

MASS COMMUNICATION

Program Information

Ph.D. in Mass Communication

The Ph.D. degree is a research degree. The Ph.D. program is designed to help develop knowledge, attitudes, and skills so graduates can make important contributions to understanding mass communication. Faculty members help students lay the foundation for a lifetime of significant, creative work.

The doctoral program prepares students for a variety of opportunities in mass communication. Graduates are expected to teach at colleges and universities; conduct research for organizations in advertising, journalism, public relations, telecommunication, and other mass communication fields; do consulting; and conduct research and contribute to policy in government and private organizations. Doctoral students in the College of Journalism and Communications gain valuable experience in both teaching and research. Assistantships help prepare students for academic and other research positions. Students in the program have consistently been among the nation's leaders in winning top-paper awards at national and regional scholarly meetings.

Master of Arts in Mass Communication (M.A.M.C.)

There are several specializations available for the Master of Arts in Mass Communication:

The **Journalism specialization** program in the UF College of Journalism and Communications combines study of the academic literature on the societal role and effects of mass communication in general and journalism in particular with courses designed to improve students' practice of the journalism craft. The Journalism specialization at the master's level is designed for students interested in all areas of non-broadcast journalism (i.e. newspapers, magazines and online publishing). Those who have an educational and /or professional background in journalism can enhance their understanding of the role of journalism in society, as well as improving reporting and writing skills. However, the program is also well-suited for students with a long-term interest in college-level journalism education, who can pursue the master's degree as preparation for entry into a doctoral program. For more information, please see our website: <http://www.jou.ufl.edu/academics/masters/mamc-journalism> (<http://www.jou.ufl.edu/academics/masters/mamc-journalism/>).

The **Pro Master's specialization**: The Professional Master's track is an on-campus program focused in four core/cross disciplines:

- applied theory;
- communication, technology and society;
- multimedia storytelling; and
- data creation/analysis/data visualization.

The track is designed specifically for those who want to develop additional skills to become more competitive in the job market. The program allows you to develop your own customizable curriculum from three key career areas: Data/Research, Creative or Management. Students can use our suggested curriculum or create your own path to reach your personal career goals.

The Professional Masters' can be completed in one year, for those who want an accelerated program, or two years. Admission is for the fall

semester only. For more information, please see our website: <https://www.jou.ufl.edu/current-students/masters/promasters/>.

The **Public Relations specialization** at the master's level is a research-based program designed to prepare students for careers and advancement in the industry or for entering doctoral studies. Students learn the conceptual foundations of public relations and develop professional and research competency within the duration of the program. Courses in the public relations specialization focus on conceptual foundations of public relations, including mass communication and society; professional and managerial skills mastery; and research expertise. For more information, please see our website: <http://www.jou.ufl.edu/academics/masters/master-of-public-relations> (<http://www.jou.ufl.edu/academics/masters/master-of-public-relations/>).

The **Telecommunication specialization** program in the UF College of Journalism and Communications combines courses in Mass Communication, Telecommunication, and other areas relevant to the student's goals. There is a thesis track, appropriate for students who will later seek the Ph.D. or who wish to learn the skills and knowledge associated with thesis research or project in lieu of thesis. The Telecommunication track is designed for students with the following interests:

- Operation or management of telecommunication outlets (broadcast stations, cable systems, program distributors, etc.) and emerging media
- Telecommunication regulation and policy
- Audience research
- Preparation for an advanced degree

For more information, please see our website: <http://www.jou.ufl.edu/academics/masters/mamc-telecommunication> (<http://www.jou.ufl.edu/academics/masters/mamc-telecommunication/>).

The **International/Intercultural Communication specialization**: The field of international communication encompasses the study of international journalism (both print and broadcast) and international business and marketing communication. The field of intercultural communication focuses on the interactions between people of different cultures, values and histories. Through their study, students learn to appreciate and engage diverse cultures and media, gaining the knowledge and skills you need to thrive in today's challenging global community. The international/intercultural track in mass communication culminates with the student writing a thesis on an international/intercultural topic in communication, applying one or more of the methods used in communication research. For more information, please see our website: <http://www.jou.ufl.edu/academics/masters/mamc-internationalintercultural-communication-specialization> (<http://www.jou.ufl.edu/academics/masters/mamc-internationalintercultural-communication-specialization/>).

The **Science and Health Communications specialization** program is designed to teach scientists and health specialists to communicate effectively via media, and to teach mass media specialists the background science to translate the language of science and health into meaningful and understandable stories for their audiences. These goals are achieved through theoretical writing and applied courses. At least two aspects of the program make it unique among science communication programs nationwide. First, other existing science communication programs in the U.S. focus on training journalists. UF's program is open to journalists who want to specialize in covering science and health, offers training for people planning to work as public affairs or public information officers for science and health organizations,

for other communication specialists, and for scientists who need to be able to communicate with the public about their work. Second, the program focuses on training students to understand and communicate effectively about science and health policy. For more information, please see our website: <http://www.jou.ufl.edu/academics/masters/mamc-sciencehealth-communication> (<http://www.jou.ufl.edu/academics/masters/mamc-sciencehealth-communication/>).

Combination Degrees: The College of Journalism and Communications participates in many combination degree programs throughout UF. They currently participate in the following ways: between any UF undergraduate Bachelor's Degree and Master of Arts in Mass Communication; a Bachelor of Science (B.S.) with a major in Advertising and a Master of Arts in Mass Communication (M.A.M.C.) with a major in Mass Communication; a Bachelor of Science (B.S.) with a major in Journalism and a Master of Arts in Mass Communication (M.A.M.C.) with a major in Mass Communication; a Bachelor of Science (B.S.) with a major in Media Production, Management, & Technology and a Master of Arts in Mass Communication (M.A.M.C.) with a major in Mass Communication; and, a Bachelor of Science (B.S.) with a major in Public Relations and a Master of Arts in Mass Communication (M.A.M.C.) with a major in Mass Communication.

For more help with any of our graduate degree programs, please refer to our website: <http://www.jou.ufl.edu/academics> (<http://www.jou.ufl.edu/academics/>).

Degrees Offered

Degrees Offered with a Major in Mass Communication

- Doctor of Philosophy
 - without a concentration
 - concentration in Clinical and Translational Science
- Master of Arts in Mass Communication
 - without a concentration
 - concentration in Audience Analytics
 - concentration in Digital Strategy
 - concentration in Global Strategic Communication
 - concentration in Political Communication
 - concentration in Professional Communication
 - concentration in Public Interest Communication
 - concentration in Public Relations
 - concentration in Public Relations and Communication Management
 - concentration in Science and Health Communication
 - concentration in Social Media
 - concentration in Web Design and Online Communication

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

Courses

College of Journalism and Communications Courses

Code	Title	Credits
ADV 5005	Advertising Planning	3
ADV 5407	Content Marketing	3
ADV 5409	Principles of Political Advertising	3
ADV 5815	Inbound Marketing Strategy	3

ADV 5825	Search and Display Advertising	3
ADV 6006	Theories of Advertising	3
ADV 6325	Advertising and Social Media	3
ADV 6405	International Advertising	3
ADV 6503	Advertising Creative Strategy and Research	3
ADV 6505	Advertising Research Methods	3
COM 5256	Translational Com Science	3
COM 6255	Science and Health Policy	3
COM 6338	Advanced Web Topics I: Advanced Design	4
COM 6565	Social Media Community Management	3
COM 6715	Grant Writing	3
COM 6815	Risk Communication	3
COM 6940	Supervised Teaching	1-3
JOU 5007	History of Journalism	3
JOU 6391	Seminar in Journalism as Literature	3
MMC 5006	Introduction to Multimedia Communication	3
MMC 5007	Introduction to Audiences	3
MMC 5046	Presentation Power	3
MMC 5155	Copywriting Digital Messaging	3
MMC 5165	Influence and Selling	3
MMC 5206	Advanced Law of Mass Communication	3
MMC 5215	Technology Policy	3
MMC 5259	Customer Management and the Nurturing of Enduring Relationships	3
MMC 5277	Web Design Principles	4
MMC 5279	UX Design Theory	3
MMC 5306	International Communication	3
MMC 5308	Communicating for Success	3
MMC 5406	Selling Today	3
MMC 5422	Customer Research and the Fundamentals of Online Testing	3
MMC 5427	Research Methods in Digital Communication	3
MMC 5435	Messaging Strategy and the Centrality of the Value Proposition	3
MMC 5436	Messaging Methodologies and the Practice of Conversion Optimization	3
MMC 5449	Consumer and Audience Analytics	3
MMC 5458	Statistics for Analysts in Communication	3
MMC 5465	Communication Leadership	3
MMC 5468	Understanding Audiences	3
MMC 5495	Introduction to Public Interest Communication	3
MMC 5616	Introduction to Political Organizing	3
MMC 5625	Political Engagement Strategy	3
MMC 5626	Introduction to Political Campaigning	3
MMC 5636	Introduction to Social Media	3
MMC 5648	Public Affairs Communication	3
MMC 5708	Foundations of Intercultural Communication	3
MMC 5717	Cross Platform Media Selling	3
MMC 5731	Digital Sales and Engagement	3
MMC 5737	Lead Generation and Management	3
MMC 5739	Social Media Advertising for Conversions	3
MMC 6035	Personal Branding and Digital Reputation Management	3
MMC 6047	Academic Writing For Mass Communication	3
MMC 6135	Data Visualization	3
MMC 6137C	Audio-Visual Storytelling	3
MMC 6145	Web Interactivity and Engagement	3
MMC 6205	Social Media Ethics	3
MMC 6213	Strategic Communication Ethics and Concepts	3
MMC 6269	Computer-Mediated Communication	3

MMC 6278	Advanced Web Topics II	4
MMC 6400	Mass Communication Theory	3
MMC 6402	Seminar in Mass Communication Theory	4
MMC 6406	Innovation and Entrepreneurship in Mass Communication	3
MMC 6409	Science/Health Communication	3
MMC 6414	Strategic Public Interest Communication	3
MMC 6417	New Media, Health Behavior and the Health Environment	3
MMC 6421	Research Methods in Mass Communication	3
MMC 6423	Content-Analysis Methods	3
MMC 6426	Qualitative Research	3
MMC 6428	Collaborative Communication Research	3
MMC 6455	Mass Communication Statistics	3
MMC 6456	Data Storytelling and Visualization	4
MMC 6457	Mass Communication Statistics 2	3
MMC 6466	Digital Persuasive Communication	3
MMC 6475	Audience Research Methods	3
MMC 6476	Understanding Audiences	3
MMC 6477	Measuring Social Change: Research and Evaluation	3
MMC 6485	Advanced Qualitative Methods: Narrative Health Methods and Analyses	3
MMC 6486	Family Communication and Health Across the Lifespan	3
MMC 6487	Interpersonal Health Communication Theory	3
MMC 6496	Public Interest Communication Theory	3
MMC 6497	Media Psychology	3
MMC 6506	Critical and Cultural Theories in Media Studies	3
MMC 6566	Communicating Privacy	3
MMC 6568	Communication in Healthcare	3
MMC 6612	New Media and a Democratic Society	3
MMC 6615	Race, Class, Gender, and Media	3-4
MMC 6618	Survey of Political Communication	3
MMC 6638	Global Activism and Social Change Communication	3
MMC 6639	Non-Profit and Government Communication	3
MMC 6647	Financial Business Essentials for Communication Professionals	3
MMC 6660	Communication, Technology and Society	3
MMC 6665	Seminar in First Amendment Theory	4
MMC 6666	Seminar in Research in Mass Communication Law	4
MMC 6709	The Art and Science of Storytelling	3
MMC 6725	Social Media and News	3
MMC 6726	Social Media and Emerging Technology	3
MMC 6727	Social Media Metrics	3
MMC 6728	Branding Using Social and Mobile Media	3
MMC 6730	Social Media Management	3
MMC 6738	Digital Promotions/Campaigns	3
MMC 6746	Developing Intercultural Competence	3
MMC 6905	Individual Work	1-3
MMC 6910	Supervised Research	1-3
MMC 6929	Communication Colloquium	2
MMC 6930	Seminar in Mass Communication Teaching	3
MMC 6936	Special Topics in Mass Communication	1-3
MMC 6945	Professional Master's Practicum	1-3
MMC 6949	Professional Internship	1-3
MMC 6950	Mass Communication Capstone	3
MMC 6951	Masters Project Seminar	1
MMC 6960C	Professional Master's Seminar	3

MMC 6971	Research for Master's Thesis	1-15
MMC 6973	Project in Lieu of Thesis	1-9
MMC 7979	Advanced Research	1-12
MMC 7980	Research for Doctoral Dissertation	1-12
PUR 5107	Strategic Writing for Public Relations	3
PUR 5507	Persuasion Theory and Research	3
PUR 6005	Theories of Public Relations	3
PUR 6006	Public Relations Foundations	3
PUR 6206	Public Relations Ethics and Professional Responsibility	3
PUR 6403	Crisis and Risk Management	3
PUR 6409	International Issues and Crisis Communication	3
PUR 6475	Digital Social Advocacy	3
PUR 6506	Public Relations Research	3
PUR 6509	Public Relations Measurement and Evaluation	3
PUR 6603	Public Relations Strategy and Messaging	3
PUR 6607	Public Relations Management	3
PUR 6608	International Public Relations	3
PUR 6616	Corporate Reputation and Communication	3
PUR 6934	Problems in Public Relations	3
RTV 6508	Audience Analysis	3
RTV 6801	Media Management and Theory	3
RTV 6973	Project in Lieu of Thesis	1-9
VIC 5006	Foundations of Design for Communicators	3
VIC 5315	Corporate and Brand Identity on the Web	3
VIC 5325	Digital Imagery in Web Design	4
VIC 5326	Digital Media Layout and Design	3
VIC 6008	Video Storytelling	4
VIC 6316	Brand Management	3

Student Learning Outcomes

mass communications (PHD)

SLO 1 Knowledge
Develop a thorough identification and review of mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.

SLO 2 Knowledge
Discuss and translate mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.

SLO 3 Skills
Explain and report communication subject matter and methodology, successfully complete research studies through conceptualization, methodological expertise, analysis and submission to professional conferences and publication in peer-reviewed journals.

SLO 4 Professional Behavior
Display of ethical behaviors, cultural sensitivity and appreciation for diverse viewpoints, leadership, independent and creative thinking.

SLO 5 Professional Behavior
Participate in professional and academic service activities that develop leadership skills.

Mass Communications (MAMC)

SLO 1 Knowledge

Identify, describe, explain, and apply communication theory research methods, aiding in a synthesized perspective for evaluating and addressing professional or theoretical problems

SLO 2 Skills

Address communication subject matter and issues through application, analysis, or synthesis of subjects, theories and methodologies

SLO 3 Professional Behavior

Display ethical behaviors, teamwork, cultural sensitivity/appreciation for diverse viewpoints, and meet professional standards for effective and ethical decision making