



## **School of Journalism and Communication**

*We are a community of scholars and professionals dedicated to freedom of expression and public service. By integrating theory and practice, we prepare students to become professional communicators, critical thinkers and responsible citizens in a global society.*



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All SOJC faculty members (including adjuncts) are included on this list.

# Contents

<b>Master’s Programs</b> .....	7
<b>Multimedia Journalism Master’s Program</b> .....	8
<b>Strategic Communication Master’s Degree Program</b> .....	10
Checkpoints in the Professional Master’s Degree in Strategic Communication .....	12
Guidelines for Applied Communication Plans .....	13
<b>Journalism Professional Master’s Program</b> .....	16
<b>Media Studies Master’s Degree Program</b> .....	18
<b>Project and Thesis Information for Eugene-based Master’s Programs</b> .....	22
<b>Concurrent JD and Master’s Degree Program</b> .....	27
<b>Media Studies Doctoral Program</b> .....	31
Ph.D. Checklist.....	37
Ph.D. Flow Chart.....	38
<b>Graduate Certificate in Communication Ethics</b> .....	39
<b>General Information</b> .....	41
Graduate Courses .....	42
Registration .....	42
Independent Study/Open-ended Courses .....	42
Petitions .....	42
Graduation Ceremony .....	42
Continuous Enrollment Policy .....	42
Human Subjects Review .....	42
Compliance and Clearance .....	42
Human Subjects .....	42
Funding Opportunities .....	43
GTF Awards .....	43
SOJC Research and Travel Funding .....	43
Travel Funds .....	43
Research and Project Funds .....	43
Other funding opportunities .....	43

SOJC Communication and Technology .....	44
Other Support at the UO .....	44
Campus Media .....	45
If Things Go Wrong .....	45
Journalism and Communication Graduate Student Association (JCGSA) .....	45
Turnbull Center Facilities and Support .....	45
Affirmative Action and Sexual Harassment .....	47

**APPENDIX: SOJC Policies & Forms ..... 49**

SOJC Request for Reclassification from Master's to Doctoral Program .....	51
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**SOJC Forms ..... 53**

School of Journalism and Communication - Graduate Travel Funding Request.....	54
School of Journalism and Communication - Graduate Research Funding Request.....	55
Project/Thesis/Dissertation Proposal Approval Form .....	56
Faculty GTF Evaluation Form .....	57
GTF Evaluation Form .....	58
GTF Employment Duties and Expectations .....	59
Program Statement - Ph.D. Candidates.....	60

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# Master's Programs

# Multimedia Journalism Master's Program

<http://journalism.uoregon.edu/academics/grad/mmj/>

This program is based at the SOJC's George S. Turnbull Center at UO Portland, located at the White Stag Block.

The master's degree in Multimedia Journalism blends the best of journalism's past with the promise of its future. In today's fluid media landscape, successful journalists must be able to report and tell compelling stories across multiple platforms while employing the ethics and integrity that have distinguished the industry. Whether the medium is text, audio, photo or video, story development, reporting and craft form the foundation.

Classes meet either one night a week from 6-9 pm for 10 weeks or on weekends. 2-credit workshops are offered on weekends. The program can be completed in just five terms, on the schedule listed below, or negotiated at a slower pace.

**Degree Requirements (Note - This is the typical course progression. With approval from the program director, students may attend the program on a part-time basis and extend the total length of the program.)**

## Fall Term

J611 Mass Communication and Society (4)  
J610 Foundations of Multimedia Journalism (4)  
J610 Thinking Story (4)

## Winter Term

J610 Reporting Story (4)  
J610 Multimedia Practices (4)  
Elective course (4) and/or academic workshop\* (2)

## Spring Term

J610 Producing Story (4)  
J638 Story and Commerce (4)  
Elective course (4) and/or academic workshop\* (2)

## Summer Term

J596 Topic: Digital Ethics (4)

## Fall Term

J609 Terminal Project (6)

## Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded)  
Cumulative GPA of 3.00 or higher  
At least 9 credits at 600 level  
Foreign language requirement met (only if completing an MA)  
At least 10 credits of electives, which must include at least one 2-credit professional development workshop.



**\*Elective Courses**

Elective courses are offered as either 4-credit classes or 2-credit workshops. A total of ten elective credits are required. Electives should be chosen in consultation with your advisor. Workshops are generally taught by top professionals from the Portland area. The placement of elective courses and workshops in winter and spring terms on the checklist is a recommendation; these can be taken in any term. Workshops vary from term to term and may include topics such as Visualizing Information; Audio Storytelling; and Story in Stills.

**Foreign Language Requirement**

Students pursuing an M.A. degree must demonstrate competence in one foreign language. Language competence must be demonstrated within the overall seven-year limitation for completion of a master's degree. Foreign language proficiency can be demonstrated by: 1) completion of at least the third term, second year of a foreign language course taught in the language, with a grade of "C-" or "P" or better taken within seven years of the awarding of the master's degree, or 2) satisfactory completion of an examination administered by the University Testing Center, showing language proficiency equivalent to that attained at the end of two years of college study. There is no language requirement for the M.S. degree.

**Terminal Project**

The terminal project allows you to bring together the skills and concepts, art and craft you have been studying to report and produce a professional-quality multimedia project under the guidance of an MMJ advisor.

**Graduation Checklist – should be completed in order**

- \_\_\_\_\_ Advisor selected
- \_\_\_\_\_ Second advisor/editor selected
- \_\_\_\_\_ Project proposal approved and completed, and filed with SOJC
- \_\_\_\_\_ Enrolled for at least 3 graduate credits during graduating term
- \_\_\_\_\_ Applied for graduation on GradWeb by 2nd week of term in which you plan to graduate
- \_\_\_\_\_ Oral defense completed
- \_\_\_\_\_ One copy of terminal project in appropriate format approved by advisor

# Strategic Communication Master's Degree Program

<http://journalism.uoregon.edu/academics/grad/stratcom/>

The Professional Master's Degree in Strategic Communication is designed for working professionals in the Portland area. This program is based at the SOJC's George S. Turnbull Center at UO Portland, located at the White Stag Block.

The program consists of a core of required four-credit journalism and communication courses complemented by two-credit, shorter-term workshop classes. The required coursework falls into the four categories listed below, which were established in consultation with the intended audiences and following an examination of the curricula of successful programs nationally. This focus also is consistent with a recently released report from the Public Relations Society of America's Commission on Public Relations Education and with PRSA guidelines for accreditation.

## Degree Requirements

### Strategic Communication Core (14 credits total)

- J610 Strategic Communication Research and Planning (4)
- J623 Creativity in Strategic Communication (4)
- J621 Foundations of Strategic Communication (4)
- J624 Project Management and Planning (2)

### Business Core with emphasis on marketing and management (14 Credits Total)

- J616 Introduction to Strategic Communication Marketing (4)
- J618 Strategic Communication Management (4)
- J626 Strategic Marketing Communications (4)
- J624 Finance for Strategic Communication (2)

### Mass Communication Core (14 credits total)

- J595 Strategic Communication Research Methods (4)
- J611 Mass Communication and Society (4)
- J609 Terminal Project (6) (capstone course requiring applied research to develop a strategic communications plan)

### Professional Specialization Elective Core (6 credits total)

- J610 Strategic Communication Elective (4)
- J624 Strategic Communication Workshops (2) - select at least one. Topics may include:
  - Corporate Social Responsibility
  - Advanced Issues in Advertising and Marketing
  - Advanced Issues in Public Relations and Organizational Development
  - Branding
  - Crisis Communication
  - Creativity in Business
  - Global Communication Operations
  - Financial and Investor Relations
  - Political Communication
  - International Public Relations
  - Managing Political Communication
  - Marketing Communication in Health Care Industries
  - Marketing for Technology Companies
  - Media Relations
  - Professional Presentations
  - Online Communities and Consumer Generated Media (CGM)

## Sample Program Timeline

### Course requirements

### Non-course requirements

#### Year One

##### Fall Term

J611 Mass Communication and Society (4)  
 J621 Foundations of Strategic Communication (4)  
 J624 Finance for Strategic Communication (2)\*

##### Winter Term

J595 Strategic Communication Research Methods (4)  
 J616 Introduction to Strategic Communication Marketing (4)  
 J624 Academic Workshop (2)\*\*

##### Spring Term

J610 Strategic Communication Research and Planning (4)      Select and confirm committee members  
 J626 Strategic Marketing Communication (4)  
 J624 Project Management and Planning (2)\*

##### Summer Term (optional)

J624 Academic Workshop (2)\*\*  
 and/or Strat Comm Elective (4)

#### Year Two

##### Fall Term

J623 Creativity in Strategic Communication (4)      Project proposal approved by committee and  
 J6xx Strat Comm Elective (4)      submitted to Graduate Programs Office

##### Winter Term

J618 Strategic Communication Management (4)      Begin work on final project  
 J624 Academic Workshop (2)\*\*  
 J609 Terminal Project (3)\*\*\*

##### Spring Term

J609 Terminal Project (3)\*\*\*      Apply for graduation; complete final project;  
 J624 Academic Workshop (2)\*\*      defend at least 2 weeks before end of term

\*Required workshops

\*\*Students are required to take one academic workshop in addition to required workshops

\*\*\*At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation

#### Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded, at least 9 at 600 level)

Cumulative GPA of 3.00 or higher

Foreign language requirement (MA only - see below)

Students may earn either a Master of Arts (MA) or a Master of Science (MS). Only students pursuing an MA degree must demonstrate competence in a foreign language, which must be demonstrated within the overall seven-year limitation for completion of a master's degree. Foreign language proficiency can be demonstrated by: 1) completion of at least the third term, second year of a foreign language course with a grade of "C-" or "P" or better taken within seven years prior to the awarding of the master's degree, or 2) satisfactory completion of an examination administered by the University Testing Center, showing language proficiency equivalent to that attained at the end of two years of college study. Typically if students do not already have a foreign language upon entry to the program, they simply take the MS option, as there is no language requirement for the MS degree.

## Checkpoints in the Professional Master's Degree in Strategic Communication

The School of Journalism and Communication seeks to create a rigorous, yet supportive, setting for our graduate students, one that maximizes opportunity for learning and timely matriculation. To support this goal, we will conduct a series of checkpoints for all of our strategic communication master's students.

Each student will be assigned an advisor upon entering the program who is his/her primary contact regarding questions about the program during the first year. The advisor can also provide guidance in instances where a student is not able to complete the program in two years.

1. After completion of 24 credits, the student should start work with his or her advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.
2. Students may select a different advisor for their final project than their original advisor. Please note that the policy is that any individual faculty member can serve as a primary advisor on no more than three projects and on no more than four projects in any capacity. Please contact Donna Davis if you desire to switch your advisor.
3. Once a student is nearing completion of required coursework and the student and advisor determine that it is time to write the project proposal and the project itself, the student should register for J609 (Terminal Project) credits to reflect this work. A total of at least 6 credits of J609 are required for graduation; students typically register for 3 credits the term before they graduate and another 3 credits the term they graduate, though students may take more than 6 credits or may divide the credits up differently if appropriate.
4. The final term is devoted to completing and defending the terminal project, which consists of an applied research project (see *Guidelines for Applied Communication Plans*). Students sign up for three J609 credits this term, for a total of six credits of terminal project.
5. As part of the process, students will present their project in a poster format at the Turnbull Center during spring term. More details will be provided during the start of the fall term of the second year.

## Guidelines for Applied Communication Plans

1. The final project for the Strategic Communication master's degree consists of an Applied Communication Plan, in which the student will develop a complete communication plan to address a problem or issue in the field of strategic communication that is directly applicable to improving the marketing of a process, service, procedure, idea, or product.
2. The candidate will clearly define the problem or issue he or she wishes to address or solve through the applied project.
3. He or she will investigate and report past and current methods or practices used to solve the problem.
4. Since the Applied Communication Plan involves a systematic study, candidates will need to access and report adequate review of literature related to their inquiry.
5. If adequate research does not exist, the student will need to collect pertinent data that will lead to the plan development. Activities of the research performed by focus groups, long interviews, and/or other qualitative techniques involving human subjects will require the candidate to develop the question guides, collect the data, analyze the data, report the findings, and offer conclusions, limitations and recommendations.
6. The plan will include the actual materials to be used in either concept or final form, as well as a plan for tracking the results of the plan.

### Steps to Completing the Applied Communication Plan

#### Step 1: Eligibility

Before beginning the Applied Communication Plan, the candidate must have:

- A 3.0 GPA or better
- Completed or be in the process of completing all required coursework.

#### Step 2: Establish a Committee and Select a Topic

A topic should be determined at the beginning of the term in which the student signs up for his or her final courses: either Fall or Winter term. The candidate's advisor must approve the topic. The candidate should also invite a second instructor or another qualified individual (selected in consultation with the advisor) to serve as a consultant for the project. These two members make up the Applied Communication Plan committee.

Upon choosing a topic, a realistic scope of the project must be established in consultation with the advisor. The student should submit an abstract/summary (not to exceed 350 words, minimum 150 words) of the applied communication plans to the advisor by the end of Winter term (or one term before the term the student plans to graduate).

#### The abstract/summary will have the following identifying information:

- An introduction to the project, and a brief literature review on the topic.
- Main points that will be researched in the project
- Scope of work to be developed (including a list of the possible communication elements that will be created)
- Expected outcomes of the work (i.e. the potential for implementation)

#### Past topics have included:

- Developing a social media policy for first-person shooter incidents for the FBI
- Developing a rebranding schema for a healthcare company
- Developing a brand and communication plan for a non-profit organization

Candidates may choose to create the Applied Communication Plan as part of their responsibilities in their current place of employment. In this case, it is possible that some elements of the plan will be developed in collaboration with the candidate's coworkers. If this is the case, the candidate should identify which elements will be under his or her supervision and which elements he or she will be directly responsible for on the Topic Approval Form. The candidate's advisor will review the work allocation and advise on any additions to the project that might be made because of the collaborative nature of the project. The work on the communications plan may begin before approval, but should not begin more than three months before the approval of the topic.

### Step 3: Project Development

The student will develop a timetable of planned completion dates for all activities related to completing the Applied Communication Plans (see Prepare the Draft below for required elements).

### Step 4: Prepare the Draft

An initial draft of the work should be developed as the candidate is pursuing work toward completing their project. Beyond the initial draft, the candidate's committee may require several more drafts of the paper. This step serves to ensure both a high quality paper and appropriate consultation with the members of the committee throughout the Applied Communication Plan process. Organization and content of the paper should be as follows:

- Title Page (required)
- Copyright page (optional)
- Acceptance/Approval page (originals required)
- Acknowledgements (optional)
- Table of Contents (required)
- List of Tables with page references (required if present)
- List of Figures with page references (required if present)
- Body of Report:
  - Section 1 Introduction and Objectives
  - Section 2 Situation analysis and Review of Relevant Literature
  - Section 3 Target Audience Analysis
  - Section 4 Strategy Recommendation
  - Section 5 Tactical Recommendations (including sample tactics such as press releases, storyboards, etc.)
  - Section 6 Recommended timeline for implementation
  - Section 7 Evaluation plan
  - Section 8 Summary and Conclusions
- References
- Appendices

### Step 5: Process

A candidate should expect multiple drafts or revisions of their work submitted to the committee. Careful time management should be exercised to prepare the revised drafts and allow for the committee to review and respond with comments. It is the candidates' responsibility to ensure that the applied communication plan conforms to the style and format established.

### Step 6: Presentation and Defense

The committee should, at a minimum, receive a near final draft of the Applied Communication Plan no later than two weeks prior to the project defense date. The student should plan to defend the plan at least two weeks before the end of finals week for that term; the date should be agreed upon by both committee members. Keep in mind faculty commitments during the last two weeks of the term. Once you and your committee have agreed on a date, complete the online scheduling form at: <http://journalism.uoregon.edu/students/grad/graduate-student-forms/>

The candidate will present his or her work in a short (15- 20 minute) presentation to the committee, followed by a question and answer session. The committee will then deliberate and provide feedback to the candidate regarding the project. At this time, the project may be approved in its entirety, or the committee will request specific revisions to the project.

## Step 7: Completion

Upon receiving the final draft, the committee will evaluate the paper and, if approved, the committee chair will email the Graduate Programs Assistant to signal that the final version has been approved by the committee. The candidate should submit an electronic version of the completed Applied Communication Plan to the Graduate Programs Assistant no later than the last day of finals week of the term in which they intend to graduate.

Students who intend to complete the Applied Communication Plan in the summer should contact the committee members to discuss their summer schedules. It should not be assumed that faculty members are available during the summer.

# Journalism Professional Master's Program

<http://journalism.uoregon.edu/academics/grad/journalism/>

The professional master's program in Journalism is designed for students with little or no academic or professional media background who want to acquire professional skills within an intellectual context. The program begins with a summer of background and preparatory work and is followed by three quarters of course work, the final quarter of which is devoted to the creation of a professional project or completing an internship.

This program is offered on our main campus in Eugene.

## Degree Requirements

### Summer Preparatory Experience

J508 Reporting and Information Gathering (4)

J508 Visual Journalism (4)

J561 News Editing (4)

### Fall Term

J611 Mass Communication & Society (4)

J583 Journalistic Interview (4)

J562 Reporting II (4)

### Winter Term

J563 Story Development (4)

Elective or workshop (2-4)

Elective or workshop (2-4)

### Spring Term

J563 Advanced Story Development (4)

Elective or workshop (2-4)

J609 Terminal Project or J604 Internship (if project or internship has begun)

### Summer or Fall Term

J609 Terminal Project or J604 Internship (if project or internship not completed Spring term)

### Cumulative

At least 46 graduate (500 or 600 level) credits (at least 24 graded)

At least 6 credits of J609 Terminal Project or J604 Internship

At least 9 credits at 600 level

Cumulative GPA of 3.00 or higher

Foreign language requirement met (only if completing an MA)



## Foreign Language Requirement for Master of Arts option

Students may earn either a Master of Arts (MA) or a Master of Science (MS). Only students pursuing an MA degree must demonstrate competence in one foreign language, which must be demonstrated within the overall seven-year limitation for completion of a master's degree. Foreign language proficiency can be demonstrated by: 1) completion of at least the third term, second year of a foreign language course with a grade of "C-" or "P" or better taken within seven years prior to the awarding of the master's degree, or 2) satisfactory completion of an examination administered by the University Testing Center, showing language proficiency equivalent to that attained at the end of two years of college study. Typically if students do not already have a foreign language upon entry to the program, they simply take the MS option, as there is no language requirement for the MS degree.

## Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while working on their project. A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Graduate School will approve graduation (see following pages for detailed information about project requirements). Proposals for a project must be in writing and approved by advisor and program director.

## Internship

Students must be entrepreneurial and research their own internship opportunities. The internship must be approved by the student's advisor and program director and typically requires 20 hrs/week for at least eight weeks. Students register for J604 while working on their internship. Once an internship site has been identified, students must submit an Internship Tracking Form signed by their faculty advisor. Completion requirements will vary but typically include a letter of evaluation from the internship supervisor, a student self-evaluation, and often a portfolio of work completed, if applicable.

## Graduation Checklist

- \_\_\_\_\_ Terminal Project/Internship proposal approved by advisor
- \_\_\_\_\_ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- \_\_\_\_\_ Enrolled for at least 3 graduate credits during graduating term (J609/604)
- \_\_\_\_\_ Foreign language requirement completed (MA students only – See above)
- \_\_\_\_\_ Oral defense completed (terminal projects only)
- \_\_\_\_\_ One electronic copy of terminal project/internship portfolio submitted to SOJC Graduate Office

# Media Studies Master's Degree Program

<http://journalism.uoregon.edu/academics/grad/ms/>

While our professional master's programs aim primarily to teach advanced skills in preparation for employment and leadership in the media and communication industries, our Media Studies M.A./M.S. program is aligned with our doctoral program in exposing students to a wide range of ideas concerning the structure, function and role of media in society. Areas of overlapping faculty and program strength that students may study include: media institutions; ethics, law and policy; and international and multicultural diversity. (See Appendix, PhD program strengths.) Goals for individual students vary. Some seek preparation for doctoral work either in the SOJC Media Studies program or elsewhere; others may seek to return to the professions as leaders and innovators who actively contribute to improving the quality of media and communications.

## Overview of Requirements for the Media Studies Program

Candidates for the Media Studies Master's degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. The Graduate School requires that all master's candidates complete a minimum of 30 credits (24 of which must be graded) at the University of Oregon and that all work for the master's degree be completed within seven years. Courses that do not carry graduate credit (400-level and lower) are not considered in determining the graduate GPA. The program concludes with either a thesis or a project. Students typically take five or six terms to complete the program. Specific requirements follow:

- Required graduate-level courses taken in the first year of graduate studies: J611 Mass Communication & Society, J610 Media Theory I, J610 Media Theory II, J610 Media Theory III, and either J641 Qualitative Research Methods or J642 Quantitative Research Methods.
- Additional conceptual courses in the School of Journalism and Communication. Graduate seminars (J607) count toward this requirement. Courses numbered J601- J609 do not count toward this requirement, except by petition to the student's advisor and chair of the Graduate Affairs Committee. Certain 500-level courses may be considered for this requirement.
  - J600-level skills courses do not fulfill this requirement
  - Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement and must be reviewed by the Graduate Affairs Committee.
  - The additional methods course (see below) may count toward this requirement if taken within the School.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken within the School, it may count toward the additional 600-level courses (see above). If taken outside of the School, it may count toward the outside credit.
- At least eight, but no more than sixteen graduate credits (500- or 600- level) outside the SOJC. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment in the courses.
- A graduate thesis (nine credits in J503) or professional project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. A written proposal must be approved by the committee before work begins. Proposal Approval Forms are available online; see Appendix for samples. A student should register for Thesis (J503) or Terminal Project (J609) during the terms in which he or she is researching and writing the thesis or project.

## Foreign Language Requirement for Master of Arts option

Students may earn either a Master of Arts (MA) or a Master of Science (MS). Only students pursuing an MA degree must demonstrate competence in one foreign language, which must be demonstrated within the overall seven-year limitation for completion of a master's degree. Foreign language proficiency can be demonstrated by: 1) completion of at least the third term, second year of a foreign language course with a grade of "C-" or "P" or better taken within seven years prior to the awarding of the master's degree, or 2) satisfactory completion of an examination administered by the University Testing Center, showing language proficiency equivalent to that attained at the end of two years of college study. Typically if students do not already have a foreign language upon entry to the program, they simply take the MS option, as there is no language requirement for the MS degree.

## Conditional Master's Students

Some Media Studies students are initially admitted with "conditional master's" status (for example, if undergraduate GPA was below 3.00). Students are evaluated at the end of their second term of coursework. If they have maintained a 3.25 GPA or better for their first two terms of graduate coursework, they will be upgraded to full major status. A change of graduate major/classification form must be filled out by the student and approved by the department. The form is available on line in PDF format at: <http://gradschool.uoregon.edu/current-students/academic-forms>. Conditional master's students must have their status upgraded at least one quarter prior to graduation.

## Thesis or Project Options *(see also Thesis and Project information on p. 22)*

Master's students may complete either a thesis or a project as the culminating experience in the master's program.

You should choose a thesis if you plan to pursue doctoral study. This is also a viable option if you plan to work as a media consultant or manager.

A project is an option if you plan to be a working journalist or media professional. Remember, a project is much more than a class assignment and requires as much research as a thesis. Final projects have included magazine or newspaper article series, video productions, practical guides for working journalists or media professionals and applied research projects.

A written proposal is required for both a thesis and a project, and must be approved in writing by your committee before you begin work/research. Proposal Approval forms are available online (also see appendix).

## Reclassification from Master's to Doctoral Program

In special cases, a master's student admitted to the SOJC Media Studies master's program may request a change of classification to the doctoral program in Media Studies. Such a request should be made no sooner than spring term of the first year in the program and must have strong support of the student's advisor and other SOJC faculty. [See Appendix for details on reclassification request requirements.](#)

**Media Studies M.A./M.S. Checklist**

**Required Core**

- J611 Mass Communication & Society (4)
- J610 Media Theory I (5)
- J610 Media Theory II (5)
- J610 Media Theory III (5)
- J641 Qualitative Research Methods (4)
- OR
- J642 Quantitative Research Methods (4)

**Additional methods course, either inside or outside SOJC**

\_\_\_\_\_

**Additional 600-level, or approved 500-level, SOJC conceptual course(s)**

J\_\_\_\_\_

J\_\_\_\_\_

**At least 8, but no more than 16 graduate level credits outside the SOJC (2 courses minimum)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Elective graduate level credits:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thesis/Terminal Project Credits**

- J503 Thesis (at least 9 credits total)
- OR
- J609 Terminal Project (at least 6 credits total)

**Cumulative**

- At least 46 graduate (500- or 600-level) credits (at least 24 graded, at least 9 at 600 level)
- Cumulative GPA of 3.00 or higher
- Foreign language requirement met (only if completing an MA)

**Thesis or Project Checklist – Should be completed in order:**

- \_\_\_\_\_ Advisor selected
- \_\_\_\_\_ Committee and chair selected
- \_\_\_\_\_ Thesis or project proposal approved and completed, and filed with SOJC
- \_\_\_\_\_ Human Subjects Research Compliance Approval (if needed)
- \_\_\_\_\_ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- \_\_\_\_\_ Enrolled for at least 3 graduate credits during graduating term (at least 1 of J503 or J609)
- \_\_\_\_\_ Foreign language requirement completed (MA students only)
- \_\_\_\_\_ Oral defense completed
- \_\_\_\_\_ Electronic copy of terminal project submitted to SOJC OR electronic copy of thesis to Grad School
- \_\_\_\_\_ Thesis abstract submitted to SOJC (if applicable)



# Project and Thesis Information for Eugene-based Master's Programs

## Thesis vs. Project

Students in the Media Studies master's program typically complete master's theses (9 credits of J503), though some choose to do projects. A thesis requires original research to address questions about media and society. A review of relevant literature, mastery and use of an appropriate research method, and analysis of findings typically are involved.

Students in the Professional Master's programs typically do projects (6 credits of J609). A project involves the completion of a professional creative product; examples are listed below. Applied research to address practical questions (such as how to carry out an advertising campaign) may be involved.

A project differs from a thesis in one major way: A thesis presents original research that contributes to the scholarly literature of journalism and communication studies. A project, in contrast, contributes to the communications professions via applied research and/or creative accomplishment. As one faculty member puts it, a professional project is a work of journalism; a thesis is a study of journalism. The project is the culmination of your studies here and should reflect what you have learned in the program.

A project may take many forms, though all projects must be noteworthy for substance and artistic or professional quality. Past projects have included: documentary films and videos, photo essays, feature or investigative article series, handbooks for professionals (e.g., the result of synthesizing and translating scholarly research), or magazine design and layout projects, either print or digital, or works of multimedia journalism.

The project could be a well-conceptualized feature article series (for example, three 2,500-word stories) targeted to a specific publication. Such projects must show both greater depth and breadth (conceptually, stylistically and in terms of quality of research) than any single assignment completed in a single course.

Professional master's students are encouraged to devise their own projects, and to seek advice and counsel from faculty during the process. Any project must consider editorial, design, circulation, and (if appropriate) advertising trends in the contemporary marketplace. Past narrative projects include a documentation of the extinction of species in the Pacific Northwest, and a series of three profiles about the courage of people who have overcome tremendous difficulties.

More examples: Those who come to the program to jump-start a career in magazine editing or publishing could follow

the guidelines pertaining to an article series or choose a project more directly related to editing or publishing, such as an editorial make-over of an existing publication or a business plan for a start-up publication. One student prepared a guidebook for a nationwide audience of people who wish to self-publish magazines addressed to gay and lesbian audiences. Another drew upon his experience as an editor-in-chief to prepare a manual for environmental and other activist groups that wish to start their own publications.

While a project does not necessarily constitute original research, it nonetheless requires research that contributes to content substance and delineates the project's unique contribution to the professions. This research, as well as the project work itself, certainly involves methodologies — e.g., of interviewing, of library research, of examining similar projects, and of carrying out the project. **Therefore, each project must be accompanied by a paper** that describes or documents the research involved, the methodological procedures used, and lessons learned in the process.

Reminder: Project students sign up for a minimum of six credits in J609. Thesis students sign up for a minimum of nine credits in J503. Students usually sign up with their advisors for project or thesis credits.

## The Proposal

Students preparing a project or a thesis must write a proposal and gain approval from three committee members (two for the professional master's project) via signatures on the SOJC Proposal Approval Form, which is available online at [journalism.uoregon.edu/students/grad/graduate-student-forms/](http://journalism.uoregon.edu/students/grad/graduate-student-forms/). Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project. Most students have approval by the start of spring term of their first year.

All committee members (see also **Thesis and Project Committee** below) receive and approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work. Examples of past proposals are available on-line. You are encouraged to review them. Don't forget to obtain human subjects compliance approval if you are planning a thesis or project involving human subjects. See [humansubjects.uoregon.edu](http://humansubjects.uoregon.edu) for details.

**Proposal Guidelines**

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project. Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

**Guidelines for Theses**

The Graduate School has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the *Thesis and Dissertation Style and Policy Manual*, on the Graduate School website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Graduate School and you will not graduate on time.

**Thesis Proposal Structure**

Typically, a thesis proposal includes a number of sections, described below. Of course, the content and subheads under each section will vary depending on the problem you are researching, your theoretical framework and the methodology you envision.

**I. Introduction.** This should consist of a brief summary of the problem you are proposing to investigate, what question(s)/hypothesis(es) you intend to address, and how you envision doing it. While this section is the first presented, it is advisable to write this after you have completed the rest of the proposal.

**II. Review of Literature.** Here you review relevant theory and literature that will enable you to make a case for the significance of your research. This is an interdisciplinary field. It is likely you will review more than one area of literature. If so, you will probably begin with a statement similar to this: “This research draws on four areas of literature: feminist media theory; scholarship on gender roles in India; prior studies of gender and media in India and South Asia; and global studies examining gender representations in news.” You should then proceed to summarize pertinent scholarship in each category (and their interconnections). You may use subtitles to organize this review. Following this review, you should summarize the rationale for your research question(s) or hypothesis(es) drawn from all the area(s) of literature you have reviewed. Finally, you should clearly state your main research question(s) or hypothesis(es).

**III. Methodology.** Here you describe your methodological plans as specifically as you can. Of course, the considerations you discuss here will vary depending on the nature of your research, e.g., whether quantitative or qualitative. The following are considerations you may need to discuss in a quantitative thesis: unit of analysis; population; sampling procedures; research instruments (questionnaire, coding categories); and reliability and validity. Everyone — regardless of method — will need to discuss the resources to be drawn upon and how they will be analyzed or interpreted. Some discussion of the limitations of your chosen approach(es) also may be appropriate.

**IV. Outline of completed thesis.** Outline the chapters you anticipate will comprise your completed thesis with a sentence or two describing each chapter. Typical chapters in a quantitative thesis are: Introduction; Review of Literature; Methodology; Results; Discussion; Conclusions. Often a chapter on Historical (or other) Context of the Problem also is included and precedes (or sometimes follows) the Review of the Literature. In a qualitative thesis the organization is often similar up through the methods chapter. Presentation and discussion of results should be organized in consultation with the committee.

**Project Proposal Structure**

The organization of a project proposal typically parallels that of a thesis proposal, including the following:

**I. Introduction.** A brief summary of what problem, topic(s) or issues you intend to address, and how you envision doing it. A couple paragraphs to a page should be sufficient. Even though this section is the first presented, it is best to write this after you have completed the rest of the proposal.

**II. Background research.** Report any research that helps make a case for the significance of your project and provides professional context. At least two types of background research are relevant here: research that contributes to content substance, and research to delineate the project’s unique contribution to the professions.

**III. Methodology or Procedures.** Describe the procedural decisions and plans that will enable you to carry out the project. Obviously, different types of projects will require very different kinds of procedures. A student doing applied research (e.g., for an advertising or public relations campaign)

may use essentially the same methods as a student carrying out a social scientific thesis. Creative projects will involve completely different types of procedures and methodologies, depending on the project. The methodological decisions involved in planning and writing a work of literary nonfiction, for instance, will usually be very different than for making a video documentary.

**IV. Description of completed project.** Describe what you anticipate your completed project will look like.

### Your Advisor

When you arrive at the SOJC, you will be assigned an advisor by the Associate Dean for Graduate Studies, based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with him or her soon after beginning the program, and he or she will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to stick with your original advisor through completion of your thesis or project, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

**Your advisor is the chair of your thesis/project committee** and will help guide your proposal and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, someone who is interested in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute experience in some areas.

### Thesis or Project Committee

For Media Studies students, the master's committee is made up of a minimum of three members, including the advisor/chair. At least two members must be regular SOJC faculty. Your chair is a tenure-line faculty member; other SOJC faculty on your committee may or may not be tenure-line. Aside from

the minimum of two SOJC faculty, the third member may be someone from outside the SOJC — faculty from another department, or a professional, an expert, etc.

Students in the professional master's programs are NOT required to form a three-person committee. Instead you will work with your advisor and a second reader to write a project proposal (follow same process required for other master's students, but with two instead of three readers/committee members approving the proposal). The second reader may be anyone who your advisor approves as appropriate. He or she may be another member of the SOJC faculty, a faculty member outside of the SOJC, a professional in the community, or a subject matter expert.

The thesis/project committee is student-chosen and based on faculty expertise. Members should be selected for their ability to contribute to your work. You should also make sure committee members will be available to serve on your committee during the terms you intend to do your work; be sure to ask potential committee members about future plans (fellowships, sabbaticals, Fulbrights, etc.). This is especially important if you plan to graduate during the summer quarter, as many faculty hold a nine-month appointment and are not available summer term. Because of this, the Graduate School does not guarantee graduation summer term.

Students generally choose committee members after the advisor is chosen but before the proposal is written. Your advisor — the committee chair — can be involved in selecting other committee members. Beyond approving your project proposal, the role of members varies from committee to committee. You may have one who was selected for his or her expertise in your method or another outside area; you can then rely on that person for help in that area. Others may be general readers who read your chapters as you complete them. Based on discussions with your committee, you may submit draft chapters to all members, or you may submit them only to your chair and have other members read only your revised chapters.

In any case, the role of your committee members should be discussed early in the process between the student and advisor; your advisor should help you determine a way to make the committee function smoothly. Additionally, committee members should be told up front what you expect from them. Your entire committee reads your finished work and gathers for your oral defense to approve your thesis or project.



## How to begin your Thesis or Project

The topic is your choice. You may come up with it through courses, conversations with faculty, your own interests, etc. Talk with faculty and other students to determine whether your idea is feasible. You should have a working idea by the start of your second year of graduate school (or at least by the term preceding the term you intend to write your project). Then, working with your advisor, write the proposal; see above.

## Oral Defense

**All students must hold a public oral defense.** The oral defense takes place after you've completed your thesis or project. If you've completed all appropriate steps, a defense is a lively conversation between you and your committee about your work. The key is to make sure your committee supports your work prior to your oral defense. Your committee members must not agree to the defense if major revisions will be necessary. Expect your committee to find minor problems and make suggestions at the oral defense. At the end of the defense, your committee must either approve or disapprove your work; approval is necessary before you can graduate. It is common for committees to approve with changes and list changes that need to be made.

Consistent with School of Journalism and Communication policy, the oral defense is intended to be a public discourse and, as such, will be announced prior to the event.

**Important: As soon as you have agreed upon a date and time with your committee, you must schedule the defense with the Graduate Programs Office using the online scheduling form: <http://journalism.uoregon.edu/students/grad/graduate-student-forms/>**

## Thesis or Project Approval; Graduation

An Application for Advanced Degree form must be filed online with the Graduate School by the second week of the term you plan to graduate. You can locate the application on the Graduate School web site. For master's students, your application for degree generates the rest of the necessary paperwork. Specific dates and deadlines are listed on the Graduate School web page.

Projects are not subject to Graduate School approval; theses are. Therefore, theses require more paperwork. Overall, the SOJC Graduate Coordinator tries to work with you to ensure all appropriate forms are submitted on time, but it is advisable to keep in close contact with her to make sure your file is kept up to date.

Remember that students completing theses do not have the

entire term they intend to graduate to complete their work. In order to meet deadlines for scheduling oral defenses and obtaining Graduate School approval, students should plan to dedicate only one-half to two-thirds of the term they intend to graduate to completing their thesis. The student must also allow time for the committee to review the thesis before the oral defense (a minimum of 10 working days recommended) and time for corrections to be made after the oral defense (a minimum of five days recommended).

**Projects:** Submit one electronic copy of your final project, in pdf format, to the SOJC Graduate Coordinator. You do not need to submit a copy to the Graduate School.

**Theses and Dissertations:** Submit one electronic copy of your final project, in pdf format, to the SOJC Graduate Coordinator. You must also submit an electronic copy of your thesis to the Graduate School by the stated deadline. A copy of your final project or thesis must be received by the stated deadline (check Graduate School and SOJC websites for dates) in order for you to graduate.

## Master of Arts (M.A.) Requirements

The M.A degree requires proficiency in a second language. The second-language requirement may be met in one of the following ways:

1. Completion of at least the third term, second year of a second-language course taught in language, with a grade of C- or P or better taken within seven years of earning the master's degree.
2. Satisfactory completion of an examination administered by the UO Testing Center with at least a 25th percentile score.
3. For students whose native language is not English, this requirement is automatically met.

The Master of Science degree has no foreign language requirement.



# Concurrent JD and Master's Degree Program

# Concurrent JD and Master's Degree Program

<http://journalism.uoregon.edu/graduate/concurrent-jd-and-masters>

## Description:

This degree program offers concurrent Juris Doctorate (JD) and Master of Arts or Master of Science (MA/MS) in Media Studies degrees, allowing students to condense the time frame for achieving both degrees and enjoy the advantage of an interdisciplinary focus in the journalism and communication field. The School of Journalism and Communication (SOJC) at the University of Oregon draws upon the strengths of our campus community and our connections to the professional area of the Pacific Northwest. Students have the opportunity to take SOJC coursework in the social sciences and humanities, in addition to the professional coursework of the School of Law. The MA/MS in Media Studies introduces students to the social, cultural, international, and ethical aspects of journalism and communication issues through completion of two areas of concentration, completion of a thesis or terminal project, and the possible opportunity to complete a communication internship.

This concurrent degree program provides students who have the time, qualifications, and commitment:

- a broad base of legal and communication skills supporting an expanded range of career paths;
- exposure to an array of professionals in the legal and communication communities;
- a wide range of complementary course work and skills development not otherwise available;
- opportunities for both legal and communication internships (communication internship is not guaranteed, but is possible, contingent on resources, time, and the needs and interests of the individual student); and
- opportunity to complete a master's thesis, demonstrating an ability to complete an original research project combining knowledge of the fields of both law and communication studies. A terminal project option may be appropriate in some cases.

The program allows students to receive 2 degrees in 4 years rather than the standard 5. To obtain the JD, a concurrent student need complete only 75 semester hours in law courses (a reduction from the requirement of 85). To obtain the MA/MS degree in Media Studies, a concurrent degree student will need to complete the full 46 quarter hours of SOJC coursework, which can include up to 16 quarter hours (up to 12 semester hours) of credit from other schools or departments in relevant coursework.

The two degrees are separate, with each school maintaining the academic probation, course, and grade requirements for its own degree program. Note that for the Media Studies MA/MS degree, students in the concurrent program must take at

least one of the three required SOJC conceptual seminars in a graduate level media law or media ethics course approved by the student's advisor.

The order in which concurrent degree students complete their coursework may vary. Although in all cases the first two years of the concurrent degrees program comprise core coursework for both the JD and the MA/MS, some students will complete one year of Law School coursework and then begin their core master's coursework in their second year. Others will start with core master's coursework and then enter Law School in their second year.

After the first two years, students ideally should arrange their remaining coursework such that SOJC and Law School coursework are not taken at the same time. The School of Law and the SOJC operate on different academic calendars, the former being on a semester system, and the latter on a quarter system. In addition, tuition rates may differ between the two units, although University policy will determine applicable tuition and fee charges.

After the first two years a student will still need to complete a master's thesis or terminal project. Those credits should be taken during the spring and summer, immediately following required SOJC coursework or during a subsequent summer. Note that it is possible for a student in the joint program to complete all SOJC coursework, including the thesis, during one full academic year and summer. The outside Law coursework required for the MA/MS ideally should be done while the student is taking other Law coursework.

## SPECIFIC COURSE REQUIREMENTS

Concurrent degree students in the Media Studies MA/MS program must complete the following:

- Four required graduate-level courses taken in the first year of graduate studies: Mass Communication & Society (J611), Media Theory I (J610), and either Qualitative Research methods (J641) or Quantitative Research Methods (J642).
- Three additional 600-level conceptual courses in the School of Journalism and Communication. At least one of these conceptual courses must be in law or ethics, as approved by the student's advisor. Graduate seminars (J610) may count toward this requirement; other courses numbered J601-J609 and J600-level skills courses do not count toward this requirement.
  - Certain 500 level courses may be considered for this requirement, but the student must petition his or her advisor and the chair of the Graduate Affairs

Committee for permission.

- Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement and must be reviewed by the GAC.

- One additional methods course. This course may be taken within or outside of the SOJC. If taken within SOJC, it may count toward the three additional 600-level courses (see above). If taken outside of the School, it may count toward the 16 quarter credits permitted from non-SOJC units.
- At least 8, but no more than 16 quarter (or up to 12 semester) graduate (500- or 600- level) credits in the Law School or other units. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
- A graduate thesis (nine credits in J503) or terminal project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. The committee must approve a written proposal before work begins. Proposal Approval Forms are available on-line. Students should register for Thesis (J503) or Project (J609) during the terms in which they are researching and writing their thesis or project.

If a student fails to complete the MA/MS degree, only 5 semester hours of non-law course work can be applied toward the JD degree. If a student fails to complete the JD degree, the entire program in Media Studies must be completed before the MA/MS degree can be awarded.

As the academic year for the SOJC runs into June and the Law students finish earlier, students intending to graduate with the concurrent degree must plan to complete requirements for the Media Studies MA/MS by winter term of the graduation year.

### ADMISSION TO THE PROGRAM

Students must apply separately to, and be admitted by, both the School of Law and the Media Studies Master's program of the School of Journalism and Communication.

For the law school, applications are accepted beginning in September with the priority deadline being March 1. Applicants will be notified in writing of the committee's decision between February 7 and April 15 depending on application volume. Applicants must submit the following items to the School of Law before being considered for admission:

- application form
- application fee

- Law School Admission Test (LSAT)
- LSDAS report
- Recommendations
- TOEFL (international students only)

For the MA/MS in Media Studies Program of the SOJC, applications will be accepted until March 1, consistent with the Law School deadline. However, applicants wishing to apply for a Graduate Teaching Fellowship or scholarship should apply by February 1. SOJC admits students for fall term only. Applicants must submit the following items to the MA/MS in Media Studies Program before being considered for admission:

- online application form (we receive this automatically when you apply online)
- résumé
- statement of purpose
- 3 letters of recommendation
- official transcripts from all universities/colleges you have attended
- official GRE scores sent to SOJC directly from ETS. The LSAT may substitute for the GRE Because GRE scores demonstrate quantitative aptitude (in addition to the verbal and analytic aptitude demonstrated on the LSAT), those who do not submit GRE scores are encouraged to demonstrate their quantitative aptitude to the SOJC Graduate Affairs Committee in other ways. This can include specifically identifying relevant courses from transcripts, providing other standardized test scores in addition to the LSAT, documenting relevant research or work experience, or by having letters of recommendation writers address the issue. You are required to submit a copy of your law school application, which must include LSAT scores.
- TOEFL or IELTS (non-native English speakers only)
- UO Admissions Office must receive a \$50 application fee (submitted with your online application) and an official transcript from any university/college where you received a degree.

For further information on application requirements and procedures:

- Media Studies Master's Program web page at <http://journalism.uoregon.edu/academics/grad/ms/> or contact Dr. Leslie Steeves, Associate Dean for Graduate Affairs and Research at 541-346-3751 or [lsteeves@uoregon.edu](mailto:lsteeves@uoregon.edu);
- School of Law web page at [law.uoregon.edu](http://law.uoregon.edu) or contact the School of Law Office of Admissions, 541-346-3846 or toll free at (800) 825-6687.



# Media Studies Doctoral Program

## Ph.D. Program in Media Studies

<http://journalism.uoregon.edu/academics/grad/ms-phd/>

### Description

The doctoral program trains candidates to do research on a broad array of interdisciplinary questions related to media studies. The school features faculty and coursework that explore the cultural, economic and political analysis of media and society. Three overlapping areas of faculty and program strength are: media institutions; ethics, law, and policy; and international and multicultural communication. The Ph.D. program emphasizes an appreciation of both quantitative and qualitative methodologies, we also place a strong emphasis on preparation for teaching in the context of higher education. Faculty in departments and schools outside Journalism and Communication have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

### Doctoral Program Strengths

The University of Oregon's doctoral program in Media Studies requires a broad overview of theory and research in the field of media studies and exposure to both qualitative and quantitative methods. Our program encourages each student to develop an inside and outside area of specialization. Each student's program is closely monitored to assure adequate preparation for comprehensive exams and dissertation research, and students work closely with advisors and other faculty in small seminar settings and via independent study.

We also place a strong emphasis on preparing our doctoral students for teaching in the context of higher education. All Media Studies doctoral students are required to take a course on Teaching and Professional Life. In addition, doctoral students have opportunities to serve as primary instructors in undergraduate courses, according to their areas of professional and conceptual expertise. The University of Oregon's Teaching Effectiveness Program (TEP) offers numerous workshops that supplement this emphasis in our doctoral program.

Alongside an emphasis on theoretical and methodological breadth and our teaching focus, the doctoral program in Media Studies provides resources for research in three primary areas of strength: communication institutions; ethics, law and policy; and international and multicultural communication. We note that these areas are neither mutually exclusive nor exhaustive. For instance, dissertation topics have examined issues of policy within institutions, and diversity in the context of international communication. Additionally, it is possible to complete a dissertation on topics not considered areas of program strength. For instance, past doctoral students have successfully pursued dissertations that examine audiences and media effects.

**Media institutions.** A number of our faculty have expertise in the following: political economy of communication; media history; newsroom sociology; community media; new technologies and management of technological change; media management; government/media relations; organizational-public relations; consumer behavior; social effects of media; and media literacy. Resources outside of the SOJC include Departments of Political Science, Sociology, Psychology, History, the Lundquist College of Business, the School of Law, and the College of Education, and the Cinema Studies Program.

**Ethics, law and policy.** Some of our faculty have expertise in the areas of communication ethics, visual ethics, philosophy of communication, media law, media regulation, online privacy, public policy, and communication and democracy. Our graduate certificate in Communication Ethics complements this area of strength. Resources outside of the SOJC include Departments of Philosophy, Psychology, Political Science, Religious Studies, Sociology, Planning, Public Policy & Management, and the School of Law.

**International and multicultural communication.** We view international and multicultural communication as intertwined and inseparable. Areas of international expertise include development communication, international political economy, globalization, international advertising, international public relations and comparative law, policy and ethics. Areas of expertise on multicultural diversity include feminist media studies; race, ethnicity and media; and alternative media. Resources outside of the SOJC include programs in International Studies, Comparative Literature, Peace Studies, Latin American Studies, Asian Studies, European Studies, Scandinavian Studies, and Russian and East European Studies. Additionally, the Center for Asian and Pacific Studies, the Canadian Studies Committee and the African Studies Committee encourage research and may provide financial support. Resources on multiculturalism include the Departments of English, Philosophy, Sociology, and Anthropology, and programs in Ethnic Studies, Women's and Gender Studies, and Cinema Studies. Women's and Gender Studies offers a graduate certificate program that several of our doctoral students have found valuable. The History Department has provided expertise and assistance to our students pursuing historical analyses related to media and diversity. The Center for the Study of Women in Society may provide opportunities for dialogue as well as financial support. The Center on Diversity and Community also may offer financial support.



## Degree Requirements

Candidates for the Ph.D. degree typically take about 80 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's prior graduate study experience. The program concludes with a dissertation. The Graduate School requires that doctoral students spend at least one academic year (three consecutive terms of full-time study with a minimum of 9 completed graduate credits per term) in residence on the Eugene campus after being accepted into a doctoral program. All coursework leading to the doctoral degree must be completed within seven years. Specific requirements are:

*Core sequence.* Within the first three terms of study, students complete the core sequence of courses: Teaching and Professional Life (J619), Media Theory I (J610), Media Theory II (J610), Qualitative Research Methods (J641) and Quantitative Research Methods (J642), and Media Theory III (J610). Advanced Doctoral Seminar (J643) is taken during the first term of the second year of study.

*Methodology Courses.* At least two additional methodology courses must be taken. These courses may be taken outside the School.

*Media Studies Specialty.* Each student must specify an area of expertise within the SOJC. An area of specialization may coincide with the current areas of faculty expertise or may represent another area within the field of communication/media studies. The area of specialization must be supported with relevant course work, which typically includes 3-4 courses (12 credit minimum) in the SOJC, although courses outside the school may also be appropriate.

*Outside Field.* In close consultation with their advisor, each student designs an integrated outside-related field component consisting of 3-4 courses (12 credits minimum) for his or her course of study. The Ph.D. program stresses the interconnectedness of communication/media studies with other disciplines; therefore, the outside field may involve more than one outside department.

*Methodological Tool Requirement.* The student's committee may require additional methods courses depending on the student's specific research aims within and/or outside the SOJC.

*University Teaching.* A seminar in teaching is required of all Ph.D. students. After completing this course, appropriate teaching experience in the SOJC will be arranged and coordinated by the Graduate Affairs Committee and the Director of Graduate Studies.

*Comprehensive Examination.* After course work is complete, the student, the advisor, and the student's comprehensive examination committee will schedule an examination that synthesizes what the student has learned (see p. 34).

*Proposal Approval.* Within one or two terms of the comprehensive exam, the student must complete a dissertation proposal in consultation with his or her chair and committee members. Once the proposal is complete, the student must arrange a meeting with the committee to discuss the proposal and agree on any changes. The student should bring proposal approval forms to the meeting. Once the proposal has been approved by all committee members, the student may advance to candidacy and begin work on the dissertation. It is expected that doctoral students will advance to candidacy within two terms of passing the comprehensive exam.

*Dissertation.* A dissertation is the final step in the doctoral program. Students must enroll for at least 18 credits of J603 after passing the comprehensive exam. Though students must maintain continuous enrollment in the University from entry to degree completion, only 18 credits of J603 will be counted towards the dissertation requirement. (An incomplete will be recorded for all J603 credits until the dissertation is completed.) The dissertation is a professionally central experience in the design, conduct, and dissemination of original research.

## Advisors

You will be assigned a temporary advisor by the SOJC Director of Graduate Studies based on your expressed research/professional/academic interests. You are responsible for choosing a permanent advisor. Your advisor helps develop your schedule of classes and gives advice concerning course choices. It is recommended that you see your advisor at least once per term. You may change your advisor at any time. You may want to change advisors if your interests change or if you find a faculty member with whom you want to work closely. Make sure that the faculty member agrees to work with you and then notify both the Graduate Coordinator and the Director of Graduate Studies of the change.

## Program Statement

After all of the core course requirements have been completed, usually at the end of the first year, each student submits a Program Statement to the Graduate Affairs Committee. The program statement tells what courses the student has taken or intends to take, how they fit together and where they lead. The statement should specify the student's media studies specialty and outside field. Program Statement guidelines and deadline for submission will be distributed to each student early in the Spring quarter (see appendix).

## Satisfactory Progress

In order to retain GTF funding and continue in the PhD program, students must be making satisfactory progress toward

the degree. This is defined as: no incompletes for more than one term; comprehensive exams passed by end of 3rd year; approved dissertation proposal by Fall term of 4th year.

### Comprehensive Exams

The comprehensive exams are undertaken by the doctoral student after completing all Ph.D. coursework. Most students complete their exams by Fall term of their 3rd year. The student and his or her advisor confer and agree that the student is ready to take the exams. Students also must be enrolled for at least three graduate credits the quarter they intend to take the exams.

At this point, if not before, the student, in consultation with the advisor, chooses an exam committee. The committee will be composed of three SOJC faculty and one member representing the outside area developed by the student. The student's Program Statement should help guide the exam committee in devising the comprehensive exam.

There are four exams, each four hours long for native English speakers and six hours long for non-native speakers. Exams may be scheduled in any order by the student but must all be administered within a two-week period. Exams must be taken at the SOJC in a designated space at the agreed upon time. A student may come to an exam with a two-page bibliography, but otherwise no notes, books, journals, disks, or other ancillary materials.

The exams cover four knowledge areas: overview of media theory & research; media studies methodology; a designated in-SOJC specialty (e.g., international communication); and an approved outside-the-School area of study. The student, in consultation with the advisor, will choose at least three other faculty members to represent these areas with each faculty member responsible for creating one exam. The advisor is responsible for overseeing the creation of the exams, arranging for their administration, discussing results with the exam committee and calling for the oral exam.

Each student, regardless of performance on the written exam, will participate in an oral exam, which should be scheduled 1 to 2 weeks after the last written exam. A student whose performance on any part of the written exam falls short of expectations will have the opportunity to better his or her performance at the oral exam. However, the oral cannot in every case make up for poor written response. If a student does not perform satisfactorily on the oral and/or written exams, the student will be permitted to retake any portion of the exam no more than once. The oral exam should be scheduled 1 to 2 weeks after the last written exam.

### Dissertation Proposal

The dissertation topic is the student's choice. You discover your topic through courses, conversations with faculty, your own interests, etc. Talk to faculty and other students to determine whether your idea is feasible.

You should work with your advisor and committee members to write a proposal. This is a required step and should include what you want to study, what theory and research grounds it, how you plan to study it, and why it should be studied. (See earlier section on Thesis Proposal Guidelines.) Proposals vary in length (though are usually no longer than 30-40 pages) and can contribute to the content of your finished dissertation. Your proposal must be approved in writing at a meeting of your dissertation committee, using the Proposal Approval Form available from the SOJC website (also see Appendix). Upon approval of the proposal, you may advance to candidacy. Note that dissertation credits may not be earned until you have advanced to candidacy. Therefore it is advisable to complete your proposal and hold a proposal meeting within a term of completing the comprehensive exam.

If the written portion of the comprehensive exams are very strong, it is possible that there will be time during the oral exam to discuss the dissertation proposal. It is a good idea for students to submit a 1-3 page topic idea prior to the oral exam, so that the committee members are prepared to discuss the tentative dissertation topic if time allows.

Some advisors recommend that students circulate a 1-3 page topic idea even earlier, at the time that they are discussing comprehensive exam questions with committee members. This allows committee members to include question components related to the student's research interests. It is important to realize, however, that the comprehensive exams and the dissertation are two separate exercises. The comprehensive exams cover broad areas of literature in the four areas described above, and also addressed in the program statement. Students should not expect that questions will focus narrowly on their dissertation interests.

### Advancement to Candidacy

Once the student passes the written and oral exams and has an approved dissertation proposal, a "Report on Examinations for Advancement to Candidacy for the Doctoral Degree" form must be filed online with the Graduate School via GradWeb. Part of this form is completed by the SOJC, and part of it is completed by the student. Both parts of the form must be properly filed for the student to be officially advanced to candidacy and allowed to register for additional terms.

All exams must be completed and a recommendation to

advance the candidate must be submitted by the chair no later than the last day of the term (usually Friday of finals week) to be considered advanced in that term. Only after the student has been advanced by the department will they be allowed to register for dissertation credits.

### Dissertation Committee

Your advisor serves as your dissertation advisor, and your exam committee typically serves as your dissertation committee, although there are exceptions. Dissertation committees are made up of at least four people: three faculty members from the SOJC and one faculty member from outside the SOJC. Dissertation committees should be chosen and the names of committee members submitted to the SOJC Graduate Programs Office, who will then file the committee with the Graduate School. The committee should ideally be formed within one month after completing comprehensive exams; the absolute deadline is six months before the oral defense of the dissertation. You will not be allowed to hold an oral defense or graduate unless this six-month requirement is met.

### Writing the Dissertation

Each student's experience in researching and writing a dissertation is different depending on many factors, including: the nature of the research; the student's relationship with advisor and committee; and individual styles and preferences.

As noted above, it is required that each student arrange a meeting with the dissertation committee after the proposal has been circulated. Such a meeting can be extremely valuable in: making sure all committee members agree on the research plans; identifying areas of reservation and concern; discussing a tentative timetable for completion; and agreeing on procedures for feedback (e.g., whether all committee members want to see chapters as they are written or whether the advisor will provide feedback prior to broader distribution).

Once the proposal has been approved, it is generally preferable that the advisor provides feedback on chapters prior to circulation among all committee members. This usually helps minimize confusion that can result from conflicting suggestions. Certainly there are exceptions, however, e.g., when a committee member has greater expertise in a particular area than the advisor does.

Getting timely feedback from advisors and other committee members can be a problem for doctoral students. The problem usually can be reduced via frank and early discussions to agree on how much time committee members need for reading and responding and what times of the year members may be unavailable. If the problem becomes extreme or seems unresolvable, you should talk to the graduate director.

### Guidelines for Dissertation

The Graduate School has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the *Thesis and Dissertation Style and Policy Manual*, on the Graduate School website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Graduate School and you will not graduate on time.

### Applying for Graduation

An application for advanced degree form must be submitted on-line via the Grad School web site by the second week of the term you plan to graduate. This signals to the Graduate School and the Registrar's Office that you intend to complete your degree that term. If your plans change, contact the Graduate School to withdraw your application.

### Oral Defense

An oral defense takes place after you've completed your dissertation. You must apply for your oral defense in GradWeb at least 3 weeks prior to the defense date; see the Graduate School website for application procedures. If you've completed all the appropriate steps, an oral defense is basically a conversation between you and your dissertation committee about your work. The key is to make sure your committee supports your work prior to your oral defense.

In fact, when your committee members agree to the oral defense, they are indicating approval of your work except for very minor revisions. **A committee member should never agree to attend an oral defense if he or she believes that major revisions will be needed and require more than two weeks to complete.** Following the defense, the committee must either approve or disapprove your ability to orally discuss your dissertation. The committee will also likely require minor revisions before you may submit the dissertation to the Graduate School.

Consistent with University of Oregon policy, the oral defense of the dissertation is intended to be a public discourse and, as such, will be announced on the day of and one week prior to the event.

### Dissertation Approval & Submission

Upon successful completion of your oral defense, your committee chair must submit the Certificate of Completion, signed by all committee members, to the Graduate School, signaling that your defense was successful and that only minor revisions remain on the dissertation itself.

Once you have made all the revisions requested by the committee, you must upload a PDF copy of your dissertation,

along with final approval forms, to the Graduate School no later than Monday of week 10 of the term of graduation. Procedures, forms, and exact deadlines are available on the Graduate School website. That office will review the dissertation to ensure compliance with formatting requirements; nearly all dissertations require at least minor formatting corrections after initial submission.

### Teaching Opportunities

Nearly all doctoral students and some master's students serve as Graduate Teaching Fellows (GTFs) during their studies because this program places a strong emphasis on training candidates to be effective teachers. There are several types of fellowships available, including research and editorial assistance and for combined responsibilities; however, most GTFs involve teaching assistance. Initial GTF assignments for teaching are made by matching students' intellectual and professional backgrounds with needs in our schedule. As GTFs become more familiar with the curriculum and also enhance their areas of knowledge, they are strongly encouraged to consult with their advisors and the graduate director about new assignments that will diversify their teaching portfolios. Every effort will be made to accommodate reasonable requests and to provide more than one GTF experience. However, usually not all requests can be granted—or granted at one time—because of scheduling difficulties or multiple requests for the same course. Note that doctoral students' GTF requests generally have priority over master's students' requests.

Regardless of course assignment, GTFs are encouraged to work closely with faculty supervisors to identify what the GTF will assist with, including expanding the curriculum and/or in giving guest lectures. Of course, these initiatives should be taken within the hours agreed to in the GTF contract.

The SOJC makes an effort to provide interested candidates with an opportunity to be the primary instructor for a course during his or her residency in the program. This is not a guarantee, however, and is based in large part on the doctoral candidate's performance in assisting classes and in his or her program of study. The faculty must have ample evidence that the candidate is ready to be a primary course instructor. Additionally, all undergraduate teaching assignments are based on an evaluation of the overall needs of the undergraduates in the program. A qualified doctoral student will be assigned a class when there is a need for the class and the doctoral student's services are not otherwise needed for teaching assistance. All doctoral students assigned to teach classes are also assigned faculty mentors who can help with course preparation and with questions and problems that may arise.

Doctoral candidates are asked to delineate their teaching goals when they develop their program statements in spring of their first year (due May 1). Candidates should work closely with advisors to evaluate their teaching experience thus far and establish realistic goals for obtaining additional experience in preparation for faculty positions. Following the approval of the program statement, candidates are urged to communicate frequently with their advisors and the graduate director, to assure that teaching goals are honored, as feasible in the schedule.<sup>1</sup> It is important to emphasize that doctoral candidates vary greatly in their preparation to teach undergraduate courses offered in our program as well as in their desire to teach. Some come to the program with substantial teaching and/or professional experience, whereas others have had very little. Some have had substantial experience, but not in areas of need in our program. Some with substantial teaching experience choose to focus their attention primarily on research, as they do not need to enhance their teaching portfolios. Hence, GTF assignments and decisions about primary course instructors are necessarily individualistic. The graduate director, the graduate affairs committee and the associate dean make every effort to be fair and to maximize doctoral students' opportunities to grow as teachers, while also making appropriate assignments and considering resource constraints.

### GTF Duties and Expectations

A successful GTF experience requires clear and open communication between the GTF and instructor. GTFs and instructors should jointly fill out a GTF Duties and Responsibilities form (see Appendix) at the beginning of each term. This helps assure agreement on the division of labor. It also helps assure that the GTF's responsibilities will not consume more hours than required in the GTF contract.

### GTF Evaluation

GTFs are evaluated in two ways. At the end of teach term, supervising professors are asked to evaluate GTFs using a paper evaluation form. Copies of those evaluations are returned to the GTFs and also filed. (See Appendix.) Additionally, GTFs teaching their own courses or assisting with a lecture class are evaluated by students via the University's online course evaluation system.

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<sup>1</sup> The summer session provides opportunities for doctoral student teaching. Usually the only courses offered in summer are those that are required and therefore guaranteed to fill. Faculty are invited first to teach. If faculty are not interested in teaching courses that must be taught, doctoral students are invited to make requests. Doctoral students with proven skills in teaching the courses may be selected to teach. Additionally, summer grading opportunities usually are available at an hourly wage. All interested GTFs are invited to apply for summer grading. Every effort is made to distribute the hours such that all qualified applicants have a grading assignment.

# Ph.D. Checklist

Total credit near 80 graduate level (500- or 600-level) with a cumulative GPA of 3.00 or higher.

## Core Sequence:

- \_\_\_\_\_ J619 Teaching and Professional Life (4) Fall of first year
- \_\_\_\_\_ J610 Media Theory I(5) Fall of first year
- \_\_\_\_\_ J641 Qualitative Research Methods (4) Winter of first year
- \_\_\_\_\_ J642 Quantitative Research Methods (4) Winter of first year
- \_\_\_\_\_ J610 Media Theory II (5) Winter of first year
- \_\_\_\_\_ J610 Media Theory III (5) Spring of first year
- \_\_\_\_\_ J643 Advanced Doctoral Seminar (5) Fall of second year

## Media Studies Specialty (minimum 12 credits):

- |        |       |        |       |
|--------|-------|--------|-------|
| J_____ | _____ | J_____ | _____ |
| J_____ | _____ | J_____ | _____ |
| J_____ | _____ | J_____ | _____ |

## Outside Field (minimum 12 credits):

- |       |       |       |       |
|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

## Additional Methodology (at least 2 courses):

- \_\_\_\_\_ 5/600
- \_\_\_\_\_ 5/600
- \_\_\_\_\_ 5/600

## Dissertation:

- \_\_\_\_\_ J603 Dissertation (at least 18 credits)

## Non-course requirements:

- \_\_\_\_\_ Program Statement on file by end of first Spring quarter

## Comprehensive Exams:

- \_\_\_\_\_ Select committee
- \_\_\_\_\_ Enrolled for at least 3 credits during quarter while taking exams
- \_\_\_\_\_ Written exams (4 exams during 2 week period)
- \_\_\_\_\_ Oral exam (within 2 weeks of completing written exams)

## Dissertation Proposal:

- \_\_\_\_\_ Dissertation committee selected and names submitted to Graduate School
- \_\_\_\_\_ Proposal completed
- \_\_\_\_\_ Proposal meeting with committee and approval forms signed
- \_\_\_\_\_ Advance to Candidacy form filed with the Graduate School (ideally within a term of completing comprehensive exams)

## Dissertation and Graduation:

- \_\_\_\_\_ Research compliance approved
- \_\_\_\_\_ Research and write dissertation
- \_\_\_\_\_ Apply for graduation on Grad Web by second week of term in which you plan to graduate
- \_\_\_\_\_ Dissertation defense (apply in GradWeb 3 weeks prior to defense; Graduate School website for instructions)

## Ph.D. Flow Chart

<b>Admission</b>
<b>Coursework</b> The bulk of students' coursework is ideally completed during their first and second years of graduate study and finished during the second year. Doctoral students are required to complete the core sequence during their first year.
<b>Choose committee and take comprehensive exams</b> Students typically complete this step after their second year of study.
<b>Dissertation Proposal</b> Ideally students complete this step by the end of fall or winter quarter of their third year. Proposals must be in writing and approved by dissertation committee members at a meeting.
<b>Advance to Candidacy</b> Students advance to candidacy after they have passed their comprehensive exams and their committee has approved their proposal.
<b>Dissertation research and writing</b> Students should expect to spend at least 1-2 years researching and writing the dissertation. Students should be registered for J603 while working on their dissertation.
<b>Dissertation defense</b> Students complete this step at least 3 weeks before their planned defense date, and should be registered for at least 3 credits of J603 during the the quarter of graduation.

# Graduate Certificate in Communication Ethics

## Graduate Certificate in Communication Ethics

Any student who is admitted to a graduate degree program may earn a communication ethics certificate as an enhancement to a graduate degree. However, the certificate may be of particular interest to SOJC master's and doctoral students.

The certificate program is designed to provide students with the ability to apply and teach both theoretical and applied ethical decision-making strategies covering a variety of media—from print and broadcast journalism to advertising and public relations, including both message construction and the multiple delivery systems associated with modern mass media (print, broadcast, electronic, and digital).

Students should be able to fulfill the program requirements within a two-year period, normally in conjunction with their primary graduate emphasis.

### Requirements

The graduate certificate in communication ethics requires 28 graduate credits in courses approved by the SOJC Graduate Committee.

- At least 16 of these credits must be in courses in the SOJC. At least 8 credits must be taken in approved graduate courses offered in other departments. Approved courses will be decided in consultation with the student's certificate advisor, and will be based on relevance to the particular interest area of the student (e.g. political communication, environmental communication, philosophy, etc.)
- Remaining credits may be taken in either SOJC coursework or outside coursework.
- No more than 4 credits of Reading and Conference (J605) may be applied to the certificate. All coursework will be taken graded.

### SOJC Courses

- All students will be required to take the introductory course in the program: J610 Theoretical Foundations of Communication Ethics (4), or approved substitute.
- J611 Mass Communication and Society (4) is required for all but SOJC PhD students. However, it does not count toward the 28 credits. In addition, all students entering the program will be required to take at least one of the J596 topics courses in communication ethics.

The following list represents the courses in the SOJC from which the remaining core credits must be taken. Students, particularly at the doctoral level, will be encouraged to make the 600-level courses a priority. The following list represents courses that have been identified as having a strong or exclusive focus in communication ethics, including topics relevant to ethics study.

- J518 Communication and Democracy (4)
- J546 Advertising and Society (4)
- J596 Communication Ethics [Topic] (Photo Fiction) (4R)
- J596 Communication Ethics [Topic] (Visual Truth) (4R)
- J596 Communication Ethics [Topic] (Persuasion and Ethics) (4R)
- J644 Philosophy of Communication (4)
- J646 Political Economy of Communication (4R)
- J650 Advertising as a Social Institution (4) (may substitute J546)
- J652 Communication and Politics (4)

The above courses are generally taught at least once a year. Substitutions may occur if courses are not available. Other, relevant courses may also be substituted for courses on this list as they are developed or are considered germane to an individual student's program.

### Outside Coursework

With advising, students must choose at least two courses (8 credits) from one or more departments or programs outside the SOJC, depending on professional goals. Courses will be approved based on relevance to the individual student's goals for the program, be vetted by their advisor in consultation with the instructor of the suggested course, and approved by their advisor. Ultimately, program coherence is gained through the core offerings in the SOJC, but may be greatly enhanced through careful choices of outside coursework. In most cases, courses in the Philosophy Department will be encouraged as outside choices. Examples of these courses might include, but are not limited to, the following:

### Philosophy

- PHIL515 Continental Philosophy (4); PHIL517 Topics in Critical Theory (4R); PHIL520 American Philosophy (4); 525 Philosophy of Language (4); PHIL544 Feminist Ethics (4); PHIL555 Philosophy of Logic (4); PHIL563 20th-Century Philosophers: [Topic] (4R); PHIL614 Issues in Ethics (4)
- ES598 Theories of Race and Ethnicity (4)

### Application

Application to the certificate program should be made in writing to the SOJC graduate director. For more information on the program and application procedure, contact:  
Tom Bivins, John L. Hulteng Chair in Media Ethics  
541-346-3740, tbivins@uoregon.edu



# General Information

# General Information

## Graduate Courses

For course descriptions, the UO Catalog is available online at [uocatalog.uoregon.edu](http://uocatalog.uoregon.edu). Graduate-only courses are 600-level; 500-level courses are graduate level, but may also include advanced undergraduates. Copies of syllabi from current and past terms are available in the Faculty Services Office, 219 Allen Hall. You can also check with the professor about specific course characteristics.

## Registration

Registration for classes at the University is completely in the hands of the students, utilizing a web-based system called DuckWeb ([duckweb.uoregon.edu](http://duckweb.uoregon.edu)). DuckWeb is an interactive web application that allows you to register for classes and view your own student data. Be prepared to supply your student ID number and your Personal Access Code.

Before each term's drop deadline, check your schedule and verify that you are enrolled for all the courses you are attending and that all grading options are correct. Remember that once you have registered for a course, you are liable for the tuition, whether you attend the course or not. If you must withdraw from all of your classes for the term, you can do so in DuckWeb; however if you are a GTF you may have to contact the Graduate School and complete additional paperwork before the withdrawal can be processed.

You will need to request permission to register for many SOJC classes. After you have received approval from the instructor of the course, fill out the Online Graduate Course Pre-Authorization at [journalism.uoregon.edu/students/grad/graduate-student-forms/](http://journalism.uoregon.edu/students/grad/graduate-student-forms/). You will still need to register for the course after submitting the form.

## Independent Study/Open-ended Courses

Reading (J605), Thesis (J503), Terminal Project (J609), Research (J601), Special Problems (J606) and Dissertation (J603) are open-ended or independent study courses. Before requesting permission to register, you must have your supervising faculty member's permission. Adjunct or visiting professors are not authorized to supervise independent study courses. Once you have received permission, fill out the Online Graduate Course Pre-Authorization. ([journalism.uoregon.edu/students/grad/graduate-student-forms/](http://journalism.uoregon.edu/students/grad/graduate-student-forms/))

## Deadlines

Check the Graduate School web page for term specific deadlines for filing for graduation, oral exams, etc. For UO academic deadlines, go to [registrar.uoregon.edu](http://registrar.uoregon.edu) and click on Calendars.

## Petitions

Changes, waivers, or alterations in SOJC degree requirements must be approved by the student's advisor, and submitted to the GAC in writing with accompanying support for the change/waiver. For information about general UO degree requirement petitions see appendix.

## Graduation Ceremony

If a student has not yet finished his or her project/thesis/dissertation, the student's committee will decide whether or not he or she can participate in the graduation ceremony. If the committee believes the student is close to completion and that work-to-date clearly demonstrates the project/thesis/dissertation will be completed in a timely manner, they will most likely allow the student to participate.

## Continuous Enrollment Policy

You must be enrolled for at least 3 graduate credits each term (excluding summer), unless you have been approved for leave status. For more information about leave status, see the appendix or Grad School website.

## Human Subjects Review

### Compliance and Clearance

"Research Compliance" refers to the process by which the University, in accordance with federal law, certifies that research activity is conducted in a legal and ethical way. "Clearance" is the process by which the University proves your compliance.

### Human Subjects

You must have approval by the Committee for the Protection of Human Subjects/Institutional Review Board (CPHS/IRB) prior to engaging in any research project involving human subjects. Before submitting your application to the Review Board, you must first have approval from your thesis/project/dissertation advisor. Guidelines, deadlines and forms for preparation of the human subjects protocol are available from the Office of Human Subjects Compliance, 677 E. 12th Ave, Suite 500 (phone: 541-346-2510), and online at [humansubjects.uoregon.edu](http://humansubjects.uoregon.edu)

## Funding Opportunities

### GTF Awards

GTF opportunities also exist outside the SOJC and are listed on the Graduate School website. Students who have a GTF award for two consecutive academic years are eligible for a summer tuition waiver for the summer session that falls between those years (known as a “Summer Sandwich”). Forms are available online from the Graduate School website.

### Scholarship Awards

First tier priority:

- Ph.D. recruitment
- Recurring commitments to current students (as mandated by graduate school recruitment fund policies who dictate language, criteria and amounts)
- 1st to 3rd year Ph.D. students in good standing according to need (particularly international students)

Second tier priority:

- Master’s student recruitment
- Recurring commitments to current students

### SOJC Research and Travel Funding<sup>1</sup>

The SOJC has limited funding for graduate research and travel expenses. This money is awarded competitively for thesis/dissertation-related travel, travel to conferences to present papers, and assorted research-related expenses, and is paid as a reimbursement. Both Travel and Research Fund Request Forms (see appendix) are available online and in the Graduate Programs Office and must be submitted before travel or research begins. The SOJC accounting office will process your reimbursement; please contact them if you have any questions. You should also speak with them before booking airline flights to ensure that you follow proper University procedure.

Distribution of graduate travel and research funds will be made by the Graduate Affairs Committee based on the following priorities:

### Travel Funds

#### A. Type of presentation

*Priority #1:* Individually authored refereed full

<sup>1</sup> Note that the procedures outlined here may change. We will keep you informed of any upcoming changes.

paper (not panel or refereed abstract)

*Priority #2:* Joint-authored refereed paper

*Priority #3:* Other types of participation (plenary presentation, discussant, panel presenter, paper based on abstract submitted, etc.)

#### B. Type of organization/meeting

*Priority #1:* ICA, AEJMC, IAMCR, NCA;

American Academy of Advertising, Association for Consumer Research

*Priority #2:* Other national/international organizations

*Priority #3:* Regional meetings, ad hoc conferences

*Priority #4:* Other

#### C. Seniority of students

*Priority #1:* First to fourth year Ph.D. students in residence

*Priority #2:* First to second year master’s students in residence

#### D. Number of requests

First requests will be favored over previously funded students’ requests. Students may submit more than one travel request during a one-year period. However, each student is rarely granted more than \$600 per year. This amount is not guaranteed to each student, each year. For Ph.D. students beyond their fourth year and master’s students beyond their second year who are not residents on the UO campus, travel/research funds will be considered on a case-by-case basis.

### Research and Project Funds

Requests for research funds must be made before the money is spent. Students may not complete their thesis or projects, and then seek funding afterward to pay for their expenses. Students should not apply for more than \$300 per year, subject to availability of funds. Thesis and project research is given priority consideration.

### Other funding opportunities

Funding opportunities elsewhere on campus include thesis/dissertation grants from the Center for the Study of Women in Society, the Graduate School and the Humanities Center. These opportunities are competitive; you should contact those centers for more information. The Graduate School

also maintains a Graduate Funding & Awards webpage and will help students locate grants and fellowships in their field. Students should begin their funding search early to allow time to complete the application process and meet application deadlines.

### **Job Opportunities and Financial Aid**

The Career Center keeps a listing of jobs available on campus and in the community. See [career.uoregon.edu](http://career.uoregon.edu) for more information. Work-study eligibility and other financial aid awards are determined by the Office of Financial Aid in Oregon Hall.

## **SOJC Communication and Technology**

### **Mailboxes & Graduate Student Bulletin Board**

On the Eugene campus, every graduate student has a mailbox, located on the second floor of Allen Hall. A graduate student bulletin board is located near the GTF mailboxes, with announcements about special seminars, conferences, calls for papers, fellowships/grants, and job opportunities.

### **University Computers and E-mail Accounts**

Visit the Information Technology website at [it.uoregon.edu](http://it.uoregon.edu) to learn about the services they offer students, including how to set up your University email account. Among other services, they offer a number of online trainings and resources to help students learn about email and the internet. The mandatory incidental student fee covers the use of computer centers around campus.

### **DuckID (Email Account)**

New students automatically have an email account set up for them through the University of Oregon. Unless otherwise prohibited by law, the University may send official communications to students by e-mail to an account assigned by the University with the full expectation that such e-mails will be read by the recipient in a timely fashion.

Students are expected to review messages received through their UO e-mail account on a frequent and consistent basis. Communications may be time-critical. Some students choose to have their UO emails forwarded to a personal email address to help ensure receipt of important emails; instructions are available at [it.uoregon.edu](http://it.uoregon.edu). However, students should send messages from their UO e-mail accounts for all University-related email communications.

SOJC student listservs (both Eugene and Portland) include

only uoregon email accounts. To activate and start using your DuckID (this includes your UO email account), follow the instructions listed at [it.uoregon.edu/duckid](http://it.uoregon.edu/duckid). For help with University DuckID and systems:

Information Services Technology Service Desk

[it.uoregon.edu](http://it.uoregon.edu)

[techdesk@uoregon.edu](mailto:techdesk@uoregon.edu)

541-346-4357 (M-F, 9am-5pm)

### **SOJC Technical Resources**

School of Journalism systems (faculty & student lab accounts, computer & printer problems, printer supplies):

[journalism.uoregon.edu/support/](http://journalism.uoregon.edu/support/)

[support@jcomm.uoregon.edu](mailto:support@jcomm.uoregon.edu)

541-346-0257

Helpdesk located at Allen Hall 319

### **Free Online instructional materials via Lynda.com**

Lynda.com is a subscription-based online video-based instructional service which focuses on computer software, media production and associated skills. The SOJC offers FREE access to Lynda.com material to SOJC majors and enrolled students. Information on how to access Lynda.com for free can be found here:

<http://journalism.uoregon.edu/support/lynda/>

### **Logins in Labs**

Students log in with the first portion of their email address as their username and their student ID number (95x number) as their password. Faculty log in using their SOJC username and password.

### **A/V Equipment**

All classrooms should be equipped with basic video display systems. Miscellaneous adaptors and other peripherals can be borrowed on an hourly basis from the Technical Services Desk in Allen 319.

## **Other Support at the UO**

There are many campus offices and organizations that serve students. A few that are especially worthy of note are:

**Nontraditional Student Engagement and Success** strives to enhance the educational and interpersonal experiences of nontraditional students while supporting and promoting their degree attainment. Nontraditional Student Programs promotes college access and lifelong learning through collaboration with the university community to provide services and support that address the unique needs and life experiences of nontraditional

students. Contact info: 541-346-1123; 164 Oregon Hall; [uodos.uoregon.edu/SupportandEducation/NontraditionalStudents/tabid/60/Default.aspx](http://uodos.uoregon.edu/SupportandEducation/NontraditionalStudents/tabid/60/Default.aspx)

**The Division of Equity and Inclusion** promotes inclusive excellence by working to ensure equitable access to opportunities, benefits, and resources for all faculty, administrators, students, and community members . Contact info: 541-346-3175; 1 Johnson Hall; [diversity.uoregon.edu](http://diversity.uoregon.edu)

**Multicultural Education, Student Engagement and Success** supports the academic mission of the University by enhancing the educational, personal, cultural, and social development of students with a special emphasis toward the unique needs of students of color, historically underrepresented and marginalized student populations. This division acknowledges, celebrates, and promotes the diverse cultural experiences of each member of the University community and strives to build collaborative relationships, advocate for and promote social justice. Contact info: 541-346-3661; 164 Oregon Hall; [uodos.uoregon.edu/SupportandEducation/DiversityEducationandSupport/tabid/58/Default.aspx](http://uodos.uoregon.edu/SupportandEducation/DiversityEducationandSupport/tabid/58/Default.aspx)

**The Women’s Center** advocates for the best educational and working environment for the women at the University of Oregon. They accomplish this by working toward societal change and the end of oppression and by supporting personal growth. Contact Info: 541-346-4095; [womenctr@uoregon.edu](mailto:womenctr@uoregon.edu), EMU Suite 3; [blogs.uoregon.edu/women](http://blogs.uoregon.edu/women)

### Campus Media

The SOJC publishes FLUX magazine, created, written and designed by a competitively chosen group of advanced magazine students. Students also produce documentary productions, a weekly news program and a weekly entertainment program called Duck U.

None of the following media are officially connected with the School, but many SOJC students work for them: The Oregon Daily Emerald is UO’s independent campus daily newspaper. Many journalism/communication students work there as reporters, editors, photographers, or advertising sales representatives. More information and applications can be obtained at the appropriate ODE office on the third floor of the Erb Memorial Union. Other student-produced campus publications include The Commentator, and The Student Insurgent. Each is partially funded by student fees and provides UO students with work opportunities in writing, editing, design and advertising. The student-run radio station **KWVA** offers UO students the opportunity to gain experience in a variety of

broadcast jobs.

### If Things Go Wrong

If you’re having academic problems that are not specific to a single course, you should consult your faculty advisor, the graduate director, the graduate programs manager, or the Office of Academic Advising in Oregon Hall. Advisors sometimes encourage students to consult the University Counseling Center, which provides trained counselors to help students with personal and relationship problems. Counseling, testing and additional resources are available to assist students in making decisions and in dealing with academic concerns.

Additional resources of which you should be aware are:

**The Office of Student Advocacy**, whose services are supported by ASUO (Associated Students of the University of Oregon, UO’s student government). Contact info: 541-346-3722; EMU Room 334, [officeofstudentadvocacy.org](http://officeofstudentadvocacy.org)

**Conflict Resolution Services** provides free, voluntary, and confidential services to UO students. Contact info: 541-346-0617; [crs@uoregon.edu](mailto:crs@uoregon.edu); 164 Oregon Hall; [uodos.uoregon.edu/SupportandEducation/ConflictResolutionServices/tabid/134/Default.aspx](http://uodos.uoregon.edu/SupportandEducation/ConflictResolutionServices/tabid/134/Default.aspx)

### Journalism and Communication Graduate Student Association (JGSA)

JGSA is an informal organization for the graduate students of the SOJC, including both Eugene and Portland students. There are no dues or membership fees. The organization plans activities such as Brown Bag Lectures and Research Swap Shops, and helps keep members apprised of School information by reporting on faculty searches, Graduate Affairs Committee decisions, and faculty meetings.

Graduate students in the SOJC are automatically added to the JGSA listserv e-mail list. This list has proved to be a good way to disseminate information, to stay in touch with one another, to extend party invitations, and more. You are encouraged to take an active role in the JGSA.

### Turnbull Center Facilities and Support

Information for Portland students (building access, parking, computer equipment, etc.) is provided to students at orientation during the first term of study.



## Affirmative Action and Sexual Harassment

**You are protected by university rules and federal and state laws against sexual harassment and retaliatory actions.**

**Sexual Harassment** is defined as sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when: (1) submission to such conduct is made, either explicitly or implicitly, a term or condition of an individual's employment or academic experience; or (2) submission to or rejection of such conduct by an individual is used as the basis for any employment or academic decision; or (3) the conduct is unwelcome and sufficiently severe or pervasive that it has the effect of creating an intimidating, hostile, or offensive environment. (See OAR 571-003-0025 (1)(e)).

Sexual harassment complaints often heighten feelings of distress and engender adversarial attitudes. Under these conditions any interaction between parties to a grievance may be perceived as retaliatory or motivated by ill will.

University rules **prohibit retaliatory actions** against individuals in response to filing sexual harassment grievances or participating in any manner in an investigation under university administrative rules. A claim that a detrimental action is retaliatory is established by proof that: (1) the complaining party participated in any manner in a sexual harassment grievance or investigation; (2) retaliation occurred; and (3) there was a causal connection between participation in the grievance or investigation and the retaliation. (OAR 571-003-0025(9)).

For information and referral please contact the Office of Affirmative Action & Equal Opportunity, 677 East 12th Avenue, Suite 452. 5221 University of Oregon, Eugene, OR 97403-5221. 541-346-3123





# APPENDIX: SOJC Policies & Forms



## SOJC Request for Reclassification from Master's to Doctoral Program

A master's student admitted to the SOJC's Media Studies master's program may request a change of classification to the doctoral program in Media Studies. Such a request should be made no sooner than spring term of the first year in the program. The student must submit a statement of rationale to the Graduate Affairs Committee, including a description of his/her research interests and the compatibility of those interests with expertise in the School. In addition, the student must submit at least three letters of support from faculty in the School and recent writing samples.

It is important to note that reclassification from the master's to the doctoral program is unusual. Such a request will be approved only with evidence of a clear desire to pursue doctoral level research, doctoral-quality performance in coursework thus far, evidence of ability to do thesis research, the strong support of SOJC faculty, and the qualifications required of other doctoral applicants (except a completed master's degree): prior GPA, professional experience, writing samples, letters of recommendation.

If such a change of classification is approved, the GAC will examine the student's academic record and make a determination of how many master's credits to apply to the Ph.D. degree. Generally, credits only will be approved if they reflect coursework typically taken by doctoral level students. Therefore, J613, J611 and professionally-oriented 400/500-level courses will not count toward the 80 credits required for the Ph.D. degree.

Additionally, the program statements of students admitted to the doctoral program without a master's degree will receive especially close scrutiny. Additional coursework—beyond 80 credits—may be required if there is evidence of any area of deficiency in preparation for dissertation research.

Finally, we note that coursework may not “double count” toward both the master's and Ph.D. degrees. If successfully reclassified, the student gives up the option of completing a UO master's degree, and all subsequent coursework will apply to the Ph.D. degree.



# SOJC Forms

## School of Journalism and Communication - Graduate Travel Funding Request

Requests must be approved by the Graduate Affairs committee *before* travel. Please be aware that this award will be paid to your student account as scholarship funds, but should NOT affect your financial aid.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

*For conference/presentation:*

Type of presentation: \_\_\_\_\_  
(i.e. individually authored, joint-authored refereed paper, plenary presentation, discussant, panel organizer, etc.)

Title of paper/presentation: \_\_\_\_\_

SAMPLE – See SOJC website for most  
current forms

Name of organization/meeting, location and dates: \_\_\_\_\_

- If the organization/meeting is not well known with the School, please give more details about the significance of the group/organization/meeting and your participation.
- Attach copies of any supporting documentation (including acceptance letters, copy of paper, approved research proposal, etc.)

*Funds requested:*

Transportation: \_\_\_\_\_

Fees: \_\_\_\_\_

Lodging: \_\_\_\_\_

Misc.: \_\_\_\_\_

TOTAL amount of funding requested: \_\_\_\_\_

Other SOJC/UO funding requested/anticipated. Specify source(s): \_\_\_\_\_

Previous funding received from SOJC (amount and purpose): \_\_\_\_\_

Advisor approval \_\_\_\_\_ Date: \_\_\_\_\_

Travel Reimbursement Guidelines:

- You must submit receipts for all reimbursements requested.
- Automobile: Mileage reimbursed at .36/mile
- Meals: Per Diem is easiest - no receipts required. Rates vary from \$34-\$42/day
- Lodging: Original receipt required - must show a “zero” balance to prove payment (Caution: “electronic” checkout receipts do not show a “zero” balance)
- Registration: Original receipt required along with copy of brochure or announcement
- Supplies/books: Original receipt required
- Misc. items: Airport transportation, parking, taxis, entrance fees, etc. - save as many as receipts as possible. No receipt necessary for items under \$10
- You must use UO approved travel vendors in order to have your ticket paid for before you travel. Air/Amtrak arrangements must be made through a UO contract agency:

Ambassador: 541-686-1111/Away Travel: 541-344-6321/Premier: 541-747-0909

Ask for a University agent and have them e-mail an itinerary to: [kwijal@uoregon.edu](mailto:kwijal@uoregon.edu)

- On-line ticket sales from other vendors are acceptable provided that you first check ticket prices with at least one of the above approved vendors. This estimate must initiate from the approved vendor in the form of an e-mail ([kwijal@uoregon.edu](mailto:kwijal@uoregon.edu)).

If you have any questions, please see accountant Kwija Lee in 214B Allen Hall, 346-3806.

# School of Journalism and Communication - Graduate Research Funding Request

Requests must be approved by the Graduate Affairs committee *before* beginning research and must be submitted by the 5th week of the term. Please be aware that this award will be paid to your student account as scholarship funds and will likely affect your financial aid.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Description of research and its relation to your project (attach additional sheets if necessary):

SAMPLE – See SOJC website for most current forms

Advisor approval \_\_\_\_\_ Date: \_\_\_\_\_

Total funding requested (attach itemized list): \_\_\_\_\_

Previous funding received from SOJC (amount and purpose): \_\_\_\_\_

- Limit of \$300 per year subject to availability of funds
- Itemize all requests on separate attached sheets.
- Submit the request prior to beginning research.
- Attach supporting documentation (thesis/project related approval must be attached for thesis/project related research)

If you are requesting travel reimbursement as part of your research funding request, please see below for guidelines that must be followed:

- You must submit receipts for all reimbursements requested.
- Automobile: Mileage reimbursed at .36/mile
- Meals: Per Diem is easiest - no receipts required. Rates vary from \$34-\$42/day
- Lodging: Original receipt required - must show a “zero” balance to prove payment (Caution: “electronic” checkout receipts do not show a “zero” balance)
- Registration: Original receipt required along with copy of brochure or announcement
- Supplies/books: Original receipt required
- Misc. items: Airport transportation, parking, taxis, entrance fees, etc. - save as many as receipts as possible. No receipt necessary for items under \$10
- You must use UO approved travel vendors in order to have your ticket paid for before you travel. Air/Amtrak arrangements must be made through a UO contract agency:

Ambassador: 541-686-1111/Away Travel: 541-344-6321/Premier: 541-747-0909

Ask for a University agent and have them e-mail an itinerary to: kwijal@uoregon.edu

- On-line ticket sales from other vendors are acceptable provided that you first check ticket prices with at least one of the above approved vendors. This estimate must initiate from the approved vendor in the form of an e-mail (kwijal@uoregon.edu).

If you have any questions, please see accountant Kwija Lee in 214B Allen Hall, 346-3806.

School of Journalism and Communication:  
**Project/Thesis/Dissertation Proposal Approval Form**

(Committee Member: Please return this approval to the student.)

Name of Student: \_\_\_\_\_

Date: \_\_\_\_\_

Thesis/Project/Dissertation Working Title: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Degree Program: \_\_\_\_\_

Advisor: \_\_\_\_\_

Committee Members: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SAMPLE – See SOJC website for most  
current forms**

MEMBER FEEDBACK:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Approved/Not Approved: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: (please provide any comments on the reverse of this form.)

*You must submit a copy of this proposal approval to the SOJC Graduate Programs Office before registering for thesis/terminal project/dissertation credits.*



**School of Journalism and Communication**  
**Faculty GTF Evaluation Form**

Please complete this evaluation for \_\_\_\_\_

your GTF for \_\_\_\_\_ in the \_\_\_\_\_ term.

You are encouraged to ignore what doesn't fit and to comment on the student on the back of this page. As mandated by our Graduate Duties and Responsibilities statement, the original of this evaluation will be given to the GTF being evaluated and a copy put in their GTF personnel file. Please return this form to the Graduate Programs Office. Thank you.

Superior    Good    Average    Below Average    Poor

Accepts responsibility

Works independently

Is dependable

Promptly completes tasks

Quality of work

Rapport with students

Helpfulness to students

Helpfulness to you

Pleasant/easy to wk with

Contributes ideas/suggestions

Should this GTF be re-assigned to this position next year (or next quarter?) \_\_\_\_\_

SAMPLE – See SOJC website for most  
current forms

**School of Journalism and Communication**  
**GTF Evaluation Form**

Course title: \_\_\_\_\_

Term: (please check)    Fall 201\_\_\_\_    Winter 201\_\_\_\_    Spring 201\_\_    Summer 201\_\_\_\_

The GTF I am evaluating is: \_\_\_\_\_ (please use one form for each GTF)

My instructor is: \_\_\_\_\_

Signature (optional): \_\_\_\_\_

Exceptionally Good	Good	Average	Below Average	Unsatis- factory	No Basis for Judgement
-----------------------	------	---------	------------------	---------------------	---------------------------

Availability outside class time

Usefulness of comments  
on assignments

Consideration of students' views

Helpfulness when consulted

General overall attitude

SAMPLE – See SOJC website for most  
current forms

Other comments:

(Suggested questions: What are the strengths and weaknesses of this GTF? What suggestions do you have for the GTF in future classes? What does the GTF add to this class?)

**School of Journalism and Communication**  
**GTF Employment Duties and Expectations**

**EMPLOYEE:**

Please meet with the GTF supervisor/course instructor during the first week of class to complete this form. Retain this form for the term.

CLASS: (course #/title)                      Term/Year: \_\_\_\_\_

**SUPERVISING INSTRUCTOR:**

Your appointment is at \_\_\_\_\_ FTE, which means an average not to exceed \_\_\_\_\_ hours a week (no more than 15% of the work may be completed in any one week).\*

These will be your duties:

- \_\_\_\_\_ Regularly attend lectures
- \_\_\_\_\_ Lead/oversee \_\_\_\_\_ labs \_\_\_\_\_ discussion groups \_\_\_\_\_ times a week
- \_\_\_\_\_ Hold office hours \_\_\_\_\_ a week
- \_\_\_\_\_ Offer occasional special sessions for students (exam review, extra help etc.)
- \_\_\_\_\_ Deliver occasional class lectures (specify number of lectures)
- \_\_\_\_\_ Grade classroom/lab assignments
- \_\_\_\_\_ Grade exams
- \_\_\_\_\_ Supply scantron forms to computer services following exams
- \_\_\_\_\_ Grade projects
- \_\_\_\_\_ Enter grades on Blackboard
- \_\_\_\_\_ Maintain attendance records
- \_\_\_\_\_ Assist professor with classroom presentations (audio-visual set-up, IMC liaison, etc.) which may include copying & typing texts and documents
- \_\_\_\_\_ Assist professor with library research, which may include copying & typing

SAMPLE – See SOJC website for most  
current forms

Other responsibilities (specify in detail and/or elaborate on any of the above):

\*In case employee's hours exceed appointed allotment in a given week, the supervisor would prefer employee to:

- \_\_\_\_\_ not attend lectures
- \_\_\_\_\_ reduce grading load
- \_\_\_\_\_ other (specify)

School of Journalism and Communication  
**Program Statement - Ph.D. Candidates**  
(due May 1, first year of study)

**Student's Name:**

**Advisor's signature:**

**I. Brief opening paragraph introducing what follows:**

**II. Core courses completed (list courses and grade):**

**III. Area of communication specialization**

Name or briefly describe it in a sentence. List courses completed and planned supporting your area of specialization(at least 4-5 courses):

**IV. Outside Field**

Name or briefly describe it in a sentence. List courses completed and planned supporting your outside area (minimum 18 credits):

**V. Methodological Tools:**

List completed and planned courses

SAMPLE – See SOJC website for most  
current forms

**VI. Teaching interests:**

- Briefly describe your teaching interests
- List courses and experiences thus far
- Briefly describe your teaching goals for the next two years

**VII. Planned schedule for 2014-2015**

Do the best you can to list likely courses term by term.

**VIII. Statement of Purpose:**

(3-5 pages explaining how II-VI above represents a unified plan of study. Explain the rationale for your choices in sections III-VI. Be sure to include reference to prior professional/teaching/research experiences and to relevant master's work.)