graduate Student Handbook

Department of Communication, Media, & Persuasion Idaho State University Frazier Hall, #219 Campus Stop 2115 Pocatello, Idaho 83209-2115 Phone: 208-282-3695

MASTER OF ARTS IN COMMUNICATION

Introduction

Welcome to the graduate program in the Department of Communication, Media, & Persuasion (CMP) at Idaho State University! Our program leads to the Master of Arts in Communication degree. This master's degree is available in-person or fully online/distance learning (both synchronous and asynchronous courses). Carefully read this handbook, as it will give you a solid overview of the program, expectations, and your responsibilities as a graduate student. Keep in mind, you will be responsible for knowing additional policies, procedures, and deadlines provided by the Graduate School. Please refer to their website and catalogue. Should you have questions or need further clarification, feel free to contact the Director of Graduate Studies in Communication.

Mission Statement

For more than fifty years, ISU's Master of Arts in Communication program has been preparing graduates to be active citizens in public life who critically engage with the world, whether as creative, strategic professionals or as researchers pursuing academic careers in teaching and scholarship. The program continues this mission in the 21st century by using contemporary methods and best practices in communication.

The graduate program offers a flexible integration of knowledge, skills, and research:

- by *Flexible*, we mean students are afforded an opportunity to customize a curriculum tailored to their interests among the spheres of public and mediated communication;
- by *Knowledge*, we mean that students acquire a thorough understanding of the practices and theories of communication as well as perspective and methods;
- by *Skills*, we mean students learn to strategically craft verbal, written, and visual messages for businesses and nonprofit organizations, political campaigns, and/or media industries;
- and by *Research*, we mean students utilize the methods and theories of communication to create new, relevant scholarship that critically explores the ethical, mediated, and persuasive aspects of communication.

MA Goals

- 1. Graduates will develop an understanding of communication research methodology and roles of research in academia.
- 2. Graduates finishing their master's degree will find professional employment in public or private sectors of business, service, or education.
- 3. Graduates will further their graduate careers by pursuing a doctorate in communication.

MA Objectives

- 1. Graduates will pass oral defense.
- 2. Graduates will submit to and/or present at a professional conference.
- 3. Graduates will find employment in education, public service, or business.

Program Learning Outcomes

- 1. Understand practices, theories, perspectives and methods of the communication discipline.
- 2. Strategically craft verbal, written, and visual messages for organizations, political campaigns, and/or media industries.
- 3. Create new, relevant scholarship that critically explores the ethical, mediated, and persuasive aspects of communication.

Why study Communications at ISU?

The Department of Communication, Media, and Persuasion offers a diverse selection of study options. We offer concentrations in Corporate Communications (Leadership, Advertising, Public Relations); Multiplatform Journalism; Visual Media (Photo, Video, Design); and Rhetoric & Media Affairs. Our graduate faculty are not only dedicated teachers, they are also national and international scholars who present their research in books, journals, exhibitions, and conferences. With the size of our program, faculty are able to work closely with graduate students, providing them with exceptional guidance and experience.

Live, Learn, Play!

The adage about location being important certainly factors into your decisions about where to pursue your graduate studies. Located in southeast Idaho, our university is situated in the Portneuf Valley, surrounded by scenic mountains. The Pocatello/Chubbuck metro-area has population of nearly 69,000. Geographically, we are located in a high desert region of the Rocky Mountains. This places us in close vicinity to several geographic wonders: Yellowstone National Park, Craters of the Moon National Monument, Grand Teton National Park, and the Frank Church River of No Return Wilderness area. Year round outdoor and recreational activities abound, such as hiking, mountain biking, skiing, blue-ribbon trout fishing, kayaking, rock climbing, camping, and snowmobiling. Other cultural activities include the symphony and music concerts at the Performing Arts Center, first Friday art walks, and a local farmer's market. For additional cultural happenings and international travel access, we are only 2.5 hours from Salt Lake City.

Places to Visit:

West Yellowstone-2 hours, 29 minutes Yellowstone National Park-2 hours, 33 minutes Grand Teton National Park-2 hours, 35 minutes Craters of the Moon National Monument & Preserve-3 hours 9 minutes Jackson Hole, WY-2 hours, 37 minutes Bear Lake-2 hours, 6 minutes Lava Hot Springs-38 minutes Shoshone Falls-1 hour, 46 minutes



Grand Teton National Park, T. Ownby

Admission Requirements

To be admitted to classified status, students must apply to and meet all criteria for admission to the Graduate School. In addition, students need to meet the following criteria:

- Application for Admission to the Graduate School at Idaho State University
- Application fee
- A letter of application/interest and professional goals
- Official transcript(s), both undergraduate and graduate
- Minimum grade point average of 3.0
- International students must submit official English TOEFL scores: 80 or above with a score of 20 on each section (graduate assistants who teach courses must score 23 or above on the speaking section) on the iBT
- International students may also submit the IELTS with a performance score of 6.5 or better

Requirements

All programs of study will be expected to reflect the following departmental standards:

- A minimum of 30 MA program credits
- At least 15 credits must be from 6600-level course work.
- At least 18 credits must be from course work in Communication, Media, and Persuasion.

Required Coursework:

CMP 6601 Communication and Media Theory: 3 semester hours. (Fall)

A graduate-level introduction to the theoretical, methodological, and professional approaches to the communication discipline, with an emphasis on identifying individual programs of study tailored to student interests.

All <u>Graduate Teaching Assistants</u> are required to take the following:

CMP 5587 Rhetorical Theory: 3 semester hours. (Fall)

Course provides students with the foundations of rhetoric by examining principle rhetorical theories from Classical, Medieval, Renaissance, Modern, and Contemporary eras. Specific evaluated graduate-level activities and/or performances are identified in the course syllabus.

All other Graduate Students should select <u>one</u> of the following:

CMP 5509 Communication Inquiry: 3 semester hours. (Spring)

Introduces tools and strategies communication professionals use to answer questions and solve problems through systematic investigation. The course will focus on developing an understanding of applied communication research, including design, sampling, data collection, and data analysis. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5588 Rhetorical Criticism: 3 semester hours. (Spring)

Study and application of various theories and methods of rhetorical criticism including Aristotelian and Burkeian principles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus

All Graduate Students:

CMP 6630 Seminar in Communication: 3 semester hours (9 hours minimum). (Fall/Spring)

In-depth study and analysis of selected topics related to the communication field. See instructor for specific topics. Repeatable if covering different topics.

- Media
 - o Media & Culture
 - Social Movements
 - Communication Revolution
- Criticism & Theory
 - Visual Culture Methods
 - o Human Symbol Usage
 - Metaphor & Thought
- Strategic Communication
 - Crisis Communication
 - Creative Team Leadership
 - Metaphor & Thought

CMP 6650 Thesis: 1-6 semester hours.

Thesis. 1-6 credits. Repeatable. Graded S/U.

OR

CMP 6660 Graduate Degree Paper: 1-3 semester hours.

Graduate degree paper. 1-3 credits. Repeatable. Graded S/U.

CMP 6691 Independent Study: 1-3 semester hours (AS NEEDED)

Under the supervision of departmental graduate faculty, students will engage in selfdirected reading, exploration, and study focused on topics relevant to the communication discipline and to the students' planned academic program. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.

Choose either *thesis* **or** *graduate degree paper option*:

Thesis Option

• Students choosing the Thesis option must take a minimum of 24 course credits plus a minimum of 6 Thesis (CMP 6650) credits.

Elements of a Thesis Paper

The thesis is an in-depth independent research project that examines a topic of interest of the graduate student. All theses (and Degree Papers) should be written in accordance to the APA (American Psychological Association) publication manual (current edition). http://www.apa.org/pubs/books/4200066.aspx, as designated by the Graduate School.

You should begin thinking about your thesis topic early on in your graduate studies. Ideally, this should happen by the end of your first year of study. It will be your responsibility to find a graduate faculty member with command of the subject area and who is willing to serve as your thesis advisor. Additionally, you will need to form your thesis committee, which will include your thesis advisor, an additional departmental graduate faculty member, and an "outside" member known as a Graduate Faculty Representative (GFR) from an academic department other than CMP.

Your thesis can take different approaches, such as qualitative, quantitative, or rhetorical criticism. A traditional thesis will typically consist of an introduction section with problem statement, research question(s) or hypothesis; literature review; theory section; methods section; analysis and discussion sections; followed by a conclusion. Typical thesis length will be 50 to 75 pages, double-spaced, 12 pt. Times New Roman font, excluding references and notes. Any project involving human subjects will need to comply with human subjects in research protocols. All graduate student investigators will need to complete online CAYUSE-IRB training prior to beginning the project. Training is available through the office of Research Outreach & Compliance website: https://www.isu.edu/research/research-support/research-outreach-and-compliance/human-subjects/

Thesis Defense

There will be an oral defense of your thesis, which will be scheduled within the department. Work closely with your thesis advisor on this important aspect of your program. Ensure your final Program of Study is completed, signed, and submitted to the Graduate School in the semester *prior* to the semester you plan to defend and graduate. Your oral defense must take place at least three (3) weeks prior to the end of the

semester you plan to graduate. This is your responsibility, so stay on top of your deadlines!

The oral defense and presentation is open to the public and graduate faculty. Only graduate faculty may attend the examination portion of your defense. Final copies of your thesis should be submitted to your thesis committee, including your GFR, at least two (2) weeks prior to your defense date. Only upon successfully passing your oral exam and after final approval and acceptance by your thesis committee (including edits and rewrites), may you submit your finalized thesis paper. To ensure proper thesis clearance with the Graduate School, follow guidelines provided all at: https://www.isu.edu/graduate/current-students/graduation-information/

Non-Thesis Option

• Students choosing the Graduate Degree Paper option must take a minimum of 27 course credits plus a minimum of three (3) credits of Graduate Degree Paper (CMP 6660).

Types and Elements of a Non-Thesis Degree Paper

There is no single model for an acceptable CMP 6660 project. Students will produce work that is in keeping with their unique educational interests and goals. However, degree paper projects will typically fall into one of three types:

• Analysis Paper: The most common type of degree paper is a traditional analysis paper. In such a paper, an artifact of some kind is selected (or possibly a data set is generated). The artifact is analyzed through the lens of some relevant theoretical perspective(s). The analysis results in unique observations, conclusions, and implications.

• **Theory Extension/Application Paper**: Some degree papers focus on theory extension or application more than on applying theory as a tool for analysis. In such work, an established theoretical perspective is identified and reviewed. Then, the paper makes a supported argument for how the theory could be usefully amended, extended, refined, etc. Sometimes, the paper offers a detailed explanation for how the theoretical perspective provides a framework for a unique application to a particular context.

• **Creative Product + Paper:** Some MA in Communication students may produce professional and/or artistic work as part of their graduate experience. Such work can constitute a creative product reflecting student learning, knowledge, and skill. Students may create and present the work and, in a well-developed and supported paper, argue its unique contribution and demonstrate insight into the work by analyzing it through some relevant theoretical perspective(s).

Since each degree paper project will be unique, it is difficult to specify an expected paper length. However, most final degree papers include approximately 20 to 30 pages of text (double-spaced, 12-point font, not including references or appendix material). Some are

substantially longer. Creative product papers typically will be somewhat briefer (10 to 20 pages) since the student-produced work itself constitutes a significant portion of the project.

Regardless of length and type, all CMP 6660 work is expected to include the following elements:

- Data/artifact/creative work as source for analysis/exploration/application.
- Clear justification (theoretical and/or practical) for the analysis/exploration/application.
- Review of relevant literature demonstrating broad and substantive theoretical and/or historical and/or practical knowledge related to the subject.
- Clear explanation of and justification for a framework to guide the analysis/exploration/application.

Original results that contribute in some way, not simply summary or report of results from others.

APPENDICES

Timeline of Progress

First Semester (Fall)	 Complete CMP 6601 Intro to Graduate Studies, your first CMP 6630 Graduate Seminar, and one elective (5000 or 6000 level). Use CMP 6601 and other courses to help shape the scope, scale, and major questions of your research. Meet with your advisor or graduate program director to discuss research focus (thesis or non-thesis) and identify committee members. Graduate Teaching Assistants take REQUIRED CMP 5587 Rhetorical Theory.
Second Semester (Spring)	 Complete two more CMP 6630 Graduate Seminars and use those courses to help formulate your graduate paper or thesis. Complete CMP 5509 Communication Inquiry OR CMP 5588 Rhetorical Criticism. Hold regular meetings with your advisor to discuss your research, outside of regular coursework. Decide whether to pursue the thesis or non-thesis option.
Third Semester (Fall)	 Students planning to write a thesis must submit a thesis proposal to the student's committee and hold a meeting to discuss the proposal and gain committee approval no later than the first month of the semester prior to graduation. Enroll in either CMP 6691 Independent Study or CMP 6650 Thesis. Hold regular meetings with your faculty advisor to discuss your research progress. Complete Program of Study, including approval by the Graduate School (no later than semester prior to graduation).
Final Semester (Spring)	 Enroll in either CMP 6660 Graduate Paper or CMP 6650 Thesis. Follow all <u>graduation guidelines</u>, as required by the Graduate School, including application for graduation by the first few weeks of the semester. Students completing a thesis must enroll in thesis credits and arrange with committee for defense prior to Graduate School deadlines. Follow the Graduate School's "<u>Instructions for Preparing Theses</u>." <i>Note that thesis defenses are usually not possible during a summer semester</i>. Non-thesis students must complete written and oral exams prior to Graduate School deadlines. <i>Note that examinations are usually not possible during a summer semester</i>.

GRADUATE COURSE DESCRIPTIONS

CMP 5503 Mass Communication and Society: 3 semester hours.

Introduces students to mass media theories scholars use to study the effects of media messages. Students will also read and discuss research illustrating the media's impact on individuals, society, and cultures. Topics include the media's relationship to stereotyping, images of sexuality, violence, values, politics, and globalization. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5504 Gender and Communication: 3 semester hours.

Course examines communication arenas from a perspective that focuses on gender and includes study of similarities and differences in female/male patterns. Topics include nonverbal, organizational, language, family and friendship. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5510 Mass Media History, Law, and Ethics: 3 semester hours.

A comprehensive exploration of mass communication law and the history of mass media. The course examines media rights of free expression and First Amendment including libel privacy, access to information, free-press, and other related topics and themes. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5518 Feature Writing: 3 semester hours.

Develops feature reporting and writing skills for magazines and web publications. Students examine classic, exemplary works of journalism and gain experience creating feature profiles, sports and travel articles, restaurant reviews, and Gonzo-style investigations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

CMP 5520 Advanced Leader Communication: 3 semester hours.

Advanced exploration of the vital relationship between communication and leader effectiveness with a focus on particular communication tools and strategies. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5522 Conflict Management: 3 semester hours.

Examines the dynamics of everyday conflicts across a variety of settings, from personal to organizational. Principles of conflict, similar across all communicative contexts, are emphasized. Theory and its application are given equal importance. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5524 Management Communication: 3 semester hours.

Examines the communication goals and functions unique to organizational managers and leaders. Topics studied include socialization and training, leader-member relationships, incentive-based systems of motivation, employee identification and commitment, and organizational development. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5540 Sport Public Relations: 3 semester hours.

Examines public relations theories and skills relevant to sport. Emphasizes image management; media and community relations; critical analysis of campaigns; and written and oral presentation skills necessary for sport public relations specialists. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

CMP 5546 Public Relations Campaigns: 3 semester hours.

Tactics and strategies for planning public relations programs for public and private organizations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

CMP 5583 Rhetoric of Popular Culture: 3 semester hours.

Explores the functions of rhetoric in popular culture mass media including news, television, film, fiction, advertising, music, and the internet. Emphasizes understanding how rhetoric in these mediums reflects, influences, and interacts with the culture. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5587 Rhetorical Theory: 3 semester hours.

Course provides students with the foundations of rhetoric by examining principle rhetorical theories from Classical, Medieval, Renaissance, Modern, and Contemporary eras. Specific evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5588 Rhetorical Criticism: 3 semester hours.

Study and application of various theories and methods of rhetorical criticism including Aristotelian and Burkeian principles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

CMP 5591 Independent Research Projects: 1-3 semester hours.

Under the supervision of professors in the various areas of communication, students will prepare reports and carry out projects designed to promote professional growth. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.

CMP 5599 Experimental Course: 1-6 semester hours.

This is an experimental course. The course title and number of credits are noted by course section and announced in the class schedule by the scheduling department. Experimental courses may be offered no more than three times. Repeatable if covering different topics.

CMP 6601 Communication and Media Studies: 3 semester hours.

A graduate-level introduction to the theoretical, methodological, and professional approaches to the communication discipline, with an emphasis on identifying individual programs of study tailored to student interests.

CMP 6630 Seminar in Communication: 3 semester hours.

In-depth study and analysis of selected topics related to the communication field. See instructor for specific topics. Repeatable if covering different topics.

CMP 6650 Thesis

Thesis. 1-6 credits. Repeatable. Graded S/U

CMP 6660 Graduate Degree Paper

Graduate degree paper. 1-3 credits. Repeatable. Graded S/U

CMP 6691 Independent Study

Under the supervision of departmental graduate faculty, students will engage in selfdirected reading, exploration, and study focused on topics relevant to the communication discipline and to the students' planned academic program. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.

GRADUATE FACULTY

Nikyra Capson Assistant Professor.

B.A., Idaho State University B.F.A., Idaho State University M.F.A., Idaho State University (2020)

D. Jasun Carr

Associate Professor.

B.S., University of Wisconsin – Green Bay M.S., Kutztown University Ph.D., University of Wisconsin – Madison (2014)

James R. DiSanza Professor/Department Chair.

B.A., California State University, Stanislaus M.A., San Francisco State University Ph.D., Pennsylvania State University (1989)

Zac Gershberg

Associate Professor. B.S., Ithaca College M.A., Hawaii Pacific University Ph.D., Louisiana State University (2014)

John Gribas

Professor/Associate Dean of CAL.

B.S., Montana State University—Billings M.A./Ph.D., University of Kansas (1996)

Karen L. Hartman Professor.

B.A., Furman University M.A., University of South Carolina Ph.D., Louisiana State University (2014)

Nancy Legge Professor/Director of COMM 1101 & GTAs.

B.A., Wayne State University M.A., Indiana University Ph.D., Pennsylvania State University (1991)

Terry Ownby Professor.

B.S., Missouri State University M.A., Webster University—St. Louis Ph.D., Colorado State University—Ft. Collins (2013)

Sarah T. Partlow Lefevre

Professor/ Director of Forensics. B.A., University of Utah M.A., University of Utah Ph.D., University of Kansas (2001)

Neelam Sharma Assistant Professor/ Director of Graduate Program.

B.C., Panjab University M.A., Panjab University Ph.D., Colorado State University (2018) **Program of Study**

Degree: Master of Arts



Major: Communication

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Email: Click h	ere to enter text.	(Committee mem	bers: Click	here to enter text.	, Click here to
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	DEGRE	E PROGR	AM COURSES	S		
Prefix/Num	Title	Credits	Semester	Year	Grade	Institution
General Req	uirements					
CMP 6601	Communication & Media Studies	3	Choose an item.		Choose an item.	Choose an item.
CMP 6630	Seminar:	3	Choose an item.		Choose an item.	Choose an item.
CMP 6630	Seminar:	3	Choose an item.		Choose an item.	Choose an item.
CMP 6630	Seminar:	3	Choose an item.		Choose an item.	Choose an item.
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Additional g	raduate-level CMP courses or other gra	aduate-leve	l (12-15 cr)			
CMP 5587	Rhetorical Theory (required for GTAs)		Choose an item.		Choose an item.	Choose an item.
CMP 5588	Rhetorical Criticism (or)		Choose an item.		Choose an item.	Choose an item.
CMP 5509	Communication Inquiry		Choose an item.		Choose an item.	Choose an item.
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Thesis 🗆 /	Non-Thesis 🛛	(At leas	t 15 credits must	be at 6600	D-level)	

Notes: (Substitutes/Waivers/Notes – Add additional pages as needed)

Student Signature	Department Chair (If Applicable)	Total Credits	30
		500 Level	
Advisor Signature	Dean (If Required by College)	600 Level	
		700 Level	
Graduate Program Director	Dean of Graduate School	Transfer	
GRA	ADUATE SCHOOL REVIEW ONLY		

□Transfer Credit Form Received

□Classified Status

□All Final Official Transcripts Received

Application for Graduate Teaching Assistantship

Application for	a graduate			
	X Teaching Assistantship Research Assistantship Trainee ship Fellowship			
College of	Arts & Letters	Department of	f Communication, Media, & Per	rsuasion
	Graduate major or n	minor		
	areas (order of prefe	erence		
	if needed).			
See announce	ment concerning assistantships, traine	e snips and fellowships	avalladie.	
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Present Address Home Address Place of Birth_ Citizenship Colleges Attended *(If still in colle provisional in till If you have a re	ss 	Major Field Of Study ments for the degree wil	ate of Birth Degrees Granted	Date o Degree: nancial aid ar

Purpose of taking graduate work.

What do you plan to do after receiving your degree?

Honors, fellowships or scholarships, if any, which have been awarded to you.

Assisting positions help while in college, if any, and dates.

If employed since graduation, give positions held (including present position, if any) with names of institutions or firms, and dates. In case of teaching positions, give rank or title and the subjects taught.

Names and addresses of three college teachers who will serve as references and have been requested by you to send recommendations to the dean of the college or the chairman of the department concerned.

Student's Signature _____ Date_____

(Idaho State University is an Affirmative Action/Equal Opportunity institution and does comply with the various State and Federal statutes and Executive Orders designed to insure equal opportunity.)