

Media Studies

Degrees Available at SIUE

- Master of Science in Media Studies
- Master of Science in Integrative Studies - Marketing Communication
- Master of Science in Integrative Studies - Media Management

Post-Baccalaureate Certificate

- Media Literacy

Program Format

The program can be completed through a mix of traditional daytime courses, evening/weekend courses, and online courses.

Media Studies at SIUE

The media studies program is designed for students who wish to concentrate in professional media practice (media message design, media campaigns, media policy, marketing communications and management) or media studies (media and politics, media influence, media ethics, media literacy, transnational media, and media representation). These concentration areas reflect the expertise of the department's graduate faculty, and thus enable students to attain high levels of competency in message design and placement, theoretical application, and research design.

The media studies master's program maintains an enrollment of about 30 students. This size assures small class sizes (normally about 8-15), personalized program advising from the graduate program director based on a student's career goals, as well as a close working relationship with the graduate faculty, particularly those directing the student's project and thesis.

Students typically begin courses in August at the beginning of the fall semester and can finish their program as early as the following fall. However, admission to the program is open all year and applications are assessed for acceptance as they arrive.

To assure that students will be able to apply the degree to their professional and intellectual goals, the program stresses a foundation in:

- Mass communication theory
- Qualitative and quantitative research methods
- Design, production and application of media messages

This core focus of the curriculum is pivotal for what practitioners in the field might need as well as what doctoral program selection committees look for when evaluating students for their programs. In short, these three core areas of curriculum concentration combine to foster:

Faculty

Graduate Program Director

Suman Mishra, PhD

Temple University
smishra@siue.edu

Undrah Baasanjav, PhD

The Ohio University

Gary R. Hicks, PhD

The University of Texas at Austin

Alex P. Leith, PhD

Michigan State University

Shi Li, PhD

Indiana University Bloomington

Musonda Kapatamoyo, PhD

The Ohio University

Mark Poepsel, PhD

University of Missouri-Columbia

Ashton Gerding Speno, PhD

University of Missouri-Columbia

Jason Yu, PhD

The University of North Carolina-Chapel Hill



Media Studies at SIUE cont.

- Critical thinking
- Analytical thinking
- Ability to communicate clearly, both written and oral
- Knowledge of the discipline
- Application of the knowledge
- Use of best practices, ethics, and values of the profession

Career Outlook

Recent graduates from the program have applied their degree professionally in television journalism, advertising, public relations, sports marketing and public policy, or have gone on to pursue law and doctoral degrees.

Admission Requirements

- Graduate School application and \$40 fee
- Submission of all postsecondary academic transcripts
- Successful completion of a bachelor's degree prior to enrollment
- Undergraduate GPA of 3.0 (on a 4.0 scale)
- International Applicants: Proof of English Proficiency, minimum requirements are TOEFL (79), IELTS (6.5) or equivalent
- Three letters of recommendation
- Academic History Information
- Statement of purpose
- Accelerated Combined Degrees: Current SIUE undergraduate students may apply for the accelerated option to earn graduate-level credit for courses taken their senior year.

Program application materials may be uploaded during the application process, but official transcripts must be sent directly from the school attended, and test scores must be verifiable with the appropriate testing service. Please contact the Graduate Admissions office with questions regarding the application submission process at graduateadmissions@siue.edu.

Students with undergraduate majors in fields other than mass communications will be considered for admission, provided that their statement of purpose, as contained in the Department of Mass Communications Graduate Program Application, shows the relationship between the undergraduate major and the MS program in media studies. Students lacking sufficient undergraduate preparation (as determined by the Director of Graduate Studies), will be required to take up to three prerequisite courses (nine hours) that will not count toward the graduate degree. With permission from the Director of Graduate Studies, these courses may be taken concurrently with those toward the Master of Science degree.

Following admission, each student should make an appointment with the graduate program director for initial advisement.

Graduation Requirements

Students may choose one of three options as part of their exit requirement:

- Thesis
- Project
- Comprehensive exam

After the thesis, project or exam is submitted and evaluated by the student's advisory committee, the student must successfully complete an oral examination conducted by the committee. The oral examination will focus primarily on the defense of the thesis, project or exam and may also cover the student's program of study.

Curriculum

Thirty semester hours of graduate credit are required for the degree. No credit will be accepted for a C or lower in the master's program; students may retake courses one time to improve a grade.

Required courses (9 hours): MC 500, 501, 502

Electives (15 hours): selected in consultation with the student's graduate advisor. No more than six hours may be taken outside the Department of Mass Communications.

Thesis or Project (6 hours): MC 599 (Thesis) or MC 598 (Final Project) or two additional graduate courses/electives for students opting to take a comprehensive exam as an exit requirement.

Contact Information

Dr. Suman Mishra
Graduate Program Director
Department of Mass Communications
College of Arts and Sciences
Phone: 618-650-5628
Email: smishra@siue.edu