JOURNALISM (MA)

Description

The Master of Arts (M.A.) in Journalism in the School of Journalism and New Media is designed to prepare students for advanced study and professional practice in journalism and mass communication. The program emphasizes strong research, analytical, and storytelling skills; the ability to navigate a rapidly evolving media environment; and the competence to produce high-quality work across multiple platforms.

In line with ongoing curriculum development, the School of Journalism and New Media has approved the integration of three new core courses across all graduate programs. These courses strengthen theoretical foundations and methodological rigor, ensuring that graduates are well-prepared for both professional and academic pathways:

- SJNM 5560 – Research Methods (3 credits)
- SJNM 5735 – Mass Comm, Technology, and Society (3 credits)
- SJNM 6001 – Advanced Visual Intelligence (3 credits)

Students without an academic or professional background in journalism may be required to complete supplemental coursework to ensure adequate preparation for graduate study.

Electives (12 hours)

Students complete 12 hours of graduate-level elective coursework. Electives may be taken within the School of Journalism and New Media or in other departments, with advisor approval, to support the student's academic or professional goals.

Thesis or Project (6 hours) – SJNM 6997A

Students complete either a traditional thesis or an approved professional project.

- A thesis is an academic research study conducted under faculty supervision.
- A professional project is a substantial work in an appropriate medium that demonstrates mastery of journalistic, analytical, or creative practice.

Both options require:

- A formal written prospectus
- A committee-approved proposal
- An oral examination (defense)

The professional project must demonstrate the same depth and rigor as a thesis, including problem analysis, literature review, methodological framework, and bibliography.

Code	Title	Hours
Required Courses		
SJNM 5560	Research in Mass Communications	3
SJNM 5735	Mass Comm, Technology, and Society	3
SJNM 6001	Advanced Visual Intelligence	3
SJNM 5785	Television Documentary Reporting	3
SJNM 5900	Multimedia Storytelling I	3
SJNM 6100	Multimedia Storytelling II	3
SJNM 6680	Narrative Journalism	3
Electives		
Choose from the following electives:		12
SJNM 5630	The Press and the Changing South	
SJNM 5750	Mass Media Ethics and Social Issues	
SJNM 5920	Peace Journalism	
SJNM 5999A	Topics in Journalism II	
SJNM 6765	Documentary and Social Issues	
Other electives will also be possible, depending on individual students' interests.		
Plus 6 additional thesis or non-thesis hours.		6
Total Hours		**39**

Other Academic Requirements

Applicants for the IMC track will be required to complete the online application on the Graduate School website. They must submit acceptable Graduate Record Exam scores and have at least a 3.0 undergraduate GPA. The school also requires a statement of purpose and three letters of recommendation from former professors or others who know their academic and professional qualifications.