

# Master of Arts - Journalism & Media Studies

2 Graduate Program Change 2021-22

## I. General Information

The faculty member originating this proposal is to complete sections I and II.

TURN ON help text before starting this proposal by clicking  in the top right corner of the heading. You will need to turn on help text again after any actions that refresh the page including after saving proposals, importing information, or running impact reports.

IMPORT curriculum data from the Catalog by clicking  in the top left corner.

Do not make any changes to any information until the proposal has been launched in Step 4.

Department (s) (if Dual or Interdisciplinary please add all departments)\*

Hank Greenspun School of Journalism and Media Studies

Degree/ Certificate Name\*

Master of Arts - Journalism & Media Studies

Plan Code

Degree Type\*

Master of Arts

Program Type\*

Master's

## II. Program Changes

FILL IN ONLY fields required marked with an \* after importing data. You will not be able to launch the proposal without completing required fields. Do not make proposed changes to the information that was imported until after the proposal has been launched in Step 4. Changes will only be tracked after the proposal is launched

Are you changing admission

Yes  No

requirements?\*

Are you changing course requirements?  Yes  No

Are you changing degree completion requirements?  Yes  No

Are you changing the primary instructional mode?  Yes  No

Are you changing program learning objectives?  Yes  No

Are you changing the culminating experience?  Yes  No

If not a Dual itself, is this program also available as part of a Dual-Degree offering?  Yes  No

**If yes, describe changes to learning objectives:**

The Journalism and Media Studies (JMS) program currently offers courses of study for students with a career orientation in diverse areas such as advertising, public relations, broadcast and print journalism, media management, media research, and teaching; and for students who aspire to continue their education in doctoral programs. The MA program consists of 30 credits that can be taken over a period of three or four semesters and offers research or creative thesis or exam options.

JMS currently offers two master's degree tracks:

1) The thesis (research or creative) track, which involves 24 credits of courses and an additional 6 thesis credits for preparing a research or creative thesis for 30 credits.

- The research (or "traditional") thesis follows a social science model.
- The creative (or "non-traditional") thesis may be written or take the form of a documentary, drama, podcast, public relations campaign, photo essay, script, website, or any combination approved by a thesis committee.

2) The 30-semester-hour exam track, which culminates in three activities: the satisfactory completion of written comprehensive exams, the submission of a Graduate Education Portfolio, and satisfactory completion of an oral examination. The student works with an advisor and committee to develop and complete the Graduate Education Portfolio.

**Provide a Brief Summary of Proposed Changes**

The proposed change in part entails replacing the examination track with a professional paper track. We will also add a Strategic Digital and Social Media track.

In turn, we will have three tracks listed:

- 1) The research (or "traditional") thesis track, which follows a social science model; and the creative (or "non-traditional") track, which may be written or take the form of a documentary, drama, podcast, public relations campaign, photo essay, script, website, or any combination approved by a thesis committee. In addition, a written research component that follows department and Graduate College formatting guidelines is required.
- 2) Professional Paper track, which replaces the exam track and provides students the opportunity to focus on a professional application.
- 3) Digital Strategic and Social Media track, which features the application of skills in a professional context.

**Provide a rationale for each proposed change**

The new track arrangements will provide students the opportunity to specialize in professional skills that will apply in employment areas.

The existing exam track has not produced meaningful results, and it has entailed a disproportionate amount of work from faculty than appropriate, given the results produced by students.

**Do not make any changes to any information until the proposal has been launched in Step 4.**

Follow these steps to change the program curriculum:

1. Click on  "View Curriculum Schema." Edit existing cores or click 'Add Core' and name your core (please use a comparable degree program in the current graduate catalog as a template). Edit or add any descriptive text (do not add courses until Step 2). Descriptive text is generally used in the following cores: Plan Description, Plan Admission Requirements, Plan Requirements, Plan Graduation Requirements.
2. There are two options for adding courses (see Step 3 to remove courses): "Add Course" and "Import Course." For courses already in the catalog, click on "Import Course" and find the courses needed. For new classes going through a Curriculog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.
3. Click on  "View Curriculum Schema." Click on the area/header of the program where you would like to add courses. When you click on "Add Courses" it will bring up the list of courses available from Step 2. Select the courses you wish to add. For removing courses click on the  and proceed.

**After you have launched proposal, update prospective curriculum here\***

## **Plan Description**

The Hank Greenspun School of Journalism & Media Studies offers a graduate program of study leading to a Master of Arts degree. Courses of study are designed both for students with a career orientation - in such diverse arenas as human resources, politics, advertising, education, public relations, broadcasting, and social services - and for those who aspire to continue their education in doctoral programs. All students are required to take four introductory courses: survey of graduate studies, quantitative analysis, qualitative research methods, and theory. Yet because each student's goals are unique, the curriculum allows flexibility in developing individual degree programs. Such development aims to balance the discipline's varied traditions in theoretical, historical, and applied research, with particular attention to the changing culture of the twenty-first century. For more information about your program, including your graduate program handbook and learning outcomes, please visit the Degree Directory.

## **Plan Admission Requirements**

**Application deadlines** Applications available on the UNLV Graduate College website. The master's degree program is designed to meet the student's professional and/or personal objectives. Although an undergraduate degree in journalism, broadcasting, media studies, or communication is not required for admission to the program, a student without a background in these related fields may be required to complete additional course work at the graduate or undergraduate level in order to satisfy minimum expectations of someone entering a graduate course of study. The Hank Greenspun School of Journalism and Media Studies admits graduate students only in the fall semester. Please access the application deadlines page for details regarding review of applications. For additional information, check the school's website. Students should send application and college transcripts to the Graduate College, containing:

1. A copy of your undergraduate transcripts (you must have a GPA of at least 3.00 in the last 90 credits of undergraduate course work).
2. Satisfactory scores on the verbal and quantitative sections of the Graduate Record Examination (GRE).
3. At least three letters of recommendation from people who are able to attest to the applicant's ability to do graduate-level work. At least one of these letters should come from a former or current professor or college-level instructor.
4. A letter of intent detailing the applicant's goals and expectations as a graduate student in journalism and media studies.
5. A writing sample such as a college course term paper.

All domestic and international applicants must review and follow the Graduate College Admission and Registration Requirements. Students are accepted into a degree program as described in the Graduate Catalog. The faculty and corresponding sub-disciplines and sub-plans within the described programs are subject to change at any time.

## Plan Requirements

See Subplan Requirements below. Subplan 1 Requirements: Journalism & Media Studies - Thesis Track Subplan 2 Requirements: Journalism & Media Studies - Professional Paper Track Subplan 3 Requirements: Strategic Digital and Social Media Track

## Subplan 1 Requirements: Journalism & Media Studies - Thesis Track

Total Credits Required: 30

## Course Requirements

### Required Courses – Credits: 9

JMS 710 Graduate Journalism and Media Studies: Overview, resources, and communicating research	3
JMS 712 Quantitative Research Methods	3
JMS 730 Journalism and Media Theory	3

### Qualitative Methods Course - Credits: 3

Complete 3 credits of graduate-level coursework in qualitative methods - coursework from outside the department of Journalism and Media Studies (JMS) - must have the approval of the graduate coordinator.

### Journalism & Media Studies Courses – Credits: 6

Complete 6 credits in JMS or other advisor-approved courses.

### Elective Courses – Credits: 6

## Elective Courses – Credits: 6

Complete 6 credits of advisor-approved 600- or 700-level elective coursework.

## Thesis – Credits: 6

JMS 798 Thesis

1-6

## Degree Requirements

Students may elect to present their theses content in traditional or non-traditional formats. The non-traditional thesis must be consistent with the overall objectives of the program and be approved by the student's thesis committee. Their content may be written or take the form of a documentary, drama, public relations campaign, film, video, exhibit, script, website, or any combination approved by the student's thesis committee. In addition, a written research component that follows department and Graduate College formatting guidelines is required. Regardless of the option selected, the entire thesis must be approved by the Graduate College for electronic and university library access purposes. An oral examination of the thesis is required. The Graduate Coordinator is the temporary advisor for all new, incoming graduate students. Before completing 16 credits, the student selects a permanent advisor who mentors the student through the remainder of the program and guides them in the thesis or examination process. Students are responsible for determining a program of study with their advisor or Graduate Coordinator. A passing grade in any graduate-level course is B- or better. Any course grade of C+ or lower will not be included in the student's degree program. All grades, pass or fail, are calculated to produce the student's GPA. Students can repeat a course to try to better a grade. To graduate, the master's student must have a GPA of 3.00 or higher in their accumulated course work. A student who fails the oral examination for the comprehensive examination is allowed to reschedule the oral examination no sooner than three months after the first attempt. Student will be placed on probation. Failure on the second attempt results in the student being separated from the program.

## Subplan 2 Requirements: Journalism & Media Studies - Professional Paper Track

Total Credits Required: 30

## Course Requirements

## **Required Courses – Credits: 9**

Complete 9 credits by completing all of the following courses:

<b>JMS 710 Graduate Journalism and Media Studies: Overview, resources, and communicating research</b>	<b>3</b>
<b>JMS 712 Quantitative Research Methods</b>	<b>3</b>
<b>JMS 730 Journalism and Media Theory</b>	<b>3</b>

## **Qualitative Methods Course - Credits: 3**

Complete 3 credits of graduate-level coursework in qualitative methods - coursework from outside the department of Journalism and Media Studies (JMS) - must have the approval of the graduate coordinator.

## **Journalism & Media Studies Courses – Credits: 12**

Complete 12 credits in JMS or other advisor-approved courses.

## **Elective Courses – Credits: 6**

Complete 6 credits of advisor-approved 600- or 700-level elective coursework.

## **Degree Requirements**

The 30 credit Professional Paper option culminates in the development and presentation of a professional paper. Completion of the degree requirements includes working with an advisor and committee according to the guides set forth by the Graduate College. The Graduate Coordinator is the temporary advisor for all new, incoming graduate students. Before completing 16 credits, the student selects a permanent advisor who mentors the student through the remainder of the program and guides them in the professional paper process. Students are responsible for determining a program of study with their advisor or Graduate Coordinator. A passing grade in any graduate-level course is B- or better. Any course grade of C+ or lower will not be included in the student's degree program. All grades, pass or fail, are calculated to produce the student's GPA. Students can repeat a course to try to better a grade. To graduate, the master's student must have a GPA of 3.00 or higher in their accumulated course work.

## **Subplan 3 Requirements: Strategic Digital and Social Media Track**

Total Credits Required: 30

### **Course Requirements**

#### **Required Courses – Credits: 9**

Complete 9 credits by completing all of the following courses:

<b>JMS 710 Graduate Journalism and Media Studies: Overview, resources, and communicating research</b>	<b>3</b>
<b>JMS 712 Quantitative Research Methods</b>	<b>3</b>
<b>[After] JMS - 740 - Strategic Digital Storytelling</b>	<b>3</b>

#### **Qualitative Methods Course - Credits: 3**

Complete 3 credits of graduate-level coursework in qualitative methods - coursework from outside the department of Journalism and Media Studies (JMS) - must have the approval of the graduate coordinator.

#### **Journalism & Media Studies Courses – Credits: 12**

Complete 12 credits in JMS or other advisor-approved courses.

#### **Internship / Independent Study Courses - Credits: 6**

Complete 6 credits from a combination of the following courses:

<b>[Before]JMS 699 Professional Internship</b>	<b>3-6</b>
<b>JMS 795 Independent Study</b>	<b>1 – 4</b>

## Degree Requirements

All requirements listed above must be completed successfully. The Graduate Coordinator is the temporary advisor for all new, incoming graduate students. Before completing 16 credits, the student selects a permanent advisor who mentors the student through the remainder of the program. Students are responsible for determining a program of study with their advisor or Graduate Coordinator. Students must complete a critical review and analysis of the results of the internship experience in reference to the knowledge discussed throughout the program and their independent study, delivered to the grad coordinator in the form of a 20-25 page academic paper. A passing grade in any graduate-level course is B- or better. Any course grade of C+ or lower will not be included in the student's degree program. All grades, pass or fail, are calculated to produce the student's GPA. Students can repeat a course to try to better a grade. To graduate, the master's student must have a GPA of 3.00 or higher in their accumulated course work.

## Plan Graduation Requirements

The student must submit all required forms to the Graduate College as well as apply for graduation up to two semesters prior to completing their degree requirements.

The [Degrees Directory](#) provides current and consistent degree information. Submission of this form indicates acknowledgment and understanding that every department is responsible creating and maintaining accurate and updated program information on the UNLV Degrees Directory.

If the changes included on this form impact the program handbook attach the updated handbook before submitting this form. If you need a Word version of the most recent handbook please email [GradCurriculum@unlv.edu](mailto:GradCurriculum@unlv.edu).

If new courses are added as placeholders within this proposal, new courses must be created using a Course Create form simultaneously to the process of this proposal.

**Degrees Directory  
Program Entry\***

Check this box to acknowledge the above statement.

**Changes will be  
applicable to\***

- Current Students  
 New Students  
 Both Current and New Students

**If applicable to  
current students,  
changes are**

Mandatory  Optional

**Effective Date\***

Fall 2021

4. LAUNCH proposal by clicking  in the top left corner.

5. After launching the proposal, make all changes and fill in all additional fields.

6. Finish the launch of your proposal by clicking the icon  located in the Proposal Toolbox on left side at top. Make your decision, comment is optional, and click on "Make decision".

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

### III. Department Vote Information

**Note:** This section is to be filled out by the Department Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.

2. Fill in vote information.

3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

**If Dual or Interdisciplinary:** add votes from all departments/colleges involved

(e.g. "Dpt A: .... / Dpt. B ....")

**Date faculty voted on proposal** 1/29/2021

**Result of vote** 9-0 (unanimous)

**Manner of vote** teleconference

### IV. Unit Vote Information

Note: This section is to be filled out by the College Committee Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information.
3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

If Dual or Interdisciplinary: add votes from all departments/colleges involved

(e.g. "College A: .... / College B ....")

**Date faculty voted on proposal** 3/5/2021

**Result of vote** 5-0 "Yes"

**Manner of vote** online

## V. Processing Notes (Graduate College/Registrar Use Only)

**Program Alerts (E.g. This program is no longer accepting applications)**

**PS Processing Notes**

**PS Processing Date**

**Initials**

**Acalog Processing Notes** Needed:  
2 TRACK Codes  
1 Concentration code

**Acalog Processing Date**

**Initials**

## Comments for Master of Arts - Journalism & Media Studies

<b>Curriculog</b>	4/7/2021 5:19 pm <a href="#">Reply</a>
Emily Lin has approved this proposal on Graduate College Dean.	
<b>Gregory Moody</b>	4/7/2021 11:51 am <a href="#">Reply</a>
Vote in approval, WebEx meeting. 16-0	
<b>Curriculog</b>	4/7/2021 11:51 am <a href="#">Reply</a>
Gregory Moody has approved this proposal on Graduate Programs Committee.	
<b>Curriculog</b>	4/7/2021 10:19 am <a href="#">Reply</a>
Graduate Curriculum has approved this proposal on Graduate Programs Committee.	
<b>Curriculog</b>	3/8/2021 7:43 am <a href="#">Reply</a>
Tara Emmers-Sommer has approved this proposal on School/College Associate Dean/Dean.	
<b>Tara Emmers-Sommer</b>	3/8/2021 7:42 am <a href="#">Reply</a>
GCUA Graduate Committee vote is 5-0 "Yes" in approval.	
<b>Curriculog</b>	3/8/2021 7:42 am <a href="#">Reply</a>
Tara Emmers-Sommer has approved this proposal on School/College Committee.	
<b>Curriculog</b>	2/26/2021 8:08 am <a href="#">Reply</a>
JMS Chair has approved this proposal on Department Chair.	
<b>Curriculog</b>	2/24/2021 3:38 pm <a href="#">Reply</a>
JMS Graduate Coordinator has approved this proposal on Graduate Coordinator.	
<b>Curriculog</b>	2/24/2021 3:24 pm <a href="#">Reply</a>
Graduate Curriculum has approved this proposal on Technical Review.	
<b>Curriculog</b>	2/16/2021 11:31 am <a href="#">Reply</a>
Greaorv Borchard has approved this proposal on Originator.	

## Graduate Curriculum

2/16/2021 10:48 am [Reply](#)

- Please include details of the culminating experience for subplan 3 within the degrees requirement section of that subplan.

Alternatively, please send such details to gradcurriculum@unlv.edu, and they can be inserted into the proposal on your behalf.

## Curriculog

2/16/2021 10:48 am [Reply](#)

Graduate Curriculum has rejected this proposal on Technical Review.

## Curriculog

2/1/2021 2:34 pm [Reply](#)

Gregory Borchard has approved this proposal on Originator.

## Gregory Borchard

2/1/2021 2:30 pm [Reply](#)

Have made minor but significant adjustments to previous proposal; revisions reflect input from faculty meeting; should be ready for subsequent review (again).

## Graduate Curriculum

1/28/2021 8:10 am [Reply](#)

Moving back to originator stage for further edits together with originator.

## Curriculog

1/28/2021 8:10 am [Reply](#)

Graduate Curriculum has rejected this proposal on Technical Review.

## Curriculog

1/26/2021 1:47 pm [Reply](#)

Gregory Borchard has approved this proposal on Originator.

## Curriculog

1/15/2021 1:36 pm [Reply](#)

Gregory Borchard has launched this proposal.

## Curriculog

1/15/2021 1:36 pm [Reply](#)

Gregory Borchard imported from the map 2021-2022 Working Graduate Catalog into the following proposal fields: I. General Information: Degree/ Certificate Name, I. General Information: Degree Type, I. General Information: Program Type, II. Program Changes: After you have launched proposal, update prospective curriculum here.