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General Information

In the autumn of 2007, the Department of Communication will become DePaul University’s ninth College. Students new to the College of Communication will see a broader array of undergraduate and graduate communication programs, enhanced faculty-student contact opportunities, as well as new labs and expanded facilities at the Loop Campus. Additional information about these new and exciting educational opportunities will be forthcoming, as it becomes available. Migration to the new College will in no way affect the course schedules and graduation requirements of existing communication students.

Faculty

JACQUELINE TAYLOR, PH.D.,
Professor and Dean
University of Texas, Austin

JC. BRUNO TEOUL, PH.D.,
Associate Professor and Associate Dean
Ohio State University

LUISELA ALVARAY, PH.D.,
Assistant Professor
University of California, Los Angeles

JAY BECK, PH.D.,
Assistant Professor
University of Iowa

DAVID BRENDERS, PH.D.,
Associate Professor
Purdue University

CAROLYN BRONSTEIN, PH.D.,
Associate Professor
University of Wisconsin, Madison

LEAH BRYANT, PH.D.,
Assistant Professor
University of Nebraska

JOE CAPPO, B.A.,
Instructor
DePaul University
43 years experience in print journalism

TIM COLE, PH.D.,
Associate Professor
University of California, Santa Barbara

MIKE CONKLIN, M.A.,
Instructor
Loyola University
35 years experience Chicago Tribune

BRUCE EVENSEN, PH.D.,
Professor
University of Wisconsin-Madison
11 years experience in broadcast journalism

DENNIS GILLESPIE, PH.D.,
DENNIS GILLESPIE, PH.D.,
Visiting Associate Professor
Loyola University
DEVORAH HEITNER, PH.D.,
Visiting Assistant Professor
Northwestern University
MARLA KRAUSE, M.A.,
Instructor
University of Chicago
23 years experience Chicago Tribune
ED LAWLER, M.A.,
Instructor
University of Notre Dame
15 years experience in print journalism
BROOKE LIU, PH.D.,
Assistant Professor
University of North Carolina
DOUGLAS LONG, M.F.A., M.A.,
Instructor
Indiana University
LUCY XING LU, PH.D.,
Professor
University of Oregon
DANIEL MAKAGON, PH.D.,
Associate Professor
University of South Florida
DONALD MARTIN, PH.D.,
Associate Professor
University of Texas, Austin
JOHN MCMURRIA, PH.D.,
Assistant Professor
New York University
ALEXANDRA MURPHY, PH.D.,
Associate Professor
University of South Florida
LISA PECOT-HEBERT, PH.D.,
Assistant Professor
University of Georgia
BARBARA SPEICHER, PH.D.,
Associate Professor
Northwestern University
JESSICA TOMELL-PRESTO, PH.D.,
Visiting Assistant Professor
Southern Illinois University
LAURA WASHINGTON, M.S.,
Wells-Barrett Professor
Northwestern University
Chicago Sun-Times columnist
PATRICIA WHALEN, PH.D.,
Assistant Professor
Michigan State University
BARBARA WILLARD, PH.D.,
Associate Professor
University of Iowa
MICHAELA WINCHATZ, PH.D.,
Assistant Professor
University of Washington
KAY YOON, PH.D.,
Assistant Professor
University of Illinois, Urbana
GRADUATE PROGRAMS
As our world is reshaped by technological, social, political and economic change and as the United States becomes more visibly a culture of many cultures, the challenges and opportunities for communication specialists increase. The Department of Communication offers four graduate degree programs:
- Master of Arts in Organizational and Multicultural Communication
- Master of Arts in Public Relations and Advertising
- Master of Arts in Journalism
- Master of Arts in Media, Culture and Society

MA in Organizational and Multicultural Communication

MA in Public Relations and Advertising

MA in Journalism

MA in Media, Culture and Society

MA in Organizational and Multicultural Communication

MASTER OF ARTS IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION
In the Organizational and Multicultural Communication program, the Organizational and Multicultural tracks share some common coursework. However, each concentration also has its own distinct focus.

The Organizational Communication track focuses on communication challenges specific to business and organizational settings. It helps students to understand and manage the broad communication processes within organizations while enabling them to develop their individual skills as communicators. This track will be of interest to professionals in profit and nonprofit settings, particularly those who manage employees or have responsibilities for personnel issues.

Multicultural Communication focuses on the dynamics of communication across cultures. It explores not only what happens when people of two different national cultures meet, but also what happens when people from a variety of cultures and ethnicities come together in one organization, community or country. This track will be of particular interest to those who work with international and multiethnic corporations and to public service personnel serving individuals from a variety of backgrounds and cultural traditions. It will also provide a solid foundation for Ph.D. work in communication and related disciplines.

ADMISSION TO MA IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION
A bachelors degree, or equivalent, is required for admission to the M.A. program. To be admitted, applicants must demonstrate, through past academic work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidates profile and will consider a variety of information sources. Admission decisions for the Organizational and Multicultural program will be based on the following.

- Two official undergraduate transcripts (minimum grade point average of 3.0 on a 4-point scale).
- A writing sample (preferably a research paper that demonstrates the applicants ability to synthesize and criticize scholarly work).
- Application form with personal essays (see application packet).
- Two current letters of recommendation written by work supervisors and/or faculty members familiar with the applicants academic and/or professional achievements.
- A professional resume
GRE scores are not required, but may be submitted to strengthen an application.

**Provisional acceptance** may require one or more of the following:
- CMNS 501: Communication in Cultural Contexts  one of the core classes
- CMNS 541: Corporate Communication and Culture  one of the core classes

An English language examination is required for applicants who have completed their undergraduate education outside the USA; a minimum TOEFL paper-based score of 590 (or 243 computer-based) is necessary for admission.

We currently admit students during Autumn and Winter Quarters. The application deadline for Autumn Quarter is April 15th. The application deadline for Winter Quarter is October 1st.

Applications received after these dates are considered only on a space-available basis.

**ADMISSION TO 5-YEAR BA IN COMMUNICATION/MA IN ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION**

Students seeking admission to the five-year BA in Communication/MA in Organizational and Multicultural Communication must apply to the Program Director during their junior year and then, if accepted, subsequently take three graduate courses in their senior year. Students will complete the M. A. degree in the fifth year in a Multicultural or Organizational concentration or a combination of the two.

**DEGREE REQUIREMENTS**

The Master of Arts in Communication requires 12 courses:
- four core courses common to both the multicultural and corporate concentrations,
- six courses in the students chosen concentration,
- two graduate electives inside or outside the program and a Comprehensive Final Examination.

Those students who attain a 3.70 GPA or higher have the option to complete a culminating project or thesis rather than the Comprehensive Final Exam. Students who wish to seek an M.A. in Communication with both Organizational and Multicultural concentrations must complete four courses that serve both concentrations and two courses from each concentration in addition to the four core courses. This choice will leave the student no electives outside the department.

Students must maintain a 3.0 average in their graduate work to remain in good standing. Students who drop below this average will be put on academic probation and expected to attain the minimum requirement within two quarters. Failure to do so will result in dismissal from the program.

Students may take one or two courses per quarter to complete the program. The program requires twelve courses as specified below.

**I. FOUR CORE COURSES**

- CMNS 501 Communication in Cultural Contexts
- CMNS 541 Corporate Communication and Culture
- CMNS 581 Qualitative Research Methods
- CMNS 582 Quantitative Research Methods

**II. SIX COURSES**

(within selected concentration/s)

**III. TWO ELECTIVES** (with permission from instruction)

**COURSES SERVING ORGANIZATIONAL AND MULTICULTURAL CONCENTRATIONS:**

- CMNS 523 Gendered Communication
- CMNS 525 Comparative Management Communication
- CMNS 526 Communication in Organizational Assimilation
- CMNS 527 Assessment and Intervention
- CMNS 529 Topics in Organizational and Multicultural Communication
- CMNS 542 Multicultural Communication in the Workplace
- CMNS 561 International Media
- CMN 591 Internship

**COURSES THAT SERVE THE CORPORATE CONCENTRATION:**

- CMNS 543 Communication and Organizational Change
- CMNS 544 Politics and Power in Organizations
- CMNS 545 Communication and Technology
- CMNS 546 Business and Professional Communication
- CMNS 547 Communication in Customer Service
- CMNS 548 Teams and Leadership
- CMNS 549 Topics in Corporate Communication
- CMNS 552 Strategic Communication
- CMN 591 Internship

**COURSES THAT SERVE THE MULTICULTURAL CONCENTRATION:**

- CMNS 502 Intercultural Communication Theories
- CMNS 503 Communication and Cultures in Transition
- CMNS 504 Language, Thought & Culture
- CMNS 509 Topics in Multicultural Communication
CMNS 521 Language and Power
CMNS 522 Rhetorical Construction of Identity
CMNS 563 Multicultural Media Representations
CMN 591 Internship

IV. COMPREHENSIVE FINAL EXAMINATION OR THESIS

Students in the Master of Arts in Organizational and Multicultural Communication complete their degree requirements by writing a thesis or through a Comprehensive Final Examination...
Please visit http://communication.depaul.edu/ for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Public Relations and Advertising

MASTER OF ARTS IN PUBLIC RELATIONS AND ADVERTISING

The Master of Arts in Public Relations and Advertising equips students with the expertise and skills necessary to strategically manage an organization's communication with its publics. The public relations component stresses counseling and relationship management, while advertising combines the management and creative aspects of persuasive communication. The development, implementation and evaluation of research-based programs and campaigns are emphasized throughout the curriculum. Students who complete this course of study gain an understanding of the key principles and theories of public relations and advertising and an appreciation for the ethical requirements of responsible practice in these media-related fields. Additionally, the program offers skills-based training in such areas as speechwriting, media relations, crisis management and creative strategies. Most graduates of this program are industry-bound for successful careers in business, government, non-profit organizations and/or associations.

ADMISSION TO MA IN PUBLIC RELATIONS AND ADVERTISING

A bachelor's degree, or equivalent, is required for admission to this program. To be admitted, applicants must demonstrate, through past academic or professional work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidate's profile and will consider a variety of information sources. Admission decisions are based on the following:

- Two official undergraduate transcripts (minimum grade point average 3.0 on a 4-point scale).
- Graduate Record Exam (GRE) scores.
- Professional resume.
- Writing samples that demonstrate an applicants ability to communicate clearly and concisely with a variety of audiences.
- Applicant responses to four personal essay questions.
- Three recommendation forms, along with current letters of recommendation, written by faculty members and/or work supervisors familiar with the applicant's academic and/or professional achievements.
- The program director and/or the admission committee may request an interview.

An English language examination is required for applicants who have completed their undergraduate education outside the USA; a minimum TOEFL paper-based score of 590 (or 243 computer-based) is necessary for admission.

Application deadline is March 15. Applications received after the deadline will be considered on a space available basis. New students begin the program in the Fall Quarter only.

DEGREE REQUIREMENTS

The Master of Arts in Public Relations and Advertising requires 12 courses: five core courses that are common to the study of public relations and advertising, six courses selected from Process and Application electives, and one outside course. The core courses include a degree completion requirement that involves comprehensive exams (plus one additional course), or a research thesis.

Students must maintain a 3.0 average in their graduate work to remain in good standing. Students who drop below this average will be put on academic probation and expected to achieve the minimum requirement in two quarters. Failure to do so will result in dismissal from the program.

Students may take one or more courses per quarter to complete the program. The program requirements are outlined below:
I. FIVE CORE COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PRAD 555</td>
<td>Public Relations</td>
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<td>PRAD 553</td>
<td>Advertising</td>
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<tr>
<td>PRAD 585</td>
<td>Research Methods for the Communication Professional</td>
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<tr>
<td>PRAD 575</td>
<td>Communication Law and Ethics</td>
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<tr>
<td>PRAD 599</td>
<td>Professional Project or Research Thesis or Comprehensive Final Exam.</td>
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II. THREE COURSES FROM EACH CONCENTRATION

**PROCESS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PRAD 500</td>
<td>History of Public Relations and Advertising</td>
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<td>PRAD 505</td>
<td>Critical Perspectives on Public Relations and Advertising</td>
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<td>PRAD 514</td>
<td>Contemporary Issues in Public Relations and Advertising</td>
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<td>PRAD 520</td>
<td>Public Relations Theory</td>
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<td>PRAD 530</td>
<td>Public Relations and Advertising Management</td>
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<td>PRAD 550</td>
<td>Integrated Communication Campaigns</td>
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<td>PRAD 552</td>
<td>Strategic Communication</td>
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<tr>
<td>PRAD 554</td>
<td>Creative Processes</td>
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<td>PRAD 556</td>
<td>Strategic Planning in Public Relations</td>
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<td>PRAD 557</td>
<td>Advertising Communication Strategy</td>
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<tr>
<td>PRAD 595</td>
<td>Special Topics in Public Relations and Advertising (Processes)</td>
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<tr>
<td>PRAD 597</td>
<td>Colloquium in Public Relations and Advertising</td>
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<td>Other approved electives</td>
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**APPLICATION**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>PRAD 515</td>
<td>Public Relations Writing</td>
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<td>PRAD 551</td>
<td>Advertising and Copywriting</td>
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<td>PRAD 510</td>
<td>Speechwriting and Presentation</td>
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<td>PRAD 562</td>
<td>Media Relations: Special Topics</td>
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<td>PRAD 540</td>
<td>Crisis Communication Management</td>
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<td>PRAD 560</td>
<td>Political Public Relations</td>
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<td>PRAD 535</td>
<td>Health Communication</td>
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<tr>
<td>CMN 591</td>
<td>Internship</td>
</tr>
<tr>
<td>PRAD 596</td>
<td>Special Topics in Public Relations and Advertising (Application)</td>
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<tr>
<td>Other approved electives</td>
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III. ONE OUTSIDE COURSE

This course is selected in consultation with advisor.
Please visit [http://communication.depaul.edu/](http://communication.depaul.edu/) for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

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**MA in Journalism**

**MASTER OF ARTS IN JOURNALISM**

The MA in Journalism focuses on the social responsibility of journalists in the new converged, online world of information gathering and dissemination. Students will be given the theoretical grounding and the skills they’ll need to tell stories in this new digital landscape. Mac and PC labs, along with a state-of-the-art studio, control room, and integrated high-end editing suites, located in Chicago’s South Loop, will be staffed by experienced professionals drawn from the city’s major media. Graduates will learn how to add value to stories citizens access on the web, contributing to the flow of information that makes democracy, self-governance, and social justice possible.

**ADMISSION TO MA IN JOURNALISM**

Students seeking admission to the Masters in Journalism program must:

- Fill out an application form
- Have earned a Bachelors Degree from an accredited college
- Submit an official undergraduate transcript in which the student achieved a minimum grade point average of 3.0 on a 4-point scale
- Provide a statement of purpose of 750 words, explaining why the student is seeking admission to the program
Submit a writing sample or project that demonstrates the applicants journalistic ability.
Submit two letters of recommendation
Submit a resume
GRE scores are not required, but are strongly encouraged of each candidate seeking admission to the program.

For students who completed their undergraduate education outside the United States and who are not native speakers of English, a TOEFL score of 600 (paper-based) or 250 (computer-based) is also required along with an oral interview with two members of the programs faculty.

ADMISSION TO FIVE-YEAR BA IN COMMUNICATION/MA IN JOURNALISM

Students seeking admission to the five-year BA in Communication/MA in Journalism must:

- Apply for the program in their junior year. However, during the programs inaugural year, students may apply for admission to the program in the summer after their senior year.
- Apply only after completing the three core College of Communication requirements.
- Take three graduate courses in their senior year. These courses cannot be used to replace their core requirements but can be used to replace Communication electives, open electives, or Journalism track electives. These three graduate courses will then be double-counted for the applicants BA and MA degree.
- Fill out an applicant form.
- Submit an official transcript with a minimum grade point average of 3.25 in Communication courses and an overall GPA of 3.00 on a four-point scale.
- Provide a statement of purpose of 750 words explaining why the student is seeking admission to the program.
- Submit a writing sample or project that demonstrate the applicants ability in journalism.
- Submit two letters of recommendation.

Applications will be reviewed and admission decisions made by the program director and program advisory board. The program director and advisory board will be able to consider special circumstances of individuals petitioning for admission to the program.

DEGREE REQUIREMENTS

The Master of Arts in Journalism requires 12 courses—three core courses, a minimum of six elective courses in journalism, and a maximum of three cross-listed electives. Students must maintain a 3.0 average in their graduate work to remain in good academic standing. Students who drop below this average will be put on academic probation and will be expected to attain the minimum requirement within two quarters. Failure to do so may result in dismissal from the program.

I. THREE CORE COURSES

JOUR 501 The Social Responsibility of Journalism
JOUR 502 News Now: Journalism in the Information Age
JOUR 503 Reporting for Converged Newsrooms

I. JOURNALISM ELECTIVES

JOUR 504 Backpack Reporting
JOUR 505 Advanced Television Reporting
JOUR 506 Newscast Practicum
JOUR 507 Visual Communication
JOUR 508 Niche Journalism
JOUR 509 The Press, the Law, and Democracy
JOUR 510 Sports Reporting
JOUR 511 Arts and Entertainment Reporting
JOUR 512 Business and Finance Reporting
JOUR 513 Chicago and Urban Affairs Reporting
JOUR 514 Opinion and Column Writing
JOUR 515 Special Topics in Journalism
JOUR 516 Independent Study

II. CROSS-LISTED ELECTIVES

PRAD 535 Health Communication
CMNS 545 Communication and Technology
CMNS 552 Strategic Communication
CMNS 561 International Media
PRAD 562 Media Relations: Special Topics
CMNS 563 Multicultural Media Representations
PRAD 575 Communication Law and Ethics
MCS 530 New Media and Culture
MCS 534 Documentary Studies
NMS 502 New Media, Old Media
NMS 520 Web Design I
NMS 521 Web Design II
Please visit http://communication.depaul.edu/ for more information about the program, course descriptions, and application materials. If you do not have a password for Campus Connection you may log on as a guest.

MA in Media, Culture and Society

MASTER OF ARTS IN MEDIA, CULTURE AND SOCIETY
The MA in Media, Culture & Society is an interdisciplinary program that combines theoretical study, historical perspective and practical application for understanding the cultural and social implications of our rapidly changing digital media worlds. Students consider how corporate and government policies shape media industries and how individuals form identities through interactive media use. The program offers conceptual frameworks in media and cultural theory for understanding the power of media in society, with a particular emphasis on issues of race, class, gender, ethnicity, sexuality, nation and globalization. Students have access to state-of-the-art digital media production facilities and instruction from practicing media professionals in Chicago. The program is designed for those seeking to further their professional careers in the media fields or to prepare for a Ph.D. program. The program includes a 5-year BA/MA option for continuing DePaul students.

ADMISSION TO MA IN MEDIA, CULTURE AND SOCIETY
A bachelor's degree, or equivalent, is required for admission to this program. To be admitted, applicants must demonstrate, through past academic or professional work, a capacity for achievement. The Department of Communication looks at each application as a unique presentation of a candidate's profile and will consider a variety of information sources. Admission decisions are based on the following:

- An official undergraduate transcript (minimum grade point average 3.0 on a 4-point scale)
- A completed application form
- A Statement of Purpose (750 words) explaining why the student is seeking admission to the program
- A writing sample (a research paper that demonstrates the applicant's ability to synthesize and analyze scholarly work or a work-related document that demonstrates the candidate's engagement with media-related projects)
- Two letters of recommendation written by work supervisors and/or faculty members familiar with the applicant's academic and/or professional achievements
- A resume or curriculum vitae
- GRE scores are not required, but may be submitted to strengthen an application
- For students who completed their undergraduate education outside of the U.S. and who are not native speakers of English, a TOEFL score of 600 (paper-based) or 250 (computer-based) is also required.

ADMISSION TO FIVE-YEAR BA IN COMMUNICATION/MA IN MEDIA, CULTURE AND SOCIETY
Students seeking admission to the five-year BA in Communication and MA in Media, Culture & Society must:

- Apply for the program in their junior year.
- Apply only after completing the three College of Communication core requirements (CMN 101, CMN 203, CMN 110).
- Take three Media, Culture and Society (MCS) graduate courses in their senior year. These courses cannot be used to replace their core major requirements but can be used to replace communication electives, open electives, or Radio/TV/Film track electives. The three graduate courses count toward their BA in Communication.
- Fill out an application form
- Submit an official undergraduate transcript (minimum grade point average of 3.50 in Communication courses and an overall GPA of 3.00 on a 4-point scale)
- Provide a Statement of Purpose (750 words) explaining why the student is seeking admission to the program
- Submit a writing sample (research paper that demonstrates the applicant's ability to
synthesize and analyze scholarly work)
• Submit two letters of recommendation from professors in the College of Communication
• Submit a copy of their official course record

DEGREE REQUIREMENTS
Students must complete 48 credit hours (12 four-credit courses). All students take four core courses and eight additional courses from a Comprehensive Exam, Thesis or Project option.

Four Core Courses:
- MCS 501 Introduction to Media Studies
- MCS 502 Media and Cultural Studies
- MCS 503 Global Media
- DC 525 Digital Media Practicum

Comprehensive Exam Option: Students choose up to two media production electives and six to eight critical studies electives. Students must complete a four and one-half hour in-class comprehensive exam.

Thesis Option: Students take two thesis courses, up to two media production electives and four to six critical studies electives.

Project Option: Students take two project development courses, up to four media production electives and two to six critical studies electives.

Critical Studies Electives include:
- MCS 520 Topics in Media Studies
- MCS 521 Topics in Cinema Studies
- MCS 530 New Media and Culture
- MCS 531 Media Policy
- MCS 532 Asian Cinema/Media
- MCS 533 Latin American Cinema/Media
- MCS 534 Documentary Studies
- MCS 592 Independent Study
- MCS 599 Thesis/Project Supervision.
- CMN 591 Internship

Media Production Electives include:
- MCS 541 Audio Documentary
- MCS 542 Topics in Production
- DC 415 Advanced Sound Design
- DC 420 Advanced Non-linear Editing
- DC 471 Documentary Production
- DC 475 Advanced Cinematography
- ENG 486 Document Design
- ENG 409 Online Documentation/Writing and Technology
- NMS 520 Web Design I
- NMS 521 Web Design II
- MCS 599 Thesis/Project Supervision.
- CMN 591 Internship

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