Introduction and Purpose

The purpose of this manual is to describe the policies and procedures of the MA program of The Grady College. Read it carefully. Refer to it when you have a question. Used in conjunction with the Graduate School Bulletin, it will supply you with information needed to guide you through your chosen degree program.

MA Degree Program

The MA degree is designed to accomplish three basic goals: (1) to contribute to an individual's intellectual growth, (2) to develop a critical understanding of the institutions, processes, and effects of mass communication, and (3) to provide advanced preparation for communication careers in advertising, journalism, public relations or for further graduate study in communication-related fields. The MA thesis option requires the successful completion of a thesis, and is intended primarily for those students interested in conducting original scholarship in preparation for further graduate study. The MA non-thesis option requires additional course work, and is intended for those students interested in acquiring a more extensive foundation for future career development.

The MA degree is administered by the Grady College Office of Graduate Studies in cooperation with the College's three departments: the Department of Advertising & Public Relations, the Department of Journalism, and the Department of Entertainment & Media Studies.

MA Areas of Concentration

The Grady College offers five areas of concentration: advertising, journalism, public relations, and mass media studies.

MA Program Requirements

The precise requirements for the MA thesis or MA non-thesis vary according to the student's area of concentration. A minimum of 30 semester credits (9 courses plus thesis) are required to complete the MA thesis program. A minimum of 33 semester credits (11 courses) are required to complete the MA non-thesis program. In addition, department-specific requirements for the areas of professional concentration must be successfully completed for the MA non-thesis.

If a student has not taken and passed a statistics course prior to Grady graduate study, they must successfully complete an approved statistics course (with a grade of C or better) by the end of the first year of study. Otherwise, the student will not be permitted to take any more course work until the statistic requirement is fulfilled.
General Requirements

All students are subject to the following general degree requirements.

To receive the **MA thesis degree**, a student must:

... complete an integrated program of study of at least 27 semester hours (9 courses) of graduate study.

... write and defend a thesis for a minimum of 3 semester hours (1 course) of graduate credit.

... complete at least 5 courses (15 hours) numbered 8000 or higher, including JRMC 8000 (Proseminar in Mass Communication) and JRMC 8010 (Research Methodology in Mass Communication).

... complete 2 or 3 graduate courses (6/9 hours) outside the Grady College related to the area of concentration.

... achieve a 3.0 GPA (B) in all graduate studies.

... complete all degree requirements within six years of registering for courses approved for the program of study, including those transferred from another institution.

... enroll for 3 hours of credit in JRMC 7300 the semester in which the thesis is defended and submitted.

To receive the **MA non-thesis degree**, a student must:

... complete an integrated program of study of at least 33 semester hours (11 courses) of graduate study.

... complete at least 5 courses (15 hours) numbered 8000 or higher, including JRMC 8000 (Proseminar in Mass Communication) and JRMC 8010 (Research Methodology in Mass Communication).

... complete 2 or 3 graduate courses (6/9 hours) outside the Grady college related to the area of concentration.

... achieve a 3.0 GPA (B) in all graduate studies.

... pass a comprehensive exam covering the program of study; not to be taken before the final semester of a student’s program.

... complete all degree requirements within six years of registering for courses approved for the program of study, including those transferred from another institution.

Course Requirements
Core Course Requirements (6 semester hours). All entering MA students are required to take JRMC 8000 (Proseminar in Mass Communication) and JRMC 8010 (Research Methodology in Mass Communication).

Area of Concentration. MA thesis students are required to complete 4 or 5 courses in their area of concentration (12 or 15 semester hours) and at least 3 hours of thesis credit. MA non-thesis students are required to complete 6 or 7 area courses (18 to 21 semester hours).

Cognate Area (6 or 9 semester hours). All MA students must complete 2 or 3 courses from graduate courses offered outside of the Grady College. The courses must complement the designated area of concentration.

There is no foreign language requirement for the MA degree. Additional Graduate School requirements are outlined in the Graduate Bulletin.

Requirements of the Areas of Concentration

MA thesis and non-thesis students with an advertising concentration must complete:

... JRMC 8100 Advertising and Communication Management, JRMC 8110 Advertising Media Planning, and JRMC 8120 Advertising and Public Relations Research.

MA thesis students with a journalism concentration must complete:

... one course from among, JRMC 9020 Quantitative Research in Mass Communication, JRMC 9030 Critical, Cultural & Naturalistic Approaches to Mass Communication, and JRMC 9040 Historical Research in Mass Communication.

... two courses from among JRMC 8020 Public Opinion, JRMC 8030 Mass Communication and Society, JRMC 8040 International Mass Communication, JRMC 8050 Research and Directed Readings in Mass Communication, JRMC 8350 Special Topics in Journalism, and JRMC 9050 Mass Communication Law.

... two courses from among the split-level graduate courses offered by the Department of Journalism.

MA non-thesis students with a journalism concentration must complete:

...JOUR 7310 Journalism Projects

...three courses from among, JRMC 8020 Public Opinion, JRMC 8030 Mass Communication and Society, JRMC 8040 International Mass communication, JRMC 8050 Research and Directed Readings in Mass Communication, JRMC 8350 Special Topics in Journalism, and JRMC 9050 Mass Communication Law.

...three courses from among the split-level graduate courses offered by the Department of Journalism.

As part of the MA non-thesis requirements, students with a concentration in journalism
must:

... three or four courses from among, JRMC 8020 Public Opinion, JRMC 8030 Mass Communication and Society, JRMC 8040 International Mass communication, JRMC 8050 Research and Directed Readings in Mass Communication, JRMC 8350 Special Topics in Journalism, JRMC 8365 Media Economics, and JRMC 9050 Mass Communication Law.

... three or four courses from among the split-level graduate courses offered by the Department of Journalism.

... pass a comprehensive examination. The comprehensive exam is not to be taken before the final semester of the student's program. At least one member of the comprehensive exam committee must be a member of the graduate faculty.

**MA thesis** students with a **public relations concentration** must complete:

... JRMC 8140 Public Relations Management, JRMC 8150 Public Relations Theory, and ADPR 7950 Public Relations Campaigns.

**MA non-thesis** students with a **public relations concentration** must complete:

JRMC 8140 Public Relations Management, JRMC 8150 Public Relations Theory, JRMC 8020 Public Opinion, and ADPR 7950 Public Relations Campaigns.

**MA thesis** students with a **mass media studies concentration** must complete:
... JRMC 9010 Mass Communication Theory and one of the following: JRMC 9020 Quantitative Research in Mass Communication, JRMC 9030 Critical, Cultural, and Naturalistic Approaches to Mass Communication Research, or JRMC 9040 Historical Research in Mass Communication.

**Statistics Requirement**

A basic statistics course is required of all graduate students in the Grady College. If the entering MA student has not completed the statistics requirement, an undergraduate or graduate course in statistics must be taken prior to the completion of more than 6 hours of graduate-level courses.

Statistics 6210 may be taken to fulfill the requirement and can be counted as 3 hours of course credit required outside of the Grady College.

**Prerequisite Requirements**

Students without sufficient background in their areas of concentration are required to take the following undergraduate prerequisite courses:

**Advertising Concentration** (6 hours)

- ADPR 3100 Principles of Advertising
- ADPR 3110 Advertising Message Strategy

**Journalism Concentration** (12 hours)

- JOUR 3410 News Writing and Reporting
- JOUR 3510 Editing and Makeup
- JOUR 5040 Law of Mass Communication

and either JOUR 5300 Public Affairs Reporting

or

- JOUR 5580 Magazine Article Writing

**Public Relations Concentration** (9 hours)

- ADPR 3520 Graphic Communication
- ADPR 5920 Public Relations Communication
Mass Media Studies Concentration (9 hours)

... 9 semester hours of relevant Grady College undergraduate courses

Prerequisite requirements are determined by the student's graduate advisor/major professor upon evaluation of transcripts. Prerequisite requirements must be satisfied prior to the completion of more than 6 hours of graduate courses. A minimum GPA of 3.0 in all required prerequisite courses taken at UGA must be maintained, including an undergraduate course taken to satisfy the statistics requirement.

Program Length

A graduate student with an undergraduate degree in advertising, journalism, mass communication, public relations may complete required graduate courses in three terms. Approximately four terms should be anticipated if undergraduate courses must be taken to make up deficiencies. MA students should allow an additional term for the thesis.

Transfer Credit

We do not accept transfer students in our graduate programs, nor do we accept transfer credits from other institutions. If you wish to study at UGA, you must start at the beginning of your course work to complete your degree here.

Students admitted from another UGA graduate program may be allowed to use two courses to satisfy cognate requirements. The decision is up to your advisor and/or major professor.

Internal Transfer Between Concentrations

A student may transfer from one concentration to another. However, all requirements of the designated concentration must be satisfied. Credit hours may be lost, and additional undergraduate prerequisites will likely be required.

Program of Study

A Program of Study is required for each graduate student the term preceding the final term of course requirements. The program form, including a listing of any prerequisite courses, graduate courses within the Grady College, and graduate courses outside of the College is to be prepared by the student in consultation with his/her advisor/major professor, and/or advisory committee.

No grade below a "C" may be placed on the Program of Study.
The Program of Study must be signed by the Student's major professor, Advisory Committee, and the Associate Dean for Research and Graduate Studies of the Grady College.

**JRMC 8050**

No more than 6 hours of JRMC 8050 (Research and Readings in Mass Communication) may be taken to fulfill the Core Course Requirements of the MA program. No more than 3 hours of independent study hours from courses outside the Grady College may be used to fulfill the Cognate Course Requirements.

If JRMC 8050 or a similar independent study is included in a Program of Study, a proposal approved by the sponsoring professor must be filed in the Grady College Graduate Studies Office by the beginning of the term enrolled for JRMC 8050 or the cognate course.

**Application for Graduation**

Students must file an application with UGA's Graduate School at the beginning of the term they intend to graduate. Official deadlines are available from the Graduate School. There is a graduation fee.

**Faculty Advisor**

All entering graduate students are assigned an advisor. Students who select a department-sponsored area of concentration (i.e., advertising, journalism, public relations) are assigned to the sponsoring department. The department head assigns each entering student a department faculty advisor. The assigned advisor may be asked to continue as the student's major professor, or the student may select another major professor later in the program (i.e., typically by the middle of the second term).

Students who select the mass media studies concentration are advised by the Associate Dean for Research & Graduate Studies until they select a major professor.

**Major Professor and Advisory Committee**

**MA Thesis Advisory Committee.** By the middle of the second term, each MA student is to select a major professor associated with his/her area of concentration. The major professor will serve as advisor, determine the Program of Study, and help select the Advisory Committee. A major professor must hold the rank of assistant professor or higher and be a member of the UGA Graduate Faculty.

By the end of the second term, a three person Advisory Committee must be formed. The major professor will head the Advisory Committee. One of the other two members of the Advisory Committee must hold the rank of assistant professor or higher and be a member of UGA’s graduate faculty. The Advisory Committee, in consultation with the student, is charged with approving the Program of Study, advising the student on required research skills, guiding the thesis research, reading and approving the thesis, and administering the thesis defense and final examination over the program of study.
Each department has specific Advisory Committee requirements. MA students should contact their sponsoring departments for a copy of the requirements.

**MA non-thesis Advisory Committee.** MA non-thesis Advisory Committee take two forms within the Grady College. Some departments elect a standing MA non-thesis Advisory Committee. A standing committee is responsible for all departmental MA non-thesis student requirements (i.e., administering comprehensive examinations), except those handled by the major professor (i.e., advising, planning, and approving the program of study). In other departments, MA non-thesis Advisory Committees are constituted for each MA non-thesis and operates much like MA thesis Advisory Committees.

**Individualized MA non-thesis Advisory.** By the middle of the second term, each MA non-thesis student is to select a major professor associated with his/her area of concentration. The major professor will serve as advisor, determine the program of study, and help select the Advisory Committee. The major professor need not be a member of the UGA Graduate Faculty.

By the end of the second term, a three person MA non-thesis Advisory Committee must be formed. The major professor will head the Advisory Committee. The Advisory Committee, in consultation with the student, is charged with approving the student’s Program of Study and administering and evaluating the final examination over the Program of Study.

Each department has specific Advisory Committee requirements. MA non-thesis students should contact their sponsoring departments for a copy of the requirements.

**Final Comprehensive Examination**

A final examination on the program of study is required of all MA students. The examination may be written or oral and will be administered by the student's Advisory Committee, with the major professor serving as chair, or by a Department Standing Advisory Committee, with an appointed or elected committee head. The specific format (written or oral) and scheduling of the examination is determined by the policies of the student's sponsoring department.

Advisory Committees are responsible for scheduling (time, place, equipment) and supervising comprehensive examinations. Students should consult their advisors/major professors for further details. At least two positive votes are required to pass the final comprehensive examination. A student must be registered for a minimum of three hours to take the examination.

**Student Appeal/Petition Procedures**

MA student appeals are handled in the following manner:

The MA student writes a letter to the Associate Dean for Research and Graduate Studies of the Grady College and to the Dean of the Graduate School and takes the letter to the major professor.
The major professor writes a letter either supporting or not supporting the appeal. The major professor submits both letters to the Associate Dean for Research and Graduate Studies of the Grady College.

If the matter involves Graduate School policy, the Associate Dean writes a letter either supporting or not supporting the request, and sends all three letters to the Dean of the Graduate School for a final decision. If the matter involves Grady College policy, the Associate Dean takes two letters to the Grady Graduate Committee for a final decision.

**Deadlines, Forms, and Other Necessary But Bothersome Irritations**

Each student is responsible for meeting Grady College and Graduate School deadlines and program requirements. All required forms must be submitted on time and properly completed; plan out and keep written records of your program of study. The Grady Graduate Studies Office will notify you of deadlines, requirements, etc. (i.e., post printed notices and transmit listserv notices); however, individual students are responsible for staying informed and taking appropriate action.

Be informed, read and comprehend Graduate School requirements (i.e., read this and other Grady supplied information; consult the *Graduate Bulletin*: visit the Graduate School website, this is where you will find all forms, www.uga.edu/gradschool). Plan ahead; develop a time-line with a preliminary program of study and tentative dates for form submission. Be attentive, read posted notices, check your e-mail.

**NOT KNOWING IS AN UNACCEPTABLE EXCUSE.**
Appendix: Relevant Forms
all forms are at www.gradsch.uga.edu

* Subject to revision.
MA Thesis Degree Program Checklist

By End of Second Term

( ) Select major professor and other two Advisory Committee members.

( ) Submit Program of Study.

( ) Submit thesis proposal to Advisory Committee for approval.

( ) Submit copy of approved thesis proposal to Grady Graduate Studies Office.

( ) Pick up thesis typing and format instructions from Graduate School.

( ) Apply for graduation by the beginning of the term expected to graduate.

Third and/or Final Term

( ) Register for JRMC 7300 (thesis credit); must be registered term of thesis defense.

( ) Submit draft of thesis to Advisory Committee. Draft must be submitted at least two weeks prior to final defense and examination.

( ) Defend thesis and pass examination over program of study.

( ) Submit approved final copy of thesis to Graduate School for style and form check.

( ) Submit thesis abstract to the Graduate School and defense/examination results to the Grady College Office of Graduate Studies.

( ) All requirements of the MA degree must be completed and reported to the Graduate School at least one week before graduation.

Deadlines and other pertinent information provided by Graduate School forms (available to students from the Graduate School website) and the Graduate Bulletin. Students are responsible for being informed, for completing and submitting required forms in an accurate and timely manner, and for meeting all Graduate School and/or Grady College deadlines.
MA non-thesis Degree Program Checklist

By End of Second Term

(  ) If required by department affiliation, select major professor and other two Advisory Board members.

(  ) Submit Program of Study.

(  ) Apply for graduation by the beginning of the term expected to graduate.

Third and/or Final Term(s)

(  ) Schedule and/or complete comprehensive examination covering Program of Study.

(  ) Submit results of comprehensive examination to Grady College Office of Graduate Studies.

(  ) All requirements for the MA non-thesis degree must be completed and reported to the Graduate School at least one week before graduation.

Deadlines and other pertinent information provided by Graduate School forms available to students from the Graduate School website. Students are responsible for being informed, for completing and submitting required forms in an accurate and timely manner, and for meeting all Graduate School and/or Grady College deadlines.