

# MEDIA STUDIES, MA

## Contact

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## Faculty

See Faculty for the S.I. Newhouse School of Public Communications  
(<https://coursecatalog.syracuse.edu/graduate/public-communications/>)

This program emphasizes media processes and effects. Areas of inquiry include, but are not limited to, political communication, popular media culture, social and psychological effects, and media and diversity. This program stresses media theory and research, with students exploring a topic of their choosing in a culminating thesis. It is excellent preparation for more advanced study at the doctoral level or for research-oriented jobs in the private or public sector.

This 36-credit program leads to a Master of Arts (M.A.) in Media Studies.

## Student Learning Outcomes

Students in the Media Studies program are expected to achieve the following additional learning outcomes:

1. THEORY: Apply the core communication theories and concepts of mediated communications.
2. METHODS: Apply the key qualitative and quantitative research methods used in the field of communications.
3. MEDIA SYSTEMS: Recognize the role of contemporary media systems and processes in society and culture.
4. LAW: Recognize the basic principles of the First Amendment and communications law.
5. GLOBAL DIVERSITY: Recognize the role of media in a diverse and global environment.
6. WRITING: Write correctly and clearly in forms and styles appropriate for the field of mass communication.

## Core Curriculum

(27 credits)

Code	Title	Credits
<b>Proseminar</b>		
COM 701	Proseminar for Graduate Study	0
<b>Theory Courses</b>		
COM 755	Communications Theory	3
COM 788	Theories of Media Content	3
<b>Methods Courses</b>		
COM 605	Quantitative Methods for Mass Communications Research	3
COM 606	Qualitative Methods for Mass Communications Research	3
<b>Media Law</b>		
Select one of the following:		3
COM 697	Advertising & Public Relations Law	
COM 698	Media Law	
TRF 637	Telecommunications Law&Policy	

<b>Diversity Course</b>		
COM 646	Media and Diversity	3
<b>Research Design Course</b>		
COM 601	Research Project Design	3
<b>Electives</b>		
Elective courses will be selected in consultation with the student's advisor and be relevant to the student's course of study. Courses may include those offered in Newhouse, or elsewhere in the University.		6
For the Professional Research Track, this can include an internship.		
<b>Track</b>		
Select one track		9
<b>Total Credits</b>		<b>36</b>

## Students choose one track

(9 Credits)

### Academic Research Track

Code	Title	Credits
<b>Newhouse Research/Perspectives Courses</b>		
Select two of the following:		6
ADV 645	International Advertising	
COM 600	Selected Topics	
COM 688	Origins of Contemporary Media Issues	
COM 740	Topics in Research Communication	
COM 777	Seminar in Media Effects	
MMI 617	The Changing Media Landscape	
TRF 592	Film Business	
TRF 594	Television Business	
TRF 595	Programming and Audience Analysis	
TRF 600	Selected Topics	
TRF 636	Critical and Historical Perspectives on Television, Radio, and Film	

<b>Thesis</b>		
COM 997	Masters Thesis	3
<b>Optional Benchmark</b>		
Research benchmark trip		0

### Professional Research Track

Code	Title	Credits
<b>Newhouse Professionally Oriented Research Courses</b>		
Select two of the following:		6
COM 628	Social Media Strategy and Practice	
COM 630	Topics in Digital Media Content Strategies	
COM 647	Applied Media Research	
MMI 606	Strategic Content Management	
MMI 617	The Changing Media Landscape	
TRF 592	Film Business	
TRF 594	Television Business	
TRF 595	Programming and Audience Analysis	
TRF 696	Research for Entertainment Media	
<b>Capstone Course</b>		
COM 690	Independent Study	3

Required Benchmark	
Research benchmark trip (NYC)	0