

## **A MEMORANDUM**

DATE: February 22, 2021  
TO: UCCC Members  
FROM: Dr. Dana Pomykal Franz, Chair  
SUBJECT: UCCC Meeting on Friday, March 5, 2021 at 1:30 p.m.

The agenda and proposals for the meeting on **Friday, March 5, 2021 1:30 p.m.** are enclosed. The meeting will be held by WebEx. Please contact the UCCC Office if you are unable to participate.

The minutes and the link for WebEx will be sent to you in separate emails.

Thank you.

Enclosures: Course/Curriculum Proposals

**AGENDA**  
**UNIVERSITY COMMITTEE ON COURSES AND CURRICULA**  
**March 5, 2021**

- 1. Welcome**
- 2. Approval of minutes**
- 3. Course proposals by college/school**

**AGRICULTURE AND LIFE SCIENCES**

+Online/Distance	<a href="#">ADS 4114</a> /6114	Animal Nutrition
Modification +Online/Distance	<a href="#">ADS 4333</a> /6333	Equine Exercise Physiology
Addition +Online/Distance	<a href="#">ADS 8441</a>	Journal Club: Evaluation of current published work in animal and dairy sciences
+Online/Distance	<a href="#">AEC 3133</a>	Introductory Agribusiness Management
Modification +Online/Distance	<a href="#">AELC 2411</a>	Orientation to Agricultural Sciences
+Online/Distance	<a href="#">AELC 4424</a> /6424	Teaching Methods in Agricultural and Human Sciences
+Online/Distance	<a href="#">AELC 9583</a>	Analysis and Interpretation of Data in Agricultural and Extension Education Research
+Online/Distance	<a href="#">BCH 4623</a> /6623	Biochemistry of Specialized Tissues
Addition +Gen. Ed.	<a href="#">ENS 2101</a>	Introduction to Environmental Science Laboratory
+Online/Distance +Gen. Ed.	<a href="#">ENS 2103</a>	Introduction to Environmental Science
Modification +Online/Distance	<a href="#">EPP 4333</a> /6333	Principles of Insect Anatomy and Physiology
Modification +Online/Distance	<a href="#">EPP 6423</a> (split level with EPP 4423)	Insect Ecology
Addition	<a href="#">EPP 8343</a>	Advances in Insect Anatomy – Structure and Function
Addition	<a href="#">EPP 8353</a>	Advances in Insect Physiology and Biochemistry
+Online/Distance	<a href="#">FDM 3221</a>	Internship Preparation
+Online/Distance	<a href="#">FDM 3573</a>	Historic Costume
+Online/Distance	<a href="#">FDM 4424</a> /6424	Teaching Methods in Agricultural and Human Sciences
+Online/Distance	<a href="#">FNH 3103</a>	Introduction to Health Professions
Addition +Online/Distance	<a href="#">FNH 3123</a>	Foundations of Rural Health
Addition	<a href="#">GA 8103</a>	College Teaching Practicum
+Online/Distance	<a href="#">HDFS 4313</a> /6313	Family Resource Management
+Online/Distance	<a href="#">HDFS 4424</a> /6424	Teaching Methods in Agricultural and Human Sciences
+Online/Distance	<a href="#">PSS 3301</a>	Soils Laboratory
+Online/Distance	<a href="#">PSS 4333</a> /6333	Soil Conservation and Land Use

**ART AND SCIENCES**

Modification	<a href="#">AAS 2203</a>	Introduction to Race and Ethnicity
+Online/Distance	<a href="#">AN 1173</a>	Introduction to Gender Studies
Modification	<a href="#">AN 2203</a>	Introduction to Race and Ethnicity

+Online/Distance	<a href="#">BIO 4133</a> /6133	Human Genetics
+Online/Distance	<a href="#">CO 3403</a>	Photographic Communication
+Online/Distance	<a href="#">CO 3713</a>	Digital Communication
+Online/Distance	<a href="#">CO 4053</a> /6053	Internship in Communication
Addition +Online/Distance	<a href="#">CO 8013</a>	Seminar in Communication and Leadership
Addition +Online/Distance	<a href="#">CO 8023</a>	Health Communication and Campaigns
Addition +Online/Distance	<a href="#">CO 8063</a>	International Communication
Addition +Online/Distance	<a href="#">CO 8203</a>	Communication Theory
Addition +Online/Distance	<a href="#">CO 8223</a>	Seminar in Communication Research
Addition +Online/Distance	<a href="#">CO 8233</a>	Seminar in Rhetoric
Addition +Online/Distance	<a href="#">CO 8243</a>	Communication Pedagogy
Addition +Online/Distance	<a href="#">CO 8283</a>	Seminar in Relational Communication
Addition +Online/Distance	<a href="#">CO 8333</a>	Seminar in Media
Addition +Online/Distance	<a href="#">CO 8743</a>	Political Communication
Addition +Online/Distance	<a href="#">CO 8753</a>	Special Project
Addition +Online/Distance	<a href="#">CO 8823</a>	Seminar in Crisis Communication
Addition +Online/Distance	<a href="#">CO 8873</a>	Managing Messages and Media Relations
+Online/Distance	<a href="#">FLG 2133</a>	German III
+Online/Distance	<a href="#">FLG 2143</a>	German IV
+Online/Distance	<a href="#">MA 8253</a>	Operational Mathematics
+Online/Distance	<a href="#">PHI 3323</a>	Medical Ethics
+Online/Distance	<a href="#">PS 4464</a>	Political Analysis
+Online/Distance	<a href="#">PS 4613</a> /6613	Civil Wars and Intra-State Conflicts
Modification +Online/Distance	<a href="#">PS 4633</a> /6633	Democracy and Democratization
Modification	<a href="#">SO 2203</a>	Introduction to Race and Ethnicity
+Online/Distance	<a href="#">ST 6573</a> (split level with ST 4573)	Introduction to Mathematical Statistics II
Addition +Online/Distance	<a href="#">ST 8123</a>	Statistical Thinking: Probability Models and Theory of Statistics
Addition +Online/Distance	<a href="#">ST 8133</a>	Statistical Modeling
Modification +Online/Distance	<a href="#">ST 8913</a>	Smoothing Methods in Statistics
+Online/Distance	<a href="#">SW 4613</a>	Child Welfare Services

## BUSINESS

+Online/Distance	<a href="#">BIS 1523</a>	Web Development I
+Online/Distance	<a href="#">BIS 2523</a>	Web Development II
+Online/Distance	<a href="#">BIS 4113</a> /6113	Business Information Systems Security Management

+Online/Distance	<a href="#">BIS 4523</a> /6523	Business Programming with COBOL
+Online/Distance	<a href="#">BL 3001</a>	Innovation Law: You Don't Look Good in Stripes
+Online/Distance	<a href="#">BL 3223</a>	The Law of Commercial Transactions
+Online/Distance	<a href="#">EC 3123</a>	Intermediate Microeconomics
+Online/Distance	<a href="#">EC 4233</a>	Labor Economics
+Online/Distance	<a href="#">EC 4323</a> /6323	International Economics
+Online/Distance	<a href="#">FIN 3203</a>	Financial Statement Analysis
+Online/Distance	<a href="#">FIN 4243</a>	Senior Seminar in Financial Management (Proposal is mislabeled as a technical change proposal)
Modification +Online/Distance	<a href="#">FIN 4433</a>	Senior Seminar in Portfolio Management
Addition +Distance +Meridian	<a href="#">FIN 6453</a> (split level with 4453)	Financing the American Dream
Modification +Online/Distance	<a href="#">REF 4153</a>	Real Estate Investments

## ENGINEERING

+Online/Distance	<a href="#">ASE 4523</a>	Aircraft Design II
+Online/Distance	<a href="#">ASE 4623</a>	Aerospace Structural Design
+Online/Distance	<a href="#">ECE 1013</a>	Introduction to ECE Design I
+Online/Distance	<a href="#">ECE 3213</a>	Introduction to Solid State Electronics
+Online/Distance	<a href="#">ECE 3313</a>	Electromagnetics I
+Online/Distance	<a href="#">ECE 3323</a>	Electromagnetics II
+Online/Distance	<a href="#">ECE 4833</a> /6833	Data Communications and Computer Networks
Addition +Online/Distance	<a href="#">ECE 9100</a>	Graduate Seminar
Modification +Online/Distance	<a href="#">GE 1911</a>	Introduction to Engineering
+Online/Distance	<a href="#">ME 3113</a>	Engineering Analysis
+Online/Distance	<a href="#">ME 3313</a>	Heat Transfer
+Online/Distance	<a href="#">ME 3513</a>	Thermodynamics I
+Online/Distance	<a href="#">ME 3523</a>	Thermodynamics II
+Online/Distance	<a href="#">ME 3613</a>	System Dynamics
+Online/Distance	<a href="#">ME 4333</a>	Energy Systems Design
+Online/Distance	<a href="#">ME 4403</a>	Machine Design

## FOREST RESOURCES

+Online/Distance	<a href="#">SBP 3133</a>	Mechanics of Biomaterials (Tabled at Jan. 22, 2021 meeting)
+Online/Distance	<a href="#">SBP 8213</a>	Advanced Wood Mechanics (Tabled at Jan. 22, 2021 meeting)

## 4. Degree proposals by college/school

### ARTS & SCIENCES

Addition +Online/Distance	MA (non-thesis)	Communication
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APPROVAL FORM FOR  
**DEGREE PROGRAMS**  
MISSISSIPPI STATE UNIVERSITY

**NOTE:** This form is a cover sheet that must accompany the degree program change proposal. The actual proposal should be prepared in accordance with format requirements provided in the *Guide and Format for Curriculum Proposals* published by the UCCC. Both cover sheet and proposal should be submitted to UCCC Mail Stop 9702 (281 Garner Hall), Phone: 325-9410.

**College:** Arts & Sciences

**Department:** Communication

**Contact Person:** Dr. Terry Likes

**Mail Stop:** PF    **E-mail:** tdl262@msstate.edu

**Nature of Change:** New program

**Date Initiated:** 5/1/2021    **Effective Date:** 5/1/2022

**Current Degree Program Name:** N/a

**New Degree Program Name:** Master of Arts in Communication (campus 1, campus 5)

**Major:** Communication

**Concentration:** none

**Summary of Proposed Changes:**

The Master of Arts degree in Communication is a 33 sh degree designed to provide students with a strong theoretical foundation in classic and contemporary communication theories; to offer training in contemporary communication research methods and their applications across contexts; to allow students to explore best practices across and using contemporary media, digital and mass media, and social media in different communication contexts; and to equip students with grounded examples, applied experiences, insights and research opportunities to make them ready contributors to their organizations and communities. Survey data indicate a high probability of successful recruitment of students, and financials suggest a revenue-positive program with minimal cost beyond the faculty lines needed to cover the new course offerings.

The program would elevate the Department of Communication on par with our sister schools in the state and in the SEC in offering a graduate degree (or higher) in Communication. The program includes 5 common courses for students in the Department and 5 elective courses in Communication, and one additional research methods course from outside the Department (support letters are attached).

Students will be able to complete the program over 4 semesters, or fewer if the student takes summer classes. The program is designed to meet the needs of professionals seeking to advance their careers and develop their skills, those seeking to become teachers of Communication, and those seeking to ultimately complete a Ph.D. in Communication.

Given the diversity of goals and backgrounds of our prospective students, and the nature of the Communication discipline, the 5 elective courses students select will provide the students with the opportunity to craft a program that meets their specific goals and matches their interests. After the first 2 years, the program will be evaluated to determine if a partially or fully online

program could accomplish similar outcomes as the proposed face-to-face program. As the proposed program would be the first graduate program in the Department of Communication, the faculty want to establish the program face-to-face before extending the program online. Online courses, will be added once the effectiveness and viability of the program are established. Additional course offerings online after year 2 would require additional faculty to support that extension of the program, beyond those identified in this proposal.

**Approved:**

**Date:**

Terry Libes  
Department Head

1/25/2021

Heather Jordan  
Chair, College or School Curriculum Committee

2/18/21

Tommy Anderson  
Dean of College or School

2/17/2021

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Chair, University Committee on Courses and Curricula

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\_\_\_\_\_  
Chair, Graduate Council (if applicable)

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\_\_\_\_\_  
Chair, Deans Council

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## NEW GRADUATE DEGREE OUTLINE FORM

Use the chart below to indicate your new degree outline. Please list required College and Major Required Courses and if appropriate Concentration Courses. Graduate programs that wish to specialize beyond the Major must have at least two concentrations. Add additional rows as needed for programs with more than two concentrations. Expand rows as needed

<b>PROPOSED New Degree</b>	
Degree: Master of Arts (non-thesis) Major: Communication Concentration 1: none Concentration 2: none	
"[Click here and type new degree description]"  The Master of Arts degree in Communication is a 33 sh program designed to meet the educational and preparatory needs for communication professionals looking to advance in their careers, individuals preparing to become professional educators of speech, media and communication, and individuals planning to pursue a Ph.D. in Communication or a related field of study. The proposed program will provide students with a strong theoretical foundation in classic and contemporary communication theories; training in contemporary communication research methods and their applications across contexts; allow students to explore and teach media history and best practices within and with contemporary media, mass media, and social & digital media in different communication contexts and; equip students with grounded examples, applied experiences, and research opportunities and insights to make them ready contributors to their organizations and communities.	
"[Click here and type new concentration description]" N/A	
<b>Proposed Curriculum Outline</b>	<b>Required Hours</b>
College Required Courses: None	
Major Required Courses:	
CO 8203 - Communication Theory	3
CO 8223 - Seminar in Communication Research	3
CO 8333 - Seminar in Media	3
CO 8243 - Communication Pedagogy	3
CO 8753 - Special Project	3
Additional electives as approved by Graduate Program Coordinator	18
<b>Total Hours</b>	<b>33</b>

**Appendix 8: New Degree Program Proposal**  
**(Submit Appendix 8 in both PDF and Word Document Formats)**

<b>Institution:</b>		
<b>Date of Implementation:</b> Spring 2022	<b>Incremental, Six-Year Cost of Implementation:</b> 1,291,320	<b>Incremental, Six-Year Per Student Cost of Implementation:</b> 12,913
<b>Will it attract new students to the university?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Potential Six-Year, New Revenue:</b> 1,500,214	<b>Potential New, Six-Year Revenue Per Student:</b> 16,339
<b>Program Title as will Appear on Academic Program Inventory, Diploma, and Transcript:</b> Communication		<b>Six-Digit CIP Code:</b>
<b>Name of Degree(s) to be Awarded:</b> Master of Arts		<b>Total Credit Hour Requirements to earn the degree:</b> 36
<b>List any institutions within the state offering similar programs:</b> See next page		
<b>Responsible Academic Unit(s):</b> Communication		<b>Institutional Contact:</b> Dr. Terry Likes <b>Phone:</b> 662-325-8033 <b>Email:</b> tdl262@msstate.edu
<b>Check one of the boxes below related to SACSCOC Substantive Changes.</b>		
<input type="checkbox"/> <b>Proposed Program is <u>Not</u> a Substantive Change</b>		<input type="checkbox"/> <b>Proposed Program <u>is</u> a Substantive Change</b>
<b>Number of Students Expected to Enroll in First Six Years:</b>		<b>Number of Graduates Expected in First Six Years:</b>
Year One 15		Year One 0
Year Two 15		Year Two 12
Year Three 17		Year Three 12
Year Four 17		Year Four 14
Year Five 18		Year Five 14
Year Six 18		Year Six 15
<b>Total 100</b>		<b>Total 67</b>
<b>Program Summary:</b> See two pages ahead		
<b>Chief Academic Officer Signature</b>		<b>Date</b>
<b>Institutional Executive Officer Signature</b>		<b>Date</b>



**List any institutions within the state offering similar programs:**

The University of Southern Mississippi programs include a MA, MS and Ph.D. in Mass Communication, and a MA and Ph.D. in Communication Studies. The University of Mississippi has a MS in Integrated Marketing Communication (a combination of Public Relations and Advertising) face-to-face and/or online plus an MA in Journalism. Jackson State University offers an MS in Journalism and Media Studies. There is no significant duplication with any graduate degree program at the University of Mississippi or Jackson State University.

The MA in Communication Studies at Southern Miss and the proposed program at MSU have similar names, but modest overlap in required courses and electives offered. The proposed MSU MA in Communication and USM's MA in Communication Studies duplicate 3 requirements (a Communication Theory course, research methods courses, and capstone-like course). Most CO graduate programs offer courses in Communication Theory, Research Methods, and some variation of Media Studies, Media Law or Media Leadership as core courses. The only other common courses with USM are Digital Media, Crisis Communication and Health Communication. We offer eight other courses that are different: 8333, 8233, 8243, 8063, 8873, 8283, 8393 and 8013.

The proposed program and the program at USM differ based primarily upon the varied expertise and context foci represented across the faculty teaching in each program, and the inclusion of 15 elective hours in each program. The specific and varied backgrounds and expertise of the respective Communication professors at USM and MSU create different programs. The MSU program also includes a unique emphasis in the MA requirements for teaching communication.

The proposed program would be unique in offering a program that crosses many areas of Communication with faculty expertise to delve into the highly sought-after areas of Crisis Communication, Health Communication, Science Communication and Leadership Communication. Rather than duplicating the program at USM, or competing with it, the proposed program is expected to generate a larger pool of Ph.D. candidates for USM.

Further, a survey of graduates of the Dept. of Communication at MSU indicates that there exists a cohort of potential students ready to enroll at MSU that have not enrolled at USM or anywhere else for an MA in Communication. We expect that graduates with an MA from MSU seeking the Ph.D. in Communication would consider USM for the Ph.D., thus allowing MSU's MA in Comm to be a feeder program to Mississippi's only doctoral program in Communication, at USM.

There is some overlap in crisis communications and digital media across the proposed program and the UM MA in Public Relations. However, the overlap does not represent unnecessary duplication – it demonstrates the central role that both crisis communication and digital media occupy in Communication, and across contexts. Any MA in Communication would include or even require some coverage of those media, theories and contexts from a communication-based perspective.

Our survey data (see attached) of alumni of the Dept. of Communication at MSU allow us to deduce that there is a cohort of potential students that indicate that while they want to complete an MA, they are not currently doing so anywhere. That same survey shows that there are dozens of people ready to begin an MA program in Communication at MSU upon its approval and inviting applicants. A second, more recent, survey (see attached) of undergraduates shows levels of interest in a Master's level education among those students after completing their BA.

**Program Summary:**

The Master of Arts degree in Communication is a 33 sh degree designed to provide students with a strong theoretical foundation in classic and contemporary communication theories; to offer training in contemporary communication research methods and their applications across contexts; to allow students to explore best practices across and using contemporary media, digital and mass media, and social media in different communication contexts; and to equip students with grounded examples, applied experiences, insights and research opportunities to make them ready contributors to their organizations and communities.

The program includes 5 common courses for students in the Department and 5 elective courses in Communication, and one additional research methods course from outside the Department (support letters are attached). Students will be able to complete the program over 4 semesters, or fewer if the student takes summer classes.

The program is designed to meet the needs of professionals seeking to advance their careers and develop their skills, those seeking to become teachers of Communication, and those seeking to ultimately complete a Ph.D. in Communication. Given the diversity of goals and backgrounds of our prospective students, and the nature of the Communication discipline, the 5 elective courses students select will provide the students with the opportunity to craft a program that meets their specific goals and matches their interests.

There are many job opportunities for students who earn a master's degree in communication. The U.S. Bureau of Labor Statistics reports between 2016 and 2026, and 45,000 new communication jobs will be created in the United States. The career path for student's earning a master's degree in communication is broad. Graduates will be qualified for positions in advertising or public relations, communication and media studies, emerging media, global communication, health communication, journalism, mass communication, political communication and strategic communication. The latest Association of Schools of Journalism and Mass Communication (ASJMC) job survey revealed those working fulltime in communication with a bachelor's degree had a mean annual salary of \$38,749.39, while those with a master's degree working fulltime had a mean annual salary of \$62,757.92. A second survey, reported by Northeastern University in Boston, indicated bachelor's degree recipients in communication could expect to make \$52,000 per year while master's degree recipients could expect to make \$69,000 annually.

The program, as proposed, includes more than the minimum required hours by SACS. After the first 2 years, the 33 sh program will be evaluated to determine if 30 sh program could accomplish similar outcomes. As the proposed program would be the first graduate program in the Department of Communication, the faculty want to establish the program face-to-face before extending the program online. Online courses, will be added once the effectiveness and viability of the program are established. Additional course offerings online after year 2 would require additional faculty to support that extension of the program, beyond those identified in this proposal.

**Institution: Mississippi State University****1. Describe how the degree program will be administered including the name and title of person(s) who will be responsible for curriculum development and ongoing program review.**

The degree program will be housed in the Department of Communication. The Department Head (Dr. Terry Likes currently serves in that capacity) will be responsible for initial curriculum development and program review. Once the program is approved, a Graduate Coordinator within the Department of Communication would be appointed. The Graduate Coordinator would be responsible thereafter for directing the program, developing the program, for program review in consultation and with the approval of our Department Curriculum Committee. The Department of Communication has a standing Curriculum Committee overseeing curriculum and course development.

**2. Describe the educational objectives of the degree program including the specific objectives of any concentrations, emphases, options, specializations, tracks, etc.**

The educational objectives of the Master of Arts in Communication program include:

1. To provide students with a strong theoretical foundation in classic and contemporary communication theories;
2. To provide training in contemporary communication research methods and their applications across contexts;
3. To explore and teach media history and best practices within and with contemporary media, mass media, and social & digital media in different communication contexts and;
4. To equip students with grounded examples, applied experiences, and research opportunities and insights to make them ready contributors to their organizations and communities.

Field-Specific Objectives of the program:

1. Describe the Communication discipline and its central questions
2. Employ Communication theories, perspectives, principles, and concepts
3. Engage in Communication inquiry
4. Create messages appropriate to the audience, purpose, and context
5. Critically analyze messages
6. Demonstrate the ability to accomplish communicative goals (self-efficacy)
7. Apply ethical communication principles and practices
8. Utilize communication to embrace difference
9. Influence public discourse

Objectives 1-9 above are consistent with goals identified as "Outcomes from Communication Degree Programs" – from the National Communication Association. A comprehensive summary of the goals for communication programs from the National Communication Association is included at the end of the document.

Students would be able to choose appropriate classes within the department offerings to allow them to explore what communication theories offer in terms of understanding and insights across contexts and in particular contexts. The program will provide solid methodological understanding and practical opportunities to allow students to analyze and evaluate current communication practice(s) and to explore communication based-questions, to generate data driven and theoretically guided analyses, and

to develop solution-oriented responses. Importantly, the program will provide contextual grounding and awareness for students by facilitating skill development in context(s) through the special project requirement.

The Master of Arts in Communication is designed to meet the educational and preparatory needs for communication professionals looking to advance in their careers, individuals preparing to become professional educators of speech, media and communication, and individuals planning to pursue a Ph.D. in Communication or a related field of study.

**3. Describe any special admission requirements for the degree program including any articulation agreements that have been negotiated or planned.**

There are no additional admission requirements being proposed beyond the requirements already imposed by the Office of the Graduate School. No articulation agreements have been negotiated or are currently planned. All students entering the program are expected to have a foundation in communication prior to beginning Master's level courses in Communication. Students entering the program without having completed a major in Communication or a minimum of 18 undergraduate hours of communication may be asked to complete up to 12 advanced semester hours of communication to prepare for graduate work in communication.

A maximum of 9-credit hours may be completed outside the Department of Communication (including the 3 sh research methods course, but excluding transfer students who may transfer a maximum of 18 sh in Communication).

**4. Describe the professional accreditation that will be sought for this degree program. If a SACSCOC visit for substantive change will be necessary, please note.**

The National Communication Association has no current professional accreditation for individuals or programs.

**5. Describe the curriculum for this degree program including the recommended course of study (appending course descriptions for all courses) and any special requirements such as clinical, field experience, community service, internships, practicum, a thesis, etc.)**

The Master of Arts in Communication program will consist of 33 credit hours. The program is designed to develop deeper understanding of the role and functions of communication and different media, in different contexts, and in different roles (ex. Leadership and Communication, Family Communication). Case studies, applied research, and best practices will be emphasized throughout the program's offerings.

**33 sh Master of Arts in Communication Program**

- 4 required standard courses in Department of Communication – (12 sh)
- 2 methods courses (minimum) required from inside (3 sh min) and/or outside department – (6 sh)
- Special Project Course – (3-6 sh)

**Required Classes:**

All Students completing degree must take these:

1. CO 8203 - Communication Theory – REQUIRED
2. CO 8223 - Seminar in Communication Research – REQUIRED
3. CO 8243 - Communication Pedagogy – REQUIRED
4. CO 8333 - Seminar in Media – REQUIRED
5. CO 8753 - Special Project – REQUIRED

Students may choose to take these classes:

- CO 8013 - Seminar in Communication and Leadership
- CO 8023 - Health Communication
- CO 8063 - International Communication
- CO 8233 - Seminar in Rhetoric
- CO 8283 - Seminar in Relational Communication
- CO 8353 - Seminar in Digital Media Uses and Effects
- CO 8393 - Media Law for Leaders and Organizations
- CO 8743 - Political Communication
- CO 8823 - Seminar in Crisis Communication
- CO 8873 - Managing Messages and Media Relations

Students may choose to take these currently approved electives, that may be part of the curriculum.

A minimum of 18 sh must be at the 8000 level.

- CO 6203 – Nonverbal Communication
- CO 6233 – Gender and Media
- CO 6253 – Elements of Persuasion
- CO 6263 – Gender Communication
- CO 6273 – Intercultural Communication
- CO 6313 – Mass Media Law
- CO 6323 – Mass Media and Society
- CO 6403 – Journalism Ethics
- CO 6433 – Television Criticism
- CO 6803 – Research in Public Relations and Advertising
- CO 6813 – Public Relations in Organizations

Students may complete their second 3sh methods course outside the department.

Departments in which methods courses would be found include the Department of Psychology, the Department of Sociology, the Department of Political Science and Public Administration, and the College of Education. Extra-departmental, methods-focused courses will be considered on a case-by-case basis. Letters have been obtained from departmental representatives of four departments at MSU affirming their support for the program and the students that may choose

to enroll in methods-focused courses in their department or college.

\*\*\* (Letters of support are attached at the end of the document.)

The program includes a 3-credit hour Special Project, designed to ensure students gain applied practical experience in academic research or professional development. The Special Project course can encompass a traditional faculty-supported independent research project or a field-based internship at an approved communication organization or entity, and it may be repeated for a total of 6-credit hours. Special projects should be commensurate in the time and effort they require. Internships and practicum experiences should include a minimum of 100 hours of field time to ensure students gain applied practical experience in academic research or professional development.

**6. Describe the faculty who will deliver this degree program including the members' names, ranks, disciplines, current workloads, and specific courses they will teach within the program. If it will be necessary to add faculty in order to begin the program, give the desired qualifications of the persons to be added.**

Heesook Choi, Ph.D., Assistant Professor, Public Relations - 3/3 course load

- CO 6803 – Research in Public Relations and Advertising
- CO 8223 - Seminar in Communication Research
- CO 8743 - Political Communication
- CO 8063 - International Communication
- CO 8873 - Managing Messages and Media Relations

Melody Fisher, Ph.D., Associate Professor, Public Relations - 3/3 course load

- CO 6813 – Public Relations in Organizations
- CO 8823 - Seminar in Crisis Communication
- CO 8353 - Seminar in Digital Media Uses and Effects
- CO 8873 - Managing Messages and Media Relations

John Forde, Ph.D., Professor, Public Relations - 3/3 course load

- CO 8823 - Seminar in Crisis Communication
- CO 8873 - Managing Messages and Media Relations

Terri Hernandez, Ph.D., Assistant Professor, Public Relations - 3/3 course load

- CO 6813 – Public Relations in Organizations
- CO 8823 - Seminar in Crisis Communication
- CO 8353 - Seminar in Digital Media Uses and Effects
- CO 8873 - Managing Messages and Media Relations

Terry Likes, Ph.D., Professor, Broadcasting/Journalism - 1/1 course load

- CO 8333 - Seminar in Media
- CO 8353 - Seminar in Digital Media Uses and Effects

Melanie Loehwing, Ph.D., Associate Professor, Communication Studies - 3/3 course load

- CO 6253 – Elements of Persuasion
- CO 8243 - Communication Pedagogy
- CO 8233 - Seminar in Rhetoric
- CO 8013 - Seminar in Communication and Leadership

John Nicholson, Ph.D., Associate Professor, Communication Studies - 3/3 course load

- CO 6203 – Nonverbal Communication
- CO 8203 - Communication Theory
- CO 8753 - Special Project
- CO 8283 - Seminar in Relational Communication

Philip Poe, Ph.D., Associate Professor, Journalism - 3/3 course load

- CO 6313 – Mass Media Law
- CO 6403 – Journalism Ethics
- CO 8333 - Seminar in Media
- CO 8743 - Political Communication
- CO 8393 - Media Law for Leaders and Organizations

Pete Smith, Ph.D., Associate Professor, Communication Studies - 3/3 course load

- CO 6233 – Gender and Media
- CO 6263 – Gender Communication
- CO 6433 – Television Criticism
- CO 8333 - Seminar in Media

Holli Seitz, Ph.D., Assistant Professor, Communication Studies - 3/3 course load

- CO 6253 – Elements of Persuasion
- CO 8223 - Seminar in Communication Research
- CO 8243 - Communication Pedagogy
- CO 8023 - Health Communication

Lawrence Strout, Ph.D., Associate Professor, Journalism - 3/3 course load

- CO 6313 – Mass Media Law
- CO 8333 - Seminar in Media

- CO 8743 - Political Communication
- CO 8393 - Media Law for Leaders and Organizations

Kevin Williams, Ph.D., Associate Professor, Broadcasting - 3/3 course load

- CO 6323 – Mass Media and Society
- CO 8223 - Seminar in Communication Research
- CO 8333 - Seminar in Media

Additional (new) Faculty to cover:

- CO 6273 – Intercultural Communication
- CO 8063 - International Communication
- CO 8233 - Seminar in Rhetoric
- CO 8223 - Seminar in Communication Research
- CO 8013 – Seminar in Communication and Leadership

2 New Faculty Members to be added pending program development approval:

- New Faculty Member 1, Ph. D., Assistant Professor, Tenure-Track – Media and Communication Studies, 3/3
- New Faculty Member 2, Ph. D., Assistant Professor Tenure-Track – Methods, Media and Communication Studies, 3/3

**7. Describe the library holdings relevant to the proposed program, noting strengths and weaknesses. If there are guidelines for the discipline, do current holdings meet or exceed standards?**

Mississippi State has a comprehensive library with journal, e-journal, an interlibrary system and text holdings to fully support this program. Beth Downey is the designated librarian for our department and has extensive knowledge on holdings in the MSU library system as well as mechanisms to acquire any additional holdings. Current holdings meet the demands of MA students, and there are no known weaknesses or gaps. The current system is sufficient and is not expected to have any deficiencies in regard to this proposed degree program.

From Beth Downey,

"I am providing documentary evidence of the University Libraries' ability to support a graduate degree program in Communication (Master of Arts). Included are the following:

All paid subscription databases tagged for Communication (Communication Databases.docx).

2020-2021 title list of all journals subscribed individually or via publisher package (COM21 Subscribed Titles.xlsx).

Selected journal title list pulled from database holdings (not including historical/archived) (Holdings for Comm Report.xlsx).



Titles ordered with allocation funds 2016-present (Communication Titles ordered since 2016 report.xlsx).

In addition, our Cataloging Unit has analyzed and found 5,113 physical items cataloged to Communication and related fields."

\*\*\*\* A detailed report of the library holdings and resources relevant to Communication is attached below. cataloged to Communication and related fields.

**8. Describe the procedures for evaluation of the program and its effectiveness in the first six years of the program, including admission and retention rates, program outcome assessments, placement of graduates, changes in job market need/demand, ex-student/graduate surveys, or other procedures.**

Mississippi State University's Office of Institutional Effectiveness tracks admission, retention, graduation and graduate placement rates. It also conducts exit surveys of graduates. In addition, like the institutional effectiveness reports done annually for each concentration in Communication, similar institutional effectiveness reports will be formulated for this new master's program as well.

The Graduate Director in Communication will be responsible for supervising the program review. Program review will include exit interviews of students graduating from the program. The Graduate Director will oversee the survey of ex-students annually for job placement and PhD program acceptance. The Master of Communication program expects to achieve a graduation rate of 80 percent or greater and rates of nearly 90 percent for employment or enrollment in a PhD (or other terminal degree) program within one year of graduation.

**9. What is the specific basis for determining the number of graduates expected in the first six years?**

Based upon survey results (see attached, "Narrative Description & Summary of Communication Alumni and Undergraduate Surveys"), the faculty have confidence that demand will surpass supply for the program. Being conservative, we estimate 15 students each fall. Some caps for courses will be at 15, while others will be 20 students per course (in person). These numbers are expected to increase as online classes are added, pending program reviews in Years 1 and 2.

Enrollment will likely be limited by the number of seats we offer, rather than being limited by student demand for the degree and program. This gives the faculty confidence that the program will grow beyond our current conservative enrollment estimates.

The plan calls for enrolling 15 new students each fall. So, after the first semester, there will be 30 master's students enrolled, and subsequently, 30 students each academic year as new classes of 15 join the program each fall. Therefore, a total of 30 students will be enrolled each academic year, and over six years, that amounts to 90 different students enrolled.

The first academic year would result in no graduates, but for each subsequent academic year, the number of graduates projects to be between 12 and 15. With 12-15 graduates starting in year two and running through year six, we project 60 to 75 will have graduated from the program by the end of year six.

### Projected Admissions to Program

#### Number of Students Expected to Enroll in First Six Years:

Year One	15
Year Two	15
Year Three	17
Year Four	17
Year Five	18
Year Six	18
Total	100

#### Number of Graduates Expected in First Six Years:

Year One	0
Year Two	12
Year Three	12
Year Four	14
Year Five	14
Year Six	15
Total	67

Total of 60 graduates projected during the first 6 years.

Graduation rates assume all full-time enrollment, and financial estimates assume full classes in the fall and spring terms, and 4 graduate classes making over the summer terms.

**Attachments:**

- A. Narrative description and summary of Communication undergraduate surveys
- B. Letters of support from outside departments
- C. Appendix 10 – Report of intent to offer by distance learning
- D. National Communication Association – Learning Outcomes in Communication cited within the proposal
- E. Library Holdings
  - Letter from the MSU Library
  - Communication subscribed titles
  - Communication Titles ordered 2016-2020
  - \*Holdings for Communication – this document was too large to include here with more than 10,000 listings. The spreadsheet can be sent upon request.

# **Narrative Description & Summary of Communication and Undergraduate Surveys Master of Arts in Communication Mississippi State University**

## **Narrative Description of Program**

Communication skills are often identified among the most desired by prospective employers, and demand for those skills across industries, and jobs in communication-related industries are expected to continue to grow. Communication skills broadly defined include the effective development and use of messages, to particular audiences, to achieve desired effects. The proposed Master's Degree seeks to develop in students theoretical understanding and practical capabilities in understanding and creating messages, as well as developing the research capability to measure and answer communication-based questions.

## **The Department of Communication at Mississippi State University**

The Department of Communication has approximately 15 tenured or tenure-track faculty members and over 600 undergraduate majors. The Department of Communication is the only department in the College of Arts & Sciences that does not offer a graduate degree program, and it is the only SEC University that does not offer a Master's level degree in Communication. Surveys conducted in 2014 of Department of Communication alumni and in 2019 with undergraduate students demonstrate that there is an opportunity to meet a persistent demand for a program that serves students, is in keeping with the teaching and research missions of the University, and that will serve the people of Mississippi.

## **Educational Goals for Students in the Master of Arts Program at MSU**

Our specific goals are to provide a strong theoretical foundation in classic and contemporary communication theories; to explore and teach best practices with different media and in different communication contexts; and to prepare the students with applied experiences, research opportunities and insights to make them ready contributors to their organizations and communities.

The program and the courses in it are developed with a strong awareness of the importance and impact of contemporary media, and the growing significance of managing in a mediated world.

## **Profiles of MA in Communication Students**

The degree is broadly thought of as meeting the needs of three groups of students:

1. Professionals working (or looking to work) in organizational contexts, including varied organizations and businesses, in non-profits, and in media occupations throughout Mississippi. Our survey (below) indicates that among our alumni, the desire for career advancement, as well as the desires for skill development (particularly research skills), and personal growth, motivate members of this group.
2. Students wanting to continue their education to get a Ph.D. in Communication or a related field.

3. Students wanting to develop their understanding and ability to teach communication skills in the classroom and communities.

Students from these blended groups would be able to choose appropriate classes within the department offerings to allow them to explore what communication theories offer in terms of understanding and insights across contexts and in particular contexts. The program will provide solid methodological understanding and practical opportunities to allow students to analyze and evaluate current communication practice(s) and to explore communication based-questions, to generate data driven and theoretically guided analyses, and to develop solution-oriented responses. Importantly, the program will provide contextual grounding and awareness for students by facilitating skill development in context(s) through the practicum/special project requirement.

#### **Additional Faculty and Resources Required**

The Department of Communication has been growing consistently for the last 20 years. The full-time faculty in the department are approximately evenly comprised of tenured and tenure-track faculty, and full-time non-tenured faculty. The addition of a graduate program will necessitate the addition of 2 tenured/tenure-track faculty.

Faculty teaching graduate courses would teach 2 sections that term, with one being a graduate course. The rotation of the courses in the program and teaching responsibility is designed to be shared and distributed among the current faculty.

#### **Research Impact**

One goal of the program that is not highlighted in the accompanying forms is the potential for impact on research within the department, college and university. The mere presence of graduate students and graduate-only classes will help cultivate a more-research oriented program within the Department of Communication. Department faculty agree that the development of a graduate program, and working closely with graduate students could only increase the research productivity within the department at the undergraduate, graduate and faculty levels.

It is difficult to quantify the impact an MA in Communication will have on research. Still, the reasonable deduction is that a greater focus on research, which the MA program would bring, would increase the volume, as well as, hopefully, the significance and impact of the research for our students, community and state.

# Survey Analysis of Interest in a Master of Arts in Communication Degree at Mississippi State University – conducted Fall 2019

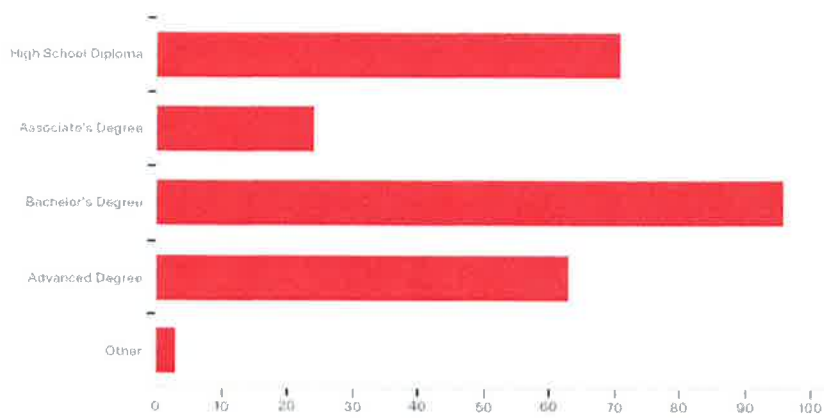
We conducted a survey of interested parties. We distributed the survey to current Mississippi State Communication majors, alumni of the Communication Department, and local community colleges whose students might be interested in attending Mississippi State.

## Snapshot of Sample

In total, 272 participants took our survey. The sample was 69% female, 88% white and 10% black. In terms of their current status, 38% of the sample consisted of current undergraduate students at all institutions, while 53% were employed full time.

In terms of highest level of education the sample was very diverse (see chart below).

## What is the highest level of education you have received?



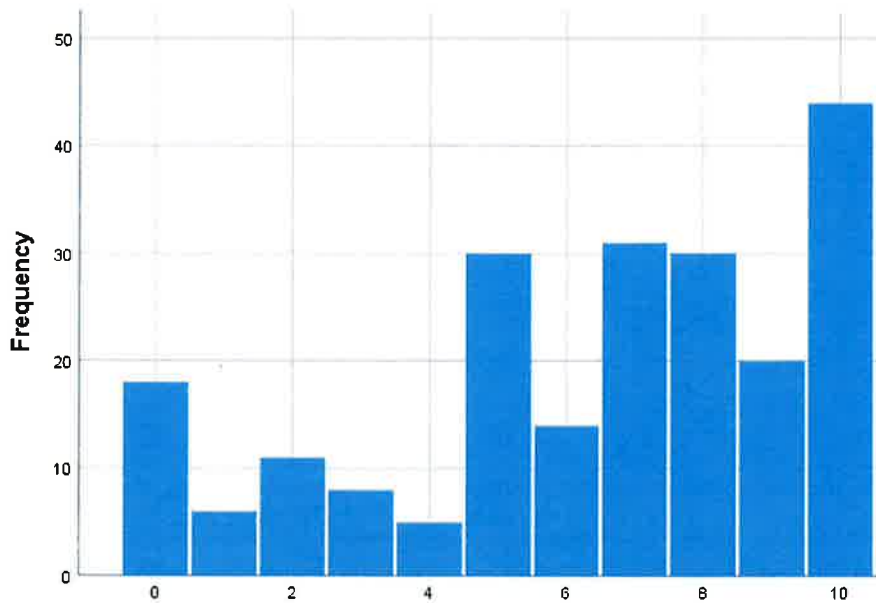
In terms of undergraduate major, 84% of all participants were majoring or are majoring in Communication. Other majors represented in the sample included English, Business, Marketing, Meteorology, Spanish, French, Food Science, Interdisciplinary Studies, Foreign Languages, Political Science, Education, Agriculture, Criminology, Psychology, Occupational Therapy, Biology, Kinesiology, and Social Work.

## Interest in Master's Degree

Participants were asked on a scale of 0-10 how interested they were in completing a Master's Degree in Communication (0 = not at all interested, 10 = very interested). A total of 217 participants answered this question.

The mean for the sample was 6.37 with a standard deviation of 3.1 and a median of 7. A total of 75% of participants indicated a 5 or higher on this scale. See graph below.

#### Interest in Master's of Communication (0-10)



#### Demographics of the Interested

In total, 169 participants indicated an interest of receiving a Master's in Communication of 5 or higher. This section reviews the demographics of this group.

This group is 76% white, 11% black, and 62% female. Of this group, 12% are staff members at Mississippi State University. The group has a wide range of education.

#### What is the highest level of education you have received? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	56	33.1	33.1	33.1
	Associate's Degree	21	12.4	12.4	45.6
	Bachelor's Degree	74	43.8	43.8	89.3
	Advanced Degree	16	9.5	9.5	98.8
	Other	2	1.2	1.2	100.0
	Total	169	100.0	100.0	

Participants were asked about their career objectives. In total, 22% were interested in teaching community college, 5% (8 total) were interested in obtaining a Ph.D., 36% plan to work in business, 12% plan on working in government, and 21% were interested in non-profits.

#### Interests of the Interested

In total, 169 participants indicated an interest of receiving a Master's in Communication of 5 or higher. This section reviews the interests of this group.

Participants were asked to rate their interest in four formats of a Master's Degree (full-time online or in person, part-time online or in person) on a scale from 0 – 10. (0 = not interested, 10 = very interested)

	Mississippi State	Any Other University
<b>Online Full-Time</b>	$M = 6.24, SD = 3.43$	$M = 4.52, SD = 3.54$
<b>Online Part-Time</b>	$M = 7.23, SD = 3.20$	$M = 5.00, SD = 3.70$
<b>In Person Full-Time</b>	$M = 4.90, SD = 3.98$	$M = 3.43, SD = 3.67$
<b>In Person Part-Time</b>	$M = 4.53, SD = 3.76$	$M = 3.20, SD = 3.39$

Repeated measures general linear model tests were conducted to compare these groups.

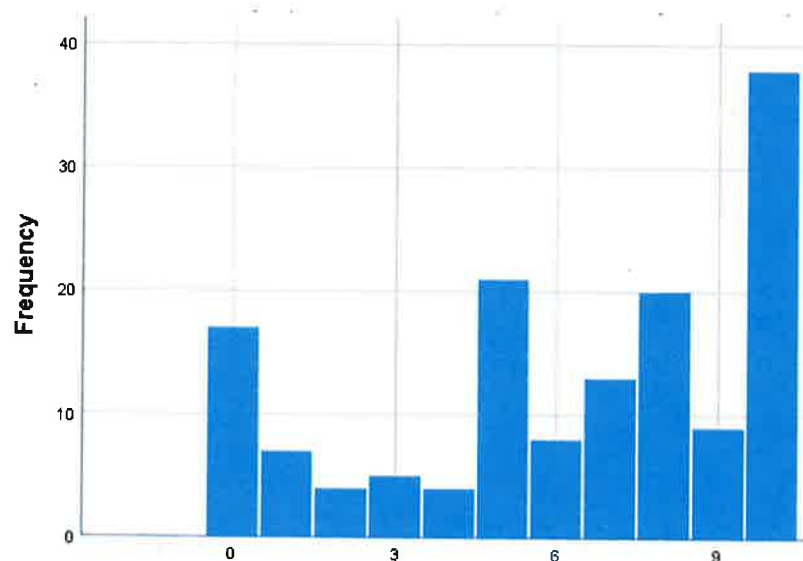
Participants were significantly more interested in an online full-time program than an in-person full time program,  $F(1, 142) = 9.616, p = .002$ .

Participants were significantly more interested in programs at Mississippi State than similar programs at any other university. Pairwise comparisons are reported below.

- Full-time online,  $F(1, 144) = 41.82, p < .001$
- Part-time online,  $F(1, 146) = 69.60, p < .001$
- Full-time In person,  $F(1, 142) = 37.96, p < .001$
- Part-time In person,  $F(1, 144) = 212.65, p < .001$

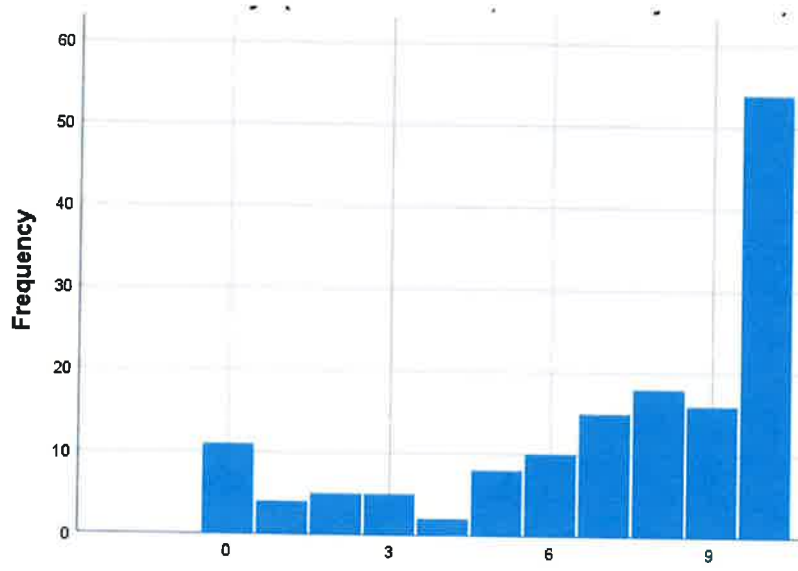
We do have a large number of participants interested in each format, but the strongest interest is in online. (See histograms below)

#### Full Time Online

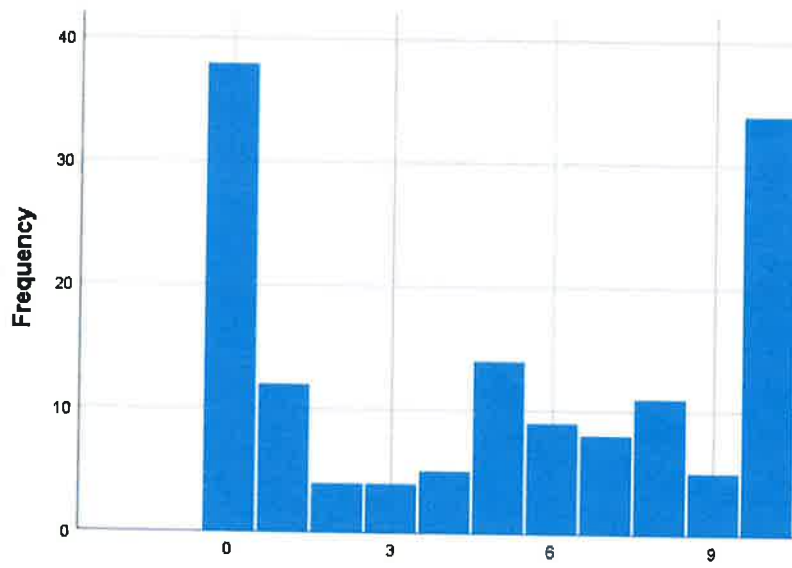




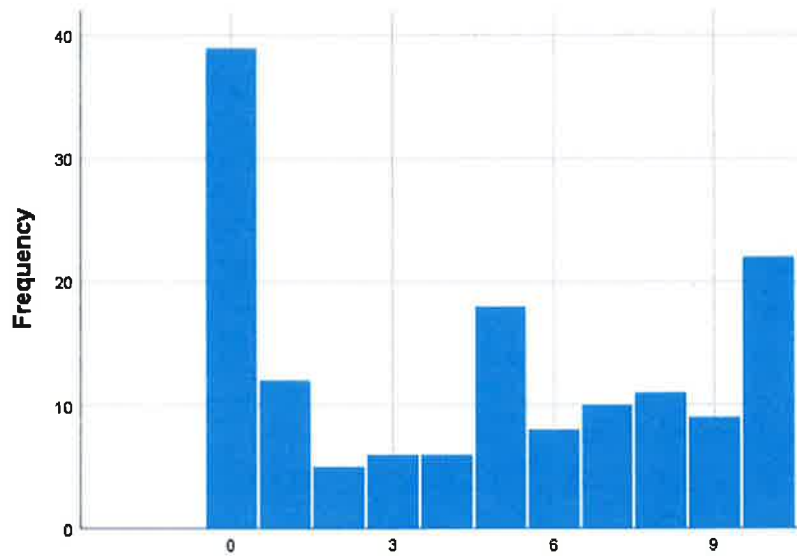
### Part Time Online



### Full Time In Person

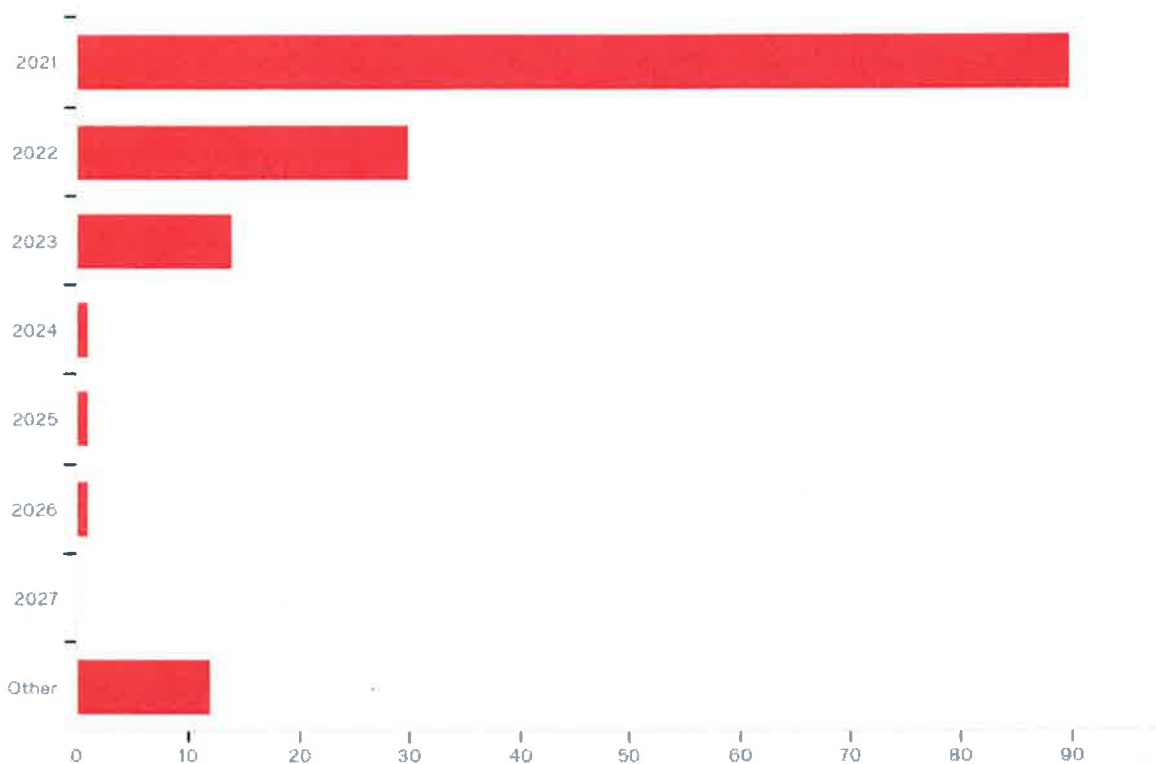


### Part Time In Person



### Year of Entry

Of the interested group, a large portion would like to begin in the first year offered (according to the survey). Others continue to be planning for a year or two beyond that.



Note: Almost all of the Other entries suggested they wanted to start in 2020. This supports the trend of interest as soon as possible.



**MISSISSIPPI STATE**  
UNIVERSITY™

**COLLEGE OF ARTS & SCIENCES**

Department of Sociology  
P.O. Box C  
456 Hardy Road/207 Bowen Hall  
Mississippi State, MS 39762  
P. 662.325.2495  
F. 662.325.4564  
[www.sociology.msstate.edu](http://www.sociology.msstate.edu)

October 7, 2020

To Whom It May Concern,

Please accept this letter supporting potential master's students in the Department of Communications taking methods course in the Department of Sociology. Whenever there are seats available in methods courses offered by the Department of Sociology after Sociology graduate students have signed up for courses, we would encourage master's students from the Department of Communications to enroll in such courses. The Department of Sociology Graduate Policies and Curriculum Committee voted unanimously to approve this proposal on October 7, 2020. Please contact Dr. Margaret Hagerman, Graduate Coordinator, or Dr. Braden Leap, Chair of the Graduate Policies and Curriculum Committee, if you have any further questions.

Thank you,

Department of Sociology  
Graduate Policies and Curriculum Committee

 Margaret Hagerman (Graduate Coordinator)

 Raymond Barranco

 Kecia Johnson

 Braden Leap (Chair)

 Lindsey Peterson



**MISSISSIPPI STATE**  
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F. 662.325.7212

[www.psychology.msstate.edu](http://www.psychology.msstate.edu)

October 2, 2020

Dr. Terry Likes  
Department Head and Professor  
Department of Communication  
P.O. Box PF  
Mississippi State, MS 39762

Dear Dr. Likes:

I am delighted to provide a letter of support for your proposed master's degree in communication. With respect to applied statistics courses in psychology that might be of interest to your students and fit with this degree program, I recommend the following:

***"PSY 8214 Quantitative Methods in Psychology II: 4 hours. (Prerequisite: PSY 3103). Three hours lecture. Three hours laboratory. Advanced experimental design and methods with emphasis on analysis of variance."***

The course prerequisite is a "soft" prerequisite; thus, graduate students from other departments and colleges have taken this course. In addition to ANOVA, the course provides an introduction to the General Linear Model, including regression models. We should be able to accommodate up to five additional communication students each semester. The course is usually offered in the fall semester.

Best of luck with your application.

Sincerely,

Mitchell E. Berman, Ph.D.  
Professor and Department Head

Email: [mberman@psychology.msstate.edu](mailto:mberman@psychology.msstate.edu)  
Telephone: 662.325.3666



**MISSISSIPPI STATE**  
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Mississippi State, MS 39762

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F. 662.325.3263

[cep.msstate.edu](http://cep.msstate.edu)

October 6, 2020

To Whom It May Concern,

I am writing to express my support of the proposed Master of Arts Degree in Communication. Specifically, my department has a number of research courses that students in this degree area would be welcome to take to meet degree requirements, including:

Quantitative Courses:

EPY 6214 – Educational & Psychological Statistics  
EPY 8214 – Intermediate Educational & Psychological Statistics  
EPY 9263 – Multivariate Analysis in Educational Research  
EPY/EDF 9443 – Single Subject Design

Qualitative Courses:

EDF 9453 – Introduction to Qualitative Research  
EDF 9463 – Qualitative Data Collection  
EDF 9473 – Qualitative Data Analysis

If there are any questions or I can be of any additional support, please let me know

Best,

**Daniel L. Gadke**

Digitally signed by Daniel L.  
Gadke  
Date: 2020.10.06 14:44:57 -05'00'

Daniel L. Gadke, Ph.D.

Department Head & Associate Professor

**To:** University Committee on Courses and Curricula

**From:** M.P.P.A. Core Committee, Political Science & Public Administration

**Date:** October 1, 2020

We support the addition of PPA 8803: Research Methods for Public Affairs as a core option for the Masters of Arts in Communications. We have worked closely with the Communications Department in the past and fully support their new graduate program.

We appreciate your consideration of this proposal. If you have any questions or need any additional information, please contact Dr. Mike Potter [mp2146@msstate.edu](mailto:mp2146@msstate.edu).

Thank you for your attention and time in considering this request.



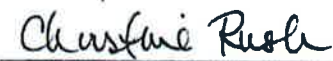
Dr. Mike Potter, Chair, M.P.P.A Core Committee



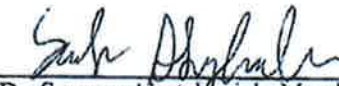
Dr. P. Edward French, Member, M.P.P.A Core Committee



Dr. Dragan Stanisevski, Member, M.P.P.A Core Committee



Dr. Christine Rush, Member, M.P.P.A Core Committee



Dr. Sawsan Abutabenhjeh, Member, M.P.P.A Core Committee



Dr. Julius Nukpezah, Member, M.P.P.A Core Committee



Dr. Tamara Markoski, Member, M.P.P.A Core Committee

**Appendix 10: Report of Intent to Offer an Existing Degree Program by Distance Learning  
(Submit Appendix 10 in both PDF and Word Document Formats)**

<b>Institution:</b> Mississippi State University		
<b>Date of Initial Program Approval:</b> Fall 2021 (anticipated)	<b>Date of Implementation:</b> Spring 2022	<b>Cost to Offer by Distance Learning:</b> Minimal (offset by distance education fees)
<b>Program Title as It Appears on Academic Program Inventory, Diploma, and Transcript:</b> Communication		<b>Six-Digit CIP Code(s) &amp; Four-Digit Sequence Code(s):</b> 09.0199
CIP & Sequence codes: <a href="#">IHL Active Program Inventory</a>		
<b>Degree(s) to be Awarded:</b> Master of Arts in Communication	<b>Credit Hour Requirements:</b> 33	
Can this program be completed entirely online? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Online courses will phase in after two years of face-to-face offerings establish a foundation.		
Will this program require separate admission from those offered on-campus? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>Responsible Academic Unit(s):</b> Communication	<b>Institutional Contact:</b> Dr. Terry Likes <b>Phone:</b> 662-325-8033 <b>Email:</b> tdl262@msstate.edu	
<b>Number of Students Expected to Enroll in First Six Years:</b>	<b>Number of Graduates Expected in First Six Years:</b>	
Year One 15	Year One 0	
Year Two 15	Year Two 12	
Year Three 17	Year Three 12	
Year Four 17	Year Four 14	
Year Five 18	Year Five 14	
Year Six 18	Year Six 15	
<b>Total</b> 100	<b>Total</b> 67	
<b>Program Summary:</b> See next page		
<b>Chief Academic Officer Signature</b> _____		<b>Date</b> _____
<b>Institutional Executive Officer Signature</b> _____		<b>Date</b> _____

**Program Summary:**

The Master of Arts degree in Communication is a 33 sh degree designed to provide students with a strong theoretical foundation in classic and contemporary communication theories; to offer training in contemporary communication research methods and their applications across contexts; to allow students to explore best practices across and using contemporary media, digital and mass media, and social media in different communication contexts; and to equip students with grounded examples, applied experiences, insights and research opportunities to make them ready contributors to their organizations and communities.

The program includes 5 common courses for students in the Department and 5 elective courses in Communication, and one additional research methods course from outside the Department (support letters are attached). Students will be able to complete the program over 4 semesters, or fewer if the student takes summer classes.

The program is designed to meet the needs of professionals seeking to advance their careers and develop their skills, those seeking to become teachers of Communication, and those seeking to ultimately complete a Ph.D. in Communication. Given the diversity of goals and backgrounds of our prospective students, and the nature of the Communication discipline, the 5 elective courses students select will provide the students with the opportunity to craft a program that meets their specific goals and matches their interests.

There are many job opportunities for students who earn a master's degree in communication. The U.S. Bureau of Labor Statistics reports between 2016 and 2026, and 45,000 new communication jobs will be created in the United States. The career path for student's earning a master's degree in communication is broad. Graduates will be qualified for positions in advertising or public relations, communication and media studies, emerging media, global communication, health communication, journalism, mass communication, political communication and strategic communication. The latest Association of Schools of Journalism and Mass Communication (ASJMC) job survey revealed those working fulltime in communication with a bachelor's degree had a mean annual salary of \$38,749.39, while those with a master's degree working fulltime had a mean annual salary of \$62,757.92. A second survey, reported by Northeastern University in Boston, indicated bachelor's degree recipients in communication could expect to make \$52,000 per year while master's degree recipients could expect to make \$69,000 annually.

The program, as proposed, includes more than the minimum required hours by SACS. After the first 2 years, the 33 sh program will be evaluated to determine if 30 sh program could accomplish similar outcomes. As the proposed program would be the first graduate program in the Department of Communication, the faculty want to establish the program face-to-face before extending the program online. Online courses, will be added once the effectiveness and viability of the program are established. Additional course offerings online after year 2 would require additional faculty to support that extension of the program, beyond those identified in this proposal.



A large, stylized blue leaf pattern, resembling a tree or a plant, is centered on a white background. The leaves are arranged in a symmetrical, branching fashion, with some leaves pointing upwards and others downwards.

# What Should a Graduate with a Communication Degree Know, Understand, and Be Able to Do?

THE NATIONAL COMMUNICATION ASSOCIATION'S

A large, stylized red leaf pattern, resembling a tree or a plant, is centered on a red background. The leaves are arranged in a symmetrical, branching fashion, with some leaves pointing upwards and others downwards.

## Learning Outcomes in Communication Project



### **ABOUT THE LOC PROJECT**

The LOC project was funded by a generous grant from Lumina Foundation to the National Communication Association. The National Communication Association (NCA) advances Communication as the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry. NCA serves the scholars, teachers, and practitioners who are its members by enabling and supporting their professional interests in research and teaching. NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems.

For more information about the NCA LOC project, including resources to support implementation on your campus, visit [www.natcom.org/LOC](http://www.natcom.org/LOC).

## NCA'S Lumina Foundation-funded Learning Outcomes in Communication (LOC)

project is a multi-year, faculty-driven initiative designed to articulate the core of the Communication discipline through a set of learning outcomes. The LOCs are meant to stimulate meaningful conversations among faculty members about enhancing curricular development in the interest of improving student learning. They are a starting point for conversations; they are not exhaustive or prescriptive. They are designed to be adapted by individual departments based on their particular imperatives and areas of focus. The LOCs are a foundation for effective assessment of student learning.

While this work is fundamentally about improving student learning, it also serves a number of other purposes, as it provides a clear articulation of the relevance of the discipline. Within the academy, for example, the LOCs are a resource for Communication departments as they advocate to administrators for their place in institutions of higher education and for the place of Communication in General Education. In the current context of assessment and accountability, there are a number of stakeholders beyond the academy who also want to know what graduating students know, understand, and are able to do with a Communication degree—from students to parents to employers.





## *A Faculty-Driven Effort:*

### Developing NCA's Learning Outcomes in Communication Through "Tuning"

#### **WHO DEVELOPED THE LEARNING OUTCOMES IN COMMUNICATION?**

Scores of faculty members from colleges and universities all over the country applied to participate in the LOC project—in the end, 30 competitively selected, demographically diverse faculty members convened over a two-year period to formulate and articulate the LOCs. They came to the project from community colleges and small liberal arts colleges, from public state-supported teaching universities, and from doctoral-granting research universities; they were also from every stage of the academic career ladder, from newly appointed assistant professors to full professors.

#### **WHAT PROCESS WAS USED TO IDENTIFY AND ARTICULATE THE LEARNING OUTCOMES IN COMMUNICATION?**

To identify and articulate the LOCs, project participants relied on a "Tuning" process that allowed them to determine specific, desired learning outcomes for the discipline via consultations with an array of stakeholders, including disciplinary colleagues, students, alumni, and employers. First used by European educators in 2000, and introduced to the United States in 2009, Tuning involves a set of iterative steps that include identifying essential learning outcomes, mapping career pathways, consulting stakeholders, and honing core competencies and learning outcomes. It is a non-prescriptive, open process, driven by interaction with and among stakeholders, a process that broadens discussions while preserving faculty control over the results. Tuning in the United States thus far has been mostly state-based; only the American Historical Association and NCA have engaged in national disciplinary Tuning efforts.

#### **NCA LOC Project Participants**





## WHAT ARE THE CENTRAL VALUES UNDERLYING THIS PROCESS?

Employing the Tuning process to articulate core learning outcomes for Communication, the LOC project has validated the central values of Tuning:

**Faculty-Driven.** Faculty members influence disciplinary expectations. Tuning places faculty at the center of formulating and articulating learning outcomes.

**Discipline-Specific.** The LOCs are firmly based in the history and contemporary context of Communication as an academic discipline.

**Student-Centered.** Affirming the Communication discipline's longstanding commitments to student learning and development, the LOCs are student-centered articulations of specific learning outcomes for the Communication curriculum.

**Teaching/Learning Focused.** The LOCs are not designed to generate data for administrators; they do not exist to meet the demands of legislators or accreditors. While they are a useful tool for explaining the discipline to such stakeholders, the LOCs are specifically tailored to assist departments in the enhancement of teaching and learning and in the assessment of curriculum design and implementation.

**Clarity.** The LOCs can assist departments as they attempt to clearly explain and advocate on behalf of the Communication discipline to various stakeholders on their campuses and in their communities. For employers, parents, provosts, presidents, and others, the LOCs provide an articulation of what a Communication degree is and what it offers.

**Adaptable.** At the center of Tuning is the belief that curricula cannot and should not be standardized; one size does not fit all. The LOCs form the essential core of teaching and learning in the discipline. Departments may then adapt that core to their particular institutional circumstances. The LOCs are designed to accommodate the multitude of ways that Communication is studied, taught, and learned.

## FACULTY PARTICIPANTS IN THE LOC PROJECT

David Marshall, Associate Director, Tuning USA, Institute for Evidence-Based Change, expertly facilitated this process

Betsy Bach, *University of Montana*

Philip Backlund, *Central Washington University*

Timothy Ball, *James Madison University*

Kristen Berkos, *Bryant University*

David Bodary, *Sinclair Community College\**

Jonathan Bowman, *University of San Diego*

Leila Brammer, *Gustavus Adolphus College*

Timothy J. Brown, *West Chester University\**

Kerry Byrnes, *Collin College*

Theresa Castor, *University of Wisconsin-Parkside*

Melissa Chastain, *Spalding University*

Rebecca Curnalia, *Youngstown State University*

Deanna Dannels, *North Carolina State University\**

Lynn Disbrow, *Huntingdon College\**

Qingwen Dong, *University of the Pacific*

John Frederick, *University of North Carolina-Charlotte*

Elizabeth Goering, *Indiana University-Purdue University Indianapolis*

Kandace Harris, *Clark Atlanta University*

Patricia Hernandez, *California Baptist University*

Brad Love, *University of Texas at Austin*

Jimmie Manning, *Northern Illinois University*

Chad McBride, *Creighton University*

W. Bradford Mello, *Saint Xavier University\**

Claire Procopio, *Southeastern Louisiana University*

Armeda Reitzel, *Humboldt State University*

Mary Toale, *State University of New York-Oswego*

Shawn Wahl, *Missouri State University*

Sara Weintraub, *Regis College\**

Cindy White, *University of Colorado-Boulder*

Kesha Morant Williams, *The Pennsylvania State University-Berks*

\* designates a team leader





# NCA's Learning Outcomes in Communication

A central assumption of these Learning Outcomes in Communication is that Communication constructs the social world and is relational, collaborative, strategic, symbolic, and adaptive. The LOCs are adaptable to different expectations for level of accomplishment at different degree levels.

## **LOC #1: DESCRIBE THE COMMUNICATION DISCIPLINE AND ITS CENTRAL QUESTIONS**

- Explain the origins of the Communication discipline
- Summarize the broad nature of the Communication discipline
- Categorize the various career pathways for students of Communication
- Articulate the importance of communication expertise in career development and civic engagement
- Examine contemporary debates within the field
- Distinguish the Communication discipline from related areas of study
- Identify with intellectual specialization(s) in the Communication discipline

## **LOC #2: EMPLOY COMMUNICATION THEORIES, PERSPECTIVES, PRINCIPLES, AND CONCEPTS**

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts
- Apply Communication theories, perspectives, principles, and concepts
- Critique Communication theories, perspectives, principles, and concepts

## **LOC #3: ENGAGE IN COMMUNICATION INQUIRY**

- Interpret Communication scholarship
- Evaluate Communication scholarship
- Apply Communication scholarship
- Formulate questions appropriate for Communication scholarship
- Engage in Communication scholarship using the research traditions of the discipline
- Differentiate between various approaches to the study of Communication
- Contribute to scholarly conversations appropriate to the purpose of inquiry

## **LOC #4: CREATE MESSAGES APPROPRIATE TO THE AUDIENCE, PURPOSE, AND CONTEXT**

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Present messages in multiple communication modalities and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

#### **LOC #5: CRITICALLY ANALYZE MESSAGES**

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening
- Enact mindful responding to messages

#### **LOC #6: DEMONSTRATE THE ABILITY TO ACCOMPLISH COMMUNICATIVE GOALS (SELF-EFFICACY)**

- Identify contexts, situations and barriers that impede communication self-efficacy
- Perform verbal and nonverbal communication behaviors that illustrate self-efficacy
- Articulate personal beliefs about abilities to accomplish communication goals
- Evaluate personal communication strengths and weaknesses

#### **LOC #7: APPLY ETHICAL COMMUNICATION PRINCIPLES AND PRACTICES**

- Identify ethical perspectives
- Explain the relevance of various ethical perspectives
- Articulate the ethical dimensions of a communication situation
- Choose to communicate with ethical intention
- Propose solutions for (un)ethical communication
- Evaluate the ethical elements of a communication situation

#### **LOC #8: UTILIZE COMMUNICATION TO EMBRACE DIFFERENCE**

- Articulate the connection between communication and culture
- Recognize individual and cultural similarities and differences
- Appreciate individual and cultural similarities and differences
- Respect diverse perspectives and the ways they influence communication
- Articulate one's own cultural standpoint and how it affects communication and world view
- Demonstrate the ability to be culturally self-aware
- Adapt one's communication in diverse cultural contexts

#### **LOC #9: INFLUENCE PUBLIC DISCOURSE**

- Explain the importance of communication in civic life
- Identify the challenges facing communities and the role of communication in resolving those challenges
- Frame local, national and/or global issues from a Communication perspective
- Evaluate local, national and/or global issues from a Communication perspective
- Utilize communication to respond to issues at the local, national, and/or global level
- Advocate a course of action to address local, national and/or global issues from a Communication perspective
- Empower individuals to promote human rights, human dignity and human freedom





NATIONAL COMMUNICATION ASSOCIATION

1765 N Street NW  
Washington, DC 20036

[WWW.NATCOM.ORG/LOC](http://WWW.NATCOM.ORG/LOC)



9/25/2020

Hello Dr. Likes and Dr. Nicholson,

I am attaching documentary evidence of the University Libraries' ability to support a graduate degree program in Communication (Master of Arts). Included are the following:

- All paid subscription databases tagged for Communication (Communication Databases.docx).
- 2020-2021 title list of all journals subscribed individually or via publisher package (COM21 Subscribed Titles.xlsx).
- Selected journal title list pulled from database holdings (not including historical/archived) (Holdings for Comm Report.xlsx).
- Titles ordered with allocation funds 2016-present (Communication Titles ordered since 2016 report.xlsx).

In addition, our Cataloging Unit has analyzed and found **5,113** physical items cataloged to Communication and related fields. If you would like a more broken-down analysis, please let us know immediately so we can generate that report for you.

I wish you good luck in approval for a graduate program here at Mississippi State, and I look forward to working with future classes of researchers! If there is anything else you need please don't hesitate to ask.

**Elizabeth "Beth" Downey**

Associate Professor & Instruction Librarian

Mississippi State University Libraries

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<https://twitter.com/MSUComLib>

**WE RING TRUE**

## Communications Databases

Paid database subscriptions tagged with “communications” subject designation:

- Academic Search Complete (EBSCO)
- Access World News Research Collection
- African American Newspaper Series 1, 1827-1998
- America: History and Life (EBSCO)
- Artstor
- Book Collection: Nonfiction (EBSCO)
- Business Source Complete (EBSCO)
- Communication & Mass Media Complete (EBSCO)
- Confederate Newspapers: a Collection from Florida, Georgia, Tennessee, Virginia, and Alabama
- Early American Imprints, Series I: Evans 1639-1800
- eBooks from EBSCO
- Humanities International Complete (EBSCO)
- International Bibliography of Theatre & Dance with Full Text (EBSCO)
- International Women’s Periodicals, 1786-1933: Social and Political Issues
- JSTOR
- Mergent Online
- Newspaper Source (EBSCO)
- Project MUSE
- ProQuest Dissertations and Theses (PQDT)
- Race Relations Abstracts (EBSCO)
- ScienceDirect
- Scopus
- SocINDEX with Full Text (EBSCO)
- Swank Digital Campus
- Teacher Reference Center
- Westlaw Campus Research

For Full holdings and Communication titles ordered, see attached Excel spreadsheet.

## Communication Titles Ordered:

2016

Title	Call Number	Order ID	Line#	Date Ordered	Date Received	Holding Code	Copies Ordered	Encumbered	Paid	Vendor
1. Addicted to distraction: psychological consequences of the modern mass media / Bruce G. Charlton	P96 P75 C43 2014	99965689818	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$16.99	GOB Library Solutions
2. Audience responses to real media violence: the knockout game / Mary Grace Antony	P96 V5 A58 2015	99965689829	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$61.65	GOB Library Solutions
3. Black Hollywood: from butlers to superheroes, the changing role of African American men in the movies / Kimberly Fain	PN1995.9 N4 F36 2015	99965727130	1	1/21/16	1/26/16	MSU titles on order	1	\$0.00	\$48.12	GOB Library Solutions
4. Black male frames: African Americans in a century of Hollywood cinema, 1903-2003 / Roland Leander Williams Jr	PN1995.9 N4 W55 2015	99965727131	1	1/21/16	1/26/16	MSU titles on order	1	\$0.00	\$28.73	GOB Library Solutions
5. Black women in reality television docudramas: a new form of representation or depictions as usual? / Adria Y. Goldman & Damon Warner	PN1992.8 A34 G65 2015	99965689830	1	1/15/16	2/17/16	MSU titles on order	1	\$0.00	\$38.04	GOB Library Solutions
6. Black women in reality television docudramas: a new form of representation or depictions as usual? / Adria Y. Goldman & Damon Warner	PN1992.8 D48 S23 2015	99965727132	1	1/21/16	1/26/16	MSU titles on order	1	\$0.00	\$40.10	GOB Library Solutions
7. Cop shows: a critical history of police dramas on television / Roger Sabin ; with Ronald Wilson, Linda Speidel, Brian Faucette and Ben Bethell	JC423 .L88 2013	99966845175	1	3/30/16	4/21/16	MSU titles on order	1	\$0.00	\$55.85	GOB Library Solutions
8. Disruptive feminisms: raced, gendered, and classed bodies in film / Gwendolyn Audrey Foster (University of Nebraska-Lincoln, USA)	PN1995.9 W6 F6725 2016	99966845177	1	3/30/16	4/21/16	MSU titles on order	1	\$0.00	\$57.48	GOB Library Solutions
9. Dreamworlds 3 [DVD] : desire, sex & power in music video / (The Media Education Foundation presents : written and narrated by Sut Jhally)	PN1992.8 M87 D744 2007	16-52	1	2/29/16	3/8/16	MSU titles on order	1	\$0.00	\$288.45	Media Education Foundation
10. Fascination of film violence / Henry Bacon, The	PN1995.9 V5 B23 2015	99965689831	1	1/15/16	2/3/16	MSU titles on order	1	\$0.00	\$78.09	GOB Library Solutions
11. Film light : meaning and emotion / Lara Thompson	TR891 .T46 2015	99966845178	1	3/30/16	4/13/16	MSU titles on order	1	\$0.00	\$86.24	GOB Library Solutions
12. For His Eyes Only: The Women of James Bond / edited by Lisa Funnell	PN1995.9 J3 F67 2015	99965727134	1	1/21/16	2/3/16	MSU titles on order	1	\$0.00	\$73.98	GOB Library Solutions
13. George Kleine and American cinema: the movie business and film culture in the silent era / Jodi Fryholm	PN1990.3 K54 F79 2015	99966845179	1	3/30/16	4/21/16	MSU titles on order	1	\$0.00	\$78.85	GOB Library Solutions
14. Mass moralizing : marketing and moral storytelling / Phil Hopkins	PS4 .H658 2015	99965689832	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$73.98	GOB Library Solutions
15. Media economics / Stuart Cunningham, Terry Flew and Adam Swift	P96 E25 C86 2015	99965727135	1	1/21/16	1/26/16	MSU titles on order	1	\$0.00	\$16.31	GOB Library Solutions
16. Mediated authenticity: how the media constructs reality / Gunn Eri	HM1206 .E55 2015	99965727136	1	1/21/16	2/17/16	MSU titles on order	1	\$0.00	\$150.31	GOB Library Solutions
17. Millennial fandom : television audiences in the transmedia age / Louisa Blen Stein	PN1992.55 S74 2015	99965689833	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$19.73	GOB Library Solutions
18. Oppositions and ideology in news discourse / Matt Davies	P96 D382 G74 2014	99964975435	1	11/17/15	12/8/15	MSU titles on order	1	\$0.00	\$47.56	GOB Library Solutions
19. Political animals: the new feminist cinema / Sophie Mayer	PN1995.9 W6 M382 2016	99966845180	1	3/30/16	4/13/16	MSU titles on order	1	\$0.00	\$81.33	GOB Library Solutions
20. Pops in pop culture: fatherhood, masculinity, and the new man / edited by Elizabeth Podnids	P96 F38 P67 2016	99966845181	1	3/30/16	4/28/16	MSU titles on order	1	\$0.00	\$82.21	GOB Library Solutions
21. Pornography: structures, agency and performance / Rebecca Sullivan and Alan McKee	HQ471 .S85 2015	99965689834	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$18.87	GOB Library Solutions
22. Provocateur: images of women and minorities in advertising / Anthony L. Cortese	HF5823 .C5977 2016	99964975537	1	11/23/15	12/1/15	MSU titles on order	1	\$0.00	\$34.62	GOB Library Solutions
23. Real people and the rise of reality television / Michael McKenna	PN1992.77 M428 M36 2015	99965689835	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$31.24	GOB Library Solutions
24. Reality TV / Annette Hill	PN1991.8 M43 H55 2015	99965689836	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$98.65	GOB Library Solutions
25. Reality TV / June Deery	PN1992.8 M43 O44 2015	99965689837	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$49.28	GOB Library Solutions
26. Reconstructing violence : the southern rape complex in film and literature / Deborah E. Barker	PN1995.9 V5 B25 2015	99965689838	1	1/15/16	1/26/16	MSU titles on order	1	\$0.00	\$39.05	GOB Library Solutions
27. Social class on British and American screens : essays on cinema and television / edited by Nicole Cloarec, David Haigron and Delphine Letort	PN1995.9 S6 S6215 2016	99966845182	1	3/30/16	4/13/16	MSU titles on order	1	\$0.00	\$40.05	GOB Library Solutions
28. Surveillance after Snowden / David Lyon	JC596 .L593 2015	99965689839	1	1/15/16	2/17/16	MSU titles on order	1	\$0.00	\$10.65	GOB Library Solutions
29. Tell it like it is: women in the national welfare rights movement / Mary E. Triese	HW91 .T75 2013	99966845183	1	3/30/16	4/12/16	MSU titles on order	1	\$0.00	\$45.17	GOB Library Solutions
30. TV detective: voices of dissent in contemporary television / Helen Piper, The	PN1992.8 D48 P56 2015	99966845184	1	3/30/16	4/13/16	MSU titles on order	1	\$0.00	\$23.84	GOB Library Solutions
31. Women's cinema, world cinema : projecting contemporary feminisms / Patricia White	PN1995.9 W6 W49 2015	99965689840	1	1/15/16	2/24/16	MSU titles on order	1	\$0.00	\$73.96	GOB Library Solutions

2017

Title	Call Number	Order ID	Line#	Date Ordered	Date Received	Holding Code	Copies Ordered	Encumbered	Paid	Vendor
1. All-American TV crime drama: feminism and identity politics in law and order: special victims unit / Sujata Moorti and Lisa Cuklanz	PN1992.77 L386 M86 2017	99971009665	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$78.08	GOB Library Solutions
2. Arab national media and political change: recording the transition / Fatima El-Issawi	P95.82 A65 E45 2016	99971009669	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$82.19	GOB Library Solutions
3. Black women's portrayals on reality television: the new Sapphire / edited by Donnetrice C. Allison	PN1992.8 A34 B58 2016	99970300004	1	1/18/17	1/24/17	MSU titles on order	1	\$0.00	\$82.20	GOB Library Solutions
4. Communication and political crisis: media, politics and governance in a globalized public sphere / Brian McHaire	P95.8 M38115 2016	99971009671	1	3/3/17	4/5/17	MSU titles on order	1	\$0.00	\$150.31	GOB Library Solutions
5. Economic Actors, Economic Behaviors, and Presidential Leadership: the Constrained Effects of Rhetoric / C. Damien Arthur	HD87 .A7527 2014	99971009672	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$32.87	GOB Library Solutions
6. Feminisms: diversity, difference and multiplicity in contemporary film cultures / edited by Laura Mulvey and Anna Backman Rogers	PN1995.9 W6 F454 2015	99971009673	1	3/3/17	4/25/17	MSU titles on order	1	\$0.00	\$49.28	GOB Library Solutions
7. Framing immigrants: news coverage, public opinion, and policy / Chris Haynes, Jennifer L. Merolla, and S. Ratchick Ramakrishnan	PS4 .S148 H39 2016	99971009675	1	3/3/17	3/29/17	MSU titles on order	1	\$0.00	\$36.71	GOB Library Solutions
8. From reverence to rape: the treatment of women in the movies / by Molly Haskell ; with a new foreword by Manohla Dargis	PN1995.9 W6 H3 2016	99971009676	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$22.19	GOB Library Solutions
9. Future of 24-hour news: new directions, new challenges / edited by Stephen Cushion and Richard Sambrook, The	PN4784 .T4 F88 2016	99971009678	1	3/3/17	4/5/17	MSU titles on order	1	\$0.00	\$160.35	GOB Library Solutions
10. Lessons learned from popular culture / Tim Delaney and Tim Madigan	PS4.65 U6 D47 2016	99971009679	1	3/3/17	4/5/17	MSU titles on order	1	\$0.00	\$73.98	GOB Library Solutions
11. Lifetime Network: essays on "television for women" in the 21st century / edited by Emily L. Newman and Emily Witsell, The	PN1992.92 L54 L54 2016	99970300005	1	1/18/17	2/15/17	MSU titles on order	1	\$0.00	\$35.09	GOB Library Solutions
12. Mass-mediated terrorism: mainstream and digital media in terrorism and counterterrorism / Brigitte L. Nacos	PN4784 .T45 N35 2016	99970300006	1	1/18/17	1/24/17	MSU titles on order	1	\$0.00	\$73.98	GOB Library Solutions
13. Media audience research: a guide for professionals / Graham Mytton, Peter Dien and Piet Hein van Dam	P91.3 M89 2016	99970300007	1	1/18/17	2/22/17	MSU titles on order	1	\$0.00	\$24.66	GOB Library Solutions
14. Media events: a critical contemporary approach / edited by Bianca Mitu, Stamatios Poulakidakos	PS4.65 M4253 2016	99971009680	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$82.20	GOB Library Solutions
15. Messengers of the Right: conservative media and the transformation of American politics / Nicole Hemmer	P95.82 U5 H46 2016	99971009681	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$18.73	GOB Library Solutions
16. Newsroom : a space of decision making / Mariela Franchina Greene González-Salazar, The	PN4784 .O24 G73 2017	99971009682	1	3/3/17	5/16/17	MSU titles on order	1	\$0.00	\$74.29	GOB Library Solutions
17. North Korea: political, economic and social issues / editor, Marvin Harrison	D5935 .T778 M67 2016	99971009684	1	3/3/17	3/29/17	MSU titles on order	1	\$0.00	\$160.35	GOB Library Solutions
18. Politics and the media / edited by Geoff Kemp, Babak Bahador, Kate McKellan and Chris Rudd	PN4751 .P65 2016	99971009685	1	3/3/17	3/23/17	MSU titles on order	1	\$0.00	\$36.97	GOB Library Solutions
19. Professionalizing public relations: history, gender and education / Kate Fitch	HD59.6 A87 F57 2016	99971009687	1	3/3/17	3/22/17	MSU titles on order	1	\$0.00	\$45.19	GOB Library Solutions
20. Public relations for the public good: how PR has shaped America's social movements / Louis Capozzi, Shelley Spector	HM1221 .C37 2016	99971009720	1	3/3/17	4/5/17	MSU titles on order	1	\$0.00	\$28.73	GOB Library Solutions
21. Reframing the past : history, film and television / Mia E.M. Treacey	PN1995.2 T777 2016	99970300008	1	1/18/17	1/24/17	MSU titles on order	1	\$0.00	\$123.31	GOB Library Solutions
22. Rethinking journalism again : societal role and public relevance in a digital age / edited by Chris Peters and Marcel Broersma	PN4815.2 M483 2017	99971009688	1	3/3/17	3/16/17	MSU titles on order	1	\$0.00	\$123.31	GOB Library Solutions
23. Scandal in a digital age / Hinda Mandell, Gina Masullo Chen, editors	P96 S29 S23 2016	99971009689	1	3/3/17	3/15/17	MSU titles on order	1	\$0.00	\$82.20	GOB Library Solutions
24. Stealth communications: the spectacular rise of public relations / Sue Curry Jansen	HD59 .J366 2017	99971009690	1	3/3/17	3/16/17	MSU titles on order	1	\$0.00	\$57.50	GOB Library Solutions
25. Stripped: more stories from exotic dancers / Bernadette C. Barton	PN1945.57 B37 2017	99971009692	1	3/3/17	3/23/17	MSU titles on order	1	\$0.00	\$73.16	GOB Library Solutions
26. Taboo comedy: television and controversial humour / Chiara Bucaria; Luca Bara, editors	PN1992.8 C56 T33 2016	99971009693	1	3/3/17	3/23/17	MSU titles on order	1	\$0.00	\$82.19	GOB Library Solutions
27. Toms, coons, mulattos, mummies, and bucks: an interpretive history of Black Americans in film / Donald Bogle	PN1995.9 M4 B6 2016	99970300009	1	1/18/17	2/15/17	MSU titles on order	1	\$0.00	\$18.74	GOB Library Solutions
28. Vampires and zombies: transcultural migrations and transnational interpretations / edited by Dorothea Fischer-Hornung and Monika Mueller	P96 V35 V36 2016	99970300010	1	1/18/17	1/24/17	MSU titles on order	1	\$0.00	\$53.44	GOB Library Solutions
29. Women of ice and fire: gender, Game of Thrones, and multiple media engagements / edited by Anne Gjelsvik and Rikke Schubart	PN1992.77 G35 W86 2016	99970300011	1	1/18/17	1/24/17	MSU titles on order	1	\$0.00	\$98.67	GOB Library Solutions

2018

None

2019

Title	Call Number	Order ID	Line#	Date Ordered	Date Received	Holding Code	Copies Ordered	Encumbered	Paid	Vendor
Acting for the camera / Tony Barr ; with exercises by Eric Stephan Kline	PN1995.9.A26 B37 1997	99979448859	1	2/6/19	3/5/19	MSU titles on order	1	0	\$0.00	\$12.32 GOBI Library Solutions
Acting in film : an actor's take on movie making / Michael Caine	PN1995.9.A26 C35 1997	99979448860	1	2/6/19	3/5/19	MSU titles on order	1	0	\$0.00	\$16.43 GOBI Library Solutions
Art of voice acting : the craft and business of performing for voiceover / James R. Alburger, The	PN1992.8.A6 A62 2015	99979448861	1	2/6/19	2/26/19	MSU titles on order	1	0	\$0.00	\$147.95 GOBI Library Solutions
Authenticity and how we fake it : belief and subjectivity in reality TV, Facebook and YouTube / Aaron Duplantier	PN1992.8.A43 D86 2016	99980161906	1	3/28/19	5/21/19	MSU titles on order	1	0	\$0.00	\$30.39 GOBI Library Solutions
Beth Henley : collected plays	PS3558.E4962 A6 2000 V.1	99980161516	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$22.00 GOBI Library Solutions
Beth Henley : collected plays	PS3558.E4962 A6 2000 V.2	99980161917	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$20.00 GOBI Library Solutions
Black theatre USA : plays by African Americans / edited by James V. Hatch, Ted Shine	PS628.H4 R56 1996 V.1	99980161908	1	3/28/19	4/23/19	MSU titles on order	1	0	\$0.00	\$33.02 GOBI Library Solutions
Black theatre USA : plays by African Americans from 1847 to today / [edited by] James V. Hatch, Ted Shine	812.008 BLA	99980161909	1	3/28/19	4/5/19	MSU titles on order	1	0	\$0.00	\$23.18 GOBI Library Solutions
COLLECTED PLAYS	XX(3340358.1)	99980161914	1	3/28/19	NEVER	MSU titles on order	0	0	\$0.00	\$0.00 GOBI Library Solutions
collected plays of Edward Albee 1966-1977, The	PS3551.L25 A19 2008	99980161911	1	3/28/19	5/29/19	MSU titles on order	1	0	\$0.00	\$25.56 GOBI Library Solutions
COLLECTED PLAYS OF EDWARD ALBEE : V. 3	XX(3340383.1)	99980161944	1	3/28/19	NEVER	MSU titles on order	0	0	\$0.00	\$0.00 GOBI Library Solutions
collected plays of Neil Simon / with an introduction by Neil Simon, The	PS3537.J663 1986B V.2	99980161912	1	3/28/19	4/9/19	MSU titles on order	1	0	\$0.00	\$21.37 GOBI Library Solutions
collected plays of Neil Simon / with an introduction by Neil Simon, The	PS3537.J663 1986B V.1	99980780669	1	5/15/19	5/21/19	MSU titles on order	1	0	\$0.00	\$23.96 GOBI Library Solutions
collected plays of Neil Simon, volume IV / with an introduction by Neil Simon, The	PS3537.J663 A64 2005	99980161913	1	3/28/19	4/26/19	MSU titles on order	1	0	\$0.00	\$16.43 GOBI Library Solutions
COLLECTED PLAYS. VOL. 1	XX(3340359.1)	99980161915	1	3/28/19	NEVER	MSU titles on order	0	0	\$0.00	\$0.00 GOBI Library Solutions
complete book of puppetry / David Currell, The	791.53 CUR	18-118	2	3/28/19	4/4/19	MSU titles on order	1	0	\$0.00	\$55.94 ALIBRIS
Complete works / Harold Pinter ; with an introduction, "Writing for the theatre."	PR6066 .I53 1990 V.3	99980161919	1	3/28/19	4/9/19	MSU titles on order	1	0	\$0.00	\$12.33 GOBI Library Solutions
Complete works / Harold Pinter ; with an introduction, "Writing for the theatre."	PR6066 .I53 1990 V.2	99980161920	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$12.15 GOBI Library Solutions
Complete works : one / Harold Pinter ; with an introduction, "Writing for the theatre"	PR6066 .I53 1990 V.1	99980161918	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$13.15 GOBI Library Solutions
escape, or, A leap for freedom : a drama in five acts / by William Wells Brown ; edited, with an introduction by John Ernest, The	PS1139.B9 E8 2001	99980161921	1	3/28/19	4/9/19	MSU titles on order	1	0	\$0.00	\$12.53 GOBI Library Solutions
FIERCE & TRUE : PLAYS FOR TEEN AUDIENCES : CHILDREN'S THEATRE COMPANY	XX(3339400.1)	99980085492	1	3/22/19	NEVER	MSU E-books	1	0	\$0.00	\$81.00 GOBI Library Solutions
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Goodman Theatre's Festival Latino : six plays / edited by Henry D. Godinez and Ramiro H. Rivera-Sanchez, The	PQ37084.5.G66 2013	99980161922	1	3/28/19	4/9/19	MSU titles on order	1	0	\$0.00	\$28.73 GOBI Library Solutions
Harry Potter and the cursed child. Parts one and two : play script / a play by Jack Thorne	PR6120.H67 H37 2017	99980161923	1	3/28/19	4/9/19	MSU titles on order	1	0	\$0.00	\$30.06 GOBI Library Solutions
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MAMMET PLAYS : V.3 : "GLENGARRY GLEN ROSS", "PRAIRIE DU CHIEN", "THE HAMLET", "SPEED-THE-PLOW"	XX(3340367.1)	99980161924	1	3/28/19	NEVER	MSU titles on order	0	0	\$0.00	\$0.00 GOBI Library Solutions
Marvel Comics into film (graphic novels) : essays on adaptations since the 1940s / edited by Matthew J. McEniry, Robert Moses Peaslee, and Robert G. Weiner	PN1995.9.C36 M375 2016	99980161925	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$35.09 GOBI Library Solutions
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Out of the fringe : contemporary Latina/Latino theatre and performance / Caridad Seich and Maria Teresa Marrozo, editors	PS628.H57 O78 2000	99980161926	1	3/28/19	4/12/19	MSU titles on order	1	0	\$0.00	\$18.05 GOBI Library Solutions
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