

MEDIA, FILM & JOURNALISM STUDIES

Office: Media, Film and Journalism Studies Building, Room 127
 Mail Code: 2490 S. Gaylord St., Denver, CO 80208
 Phone: 303-871-2166
 Email: mfjsadm@du.edu
 Web Site: <http://www.du.edu/ahss/mfjs> (<http://www.du.edu/ahss/mfjs/>)

Master of Arts in International and Intercultural Communication

The Master of Arts program in International and Intercultural Communication is a joint master's degree from the Josef Korbel School of International Studies (JKSIS) and the Department of Media, Film & Journalism Studies (MFJS). This highly flexible program allows students to choose from the breadth of coursework available in JKSIS and MFJS, while developing their own specific areas of concentration. Students complete internships to gain professional experience, and may further hone expertise by completing a Graduate Certificate as part of the degree. Certificate Programs include: Global Business & Corporate Social Responsibility; Global Health Affairs; and Public Diplomacy.

International and Intercultural Communication graduates pursue globally-oriented careers in a variety of fields, including: Global health communication; Public diplomacy & Public affairs; International PR and marketing; Nonprofit management; Cross-cultural and diversity training; International education; Human rights and Conflict resolution; International administration, and more.

Effective global communication requires that people understand both international and intercultural dynamics and differences. Success is based on communicating goals and bridging differences. Students pursuing the MA in International and Intercultural Communication establish a strong theoretical and applied foundation, while learning the nuances of the global environment. They then have an opportunity to extend this interdisciplinary base through courses in business, anthropology, education and other areas.

Master of Arts in Media and Public Communication

The Master of Arts in Media and Public Communication is a 48-credit, two-year degree program, which equips students with a combination of essential theoretical and practical skills that prepare them for a variety of professional and research careers in media and communication. The program emphasizes the role of media and communication in bridge building and social justice across diverse audiences. Students can choose one of two areas of concentration: Strategic Communication or Media and Globalization. Depending on students' goals and interests, they can opt to complete a master's thesis, a substantial research paper, or a professional internship as their capstone requirement.

Concentration in Strategic Communication: Strategic communication encompasses skills and activities associated with public relations, advertising, brand management, and marketing communication. This concentration focuses on the nonprofit and government sectors, as well as on international and intercultural issues within strategic communication. Classes emphasize ethical communication and incorporate experiential learning projects in which students work with nonprofit organizations to develop creative and strategically sound communication campaigns. Students benefit from faculty expertise in nonprofit, international, intercultural, health, corporate, and political communication. The coursework integrates theoretical concepts in media and communication with applied research, strategic planning, and messaging skills essential for professional success in the nonprofit, government, and for-profit sectors. Students also gain a solid foundation for pursuing advanced degrees and conducting academic research.

Concentration in Media and Globalization: This concentration is designed for students who are interested in pursuing careers as researchers and media educators. Courses focus on the role of media and communication in social and cultural change in both global and local settings. Students gain in-depth theoretical knowledge of media, culture, and communication and acquire methodological skills needed to conduct independent research projects based on their interests. This concentration emphasizes critical and conceptual thinking, cultural awareness, and social responsibility. Students benefit from faculty's research and community engaged projects in international locations, including Latin America, Africa, Europe, and Asia, as well as from faculty work with immigrant and multicultural communities in the US. Graduates develop a solid foundation for pursuing advanced degrees and careers in higher education and research.

Public Diplomacy Certificate of Specialization

The Public Diplomacy Graduate Certificate is an interdisciplinary, 24-credit certificate, which examines the history, theory, methods and uses of strategic communication for the purposes of informing, influencing, and establishing dialogue with international publics and stakeholders. The certificate is designed to help students acquire a sophisticated understanding of global media and communication processes and the ways in which they are employed by individuals, groups, organizations, and governments to advance their strategic interests. The certificate combines expertise from the Department of Media, Film, and Journalism Studies and the Josef Korbel School of International Studies, providing students with an interdisciplinary learning experience. Graduates of the Public Diplomacy Certificate are equipped with conceptual and practical skills that prepare them for careers in the fields of cultural diplomacy, nation branding, public affairs and information, foreign aid, global health and development communication, international strategic communication, and international education. The certificate is open to students enrolled in one of the master's programs offered by the Department of Media, Film, and Journalism Studies or the Josef Korbel School of International Studies, and can be integrated into the degree program. This certificate program does not require additional credits.

Master of Arts in International & Intercultural Communication

Degree and GPA Requirements

- Bachelor's degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.
- Grade point average: The minimum undergraduate GPA for admission consideration for graduate study at the University of Denver is a cumulative 2.5 on a 4.0 scale or a 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree. An earned master's degree or higher from a regionally accredited institution supersedes the minimum standards for the baccalaureate. For applicants with graduate coursework but who have not earned a master's degree or higher, the GPA from the graduate work may be used to meet the requirement. The minimum GPA is a cumulative 3.0 on a 4.0 scale for all graduate coursework undertaken.
- Program GPA requirement: The minimum undergraduate GPA for admission consideration for this program is a cumulative 2.5 on a 4.0 scale.

Standardized Test Scores

- GRE scores are optional for admission to this program. Applications submitted without scores will receive full consideration. Every application undergoes a comprehensive evaluation, including a careful review of all application materials. If you choose to submit test scores, you may upload your Test Taker Score Report PDF, which is considered unofficial. Official scores must be received directly from the appropriate testing agency upon admissions to the University of Denver. The ETS institution code to submit GRE scores to the University of Denver is 4842.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

English Conditional Admission: No, this program does not offer English Conditional Admission.

Master of Arts in Media and Public Communication with a Concentration in Strategic Communication

Degree and GPA Requirements

- Bachelor's degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.
- Grade point average: The minimum undergraduate GPA for admission consideration for graduate study at the University of Denver is a cumulative 2.5 on a 4.0 scale or a 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree. An earned master's degree or higher from a regionally accredited institution supersedes the minimum standards for the baccalaureate. For applicants with graduate coursework but who have not earned a master's degree or higher, the GPA from the graduate work may be used to meet the requirement. The minimum GPA is a cumulative 3.0 on a 4.0 scale for all graduate coursework undertaken.
- **Program GPA requirement:** The minimum undergraduate GPA for admission consideration for this program is a cumulative 2.5 on a 4.0 scale.

Standardized Test Scores

- GRE scores are optional for admission to this program. Applications submitted without scores will receive full consideration. Every application undergoes a comprehensive evaluation, including a careful review of all application materials. If you choose to submit test scores, you may upload your Test Taker Score Report PDF, which is considered unofficial. Official scores must be received directly from the appropriate testing agency upon admissions to the University of Denver. The ETS institution code to submit GRE scores to the University of Denver is 4842.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

English Conditional Admission: No, this program does not offer English Conditional Admission.

Master of Arts in Media and Public Communication with a Concentration in Media and Globalization

Degree and GPA Requirements

- Bachelor's degree: All graduate applicants must hold an earned baccalaureate from a regionally accredited college or university or the recognized equivalent from an international institution.
- Grade point average: The minimum undergraduate GPA for admission consideration for graduate study at the University of Denver is a cumulative 2.5 on a 4.0 scale or a 2.5 on a 4.0 scale for the last 60 semester credits or 90 quarter credits (approximately two years of work) for the baccalaureate degree. An earned master's degree or higher from a regionally accredited institution supersedes the minimum standards for the baccalaureate. For applicants with graduate coursework but who have not earned a master's degree or higher, the GPA from the graduate work may be used to meet the requirement. The minimum GPA is a cumulative 3.0 on a 4.0 scale for all graduate coursework undertaken.
- Program GPA requirement: The minimum undergraduate GPA for admission consideration for this program is a cumulative 2.5 on a 4.0 scale.

Standardized Test Scores

- GRE scores are optional for admission to this program. Applications submitted without scores will receive full consideration. Every application undergoes a comprehensive evaluation, including a careful review of all application materials. If you choose to submit test scores, you may upload your Test Taker Score Report PDF, which is considered unofficial. Official scores must be received directly from the appropriate testing agency upon admissions to the University of Denver. The ETS institution code to submit GRE scores to the University of Denver is 4842.

English Language Proficiency Test Score Requirements

The minimum TOEFL/IELTS/C1 Advanced/Duolingo English Test score requirements for this degree program are:

- Minimum TOEFL Score (Internet-based test): 80
- Minimum IELTS Score: 6.5
- Minimum C1 Advanced Score: 176
- Minimum Duolingo English Test Score: 115

English Conditional Admission: No, this program does not offer English Conditional Admission.

Master's Degree Programs

Master of Arts in International and Intercultural Communication

IIC/Peace Corps' Paul D. Coverdell Fellows Program

In cooperation with the Peace Corps, the Paul D. Coverdell Fellows Program permits students who have completed their service in the Peace Corps to complete the MA in International & Intercultural Communication degree following their service. They receive 3 credits for their Peace Corps service toward the 48 credits required for the degree, leaving 45 credits for the program. In addition, the foreign language proficiency requirement is waived. Students are required to complete an internship with a high needs community in the U.S.

Coursework requirements

Students should plan ahead to ensure they are able to complete their required courses as some are offered every other year. Students are allowed to take one graduate 3000-level course to count towards the 56 hours required, but not if a separate 4000-level of the course exists for graduate students. Students must consult with the instructor and the IIC director before enrolling in any 3000-level course. Grinds courses may not be applied to this degree. Students are welcome to take Grinds courses as desired, but they will not count towards any of the requirements for this degree, including electives.

Code	Title	Credits
Core coursework requirements		
I. Department of Media, Film and Journalism Studies requirements (6 courses)		24
Required foundational courses:		
MFJS 4650	Global Media and Communication	
MFJS 4654	Intercultural Communication	
Complete an additional 4 courses in MFJS		
II. Joseph Korbel School of International Studies requirements (4 courses)		16
Students must complete 4 courses in JKIS. These courses may be International Studies (INTS), Conflict Resolution (GRES), or Public Policy (PPOL).		
III. Research Methods		4

Students must take one research methods course; if taken in MFJS or INTS, it counts as one of the 4 courses required in either unit and opens up the possibility to take one elective course. Students who take methods in another department will not have any courses left over for electives. Students who wish to take a methods course from another department must receive approval from the IIC director. Approved research methods courses include:

MFJS 4560	Audience and Communication Research	
INTS 4010	Epistemology	
INTS 4050	Statistical Methods I	
INTS 4051	Statistical Methods II	
INTS 4052	Statistical Methods III	
INTS 4057	Statistics *	
INTS 4058	Applied Time-Series Analysis	
INTS 4303	Econometrics for Decision Making I	
INTS 4333	International Project Design and Monitoring	
INTS 4342	Project Management	
INTS 4522	Philosophy of Social Science	
INTS 4575	Systems Thinking for Social Scientists	
INTS 4579	International Futures	
INTS 4632	Qualitative Research Methods	
INTS 4633	Int'l Project Evaluation	
INTS 4644	Human Rights Research Methods	
INTS 4711	Topics in International Studies	
INTS 4735	Defense and Security Methods	
INTS 4966	Applied Field Methods: Africa	
INTS 4999	Research Design: Ph.D. Prospectus, Substantial Research Paper, and MA Thesis	
RMS 4941	Introduction to Qualitative Research	
IV. Internship (must serve a high needs community in the U.S.)		4
MFJS 4980	Internship	
V. Electives		0-4
Electives serve as additional coursework needed to reach the minimum number of credits required for the degree and to help development a specialization. These may be taken in MFJS, JKSSIS, or another department.		
Total Credits		48

Note: The maximum number of credits that will be accepted in transfer toward the degree is 20 credits

* Check prerequisites for these courses

Minimum number of credits required for degree: 48 credits

Internship

Internships require 40 hours of work per credit (40 x 4 = 160 hours). IIC Peace Corps Fellows are required to complete five credits of internship with a high-needs community in the United States. An internship is registered as a course (MFJS 4980: Internship), and may be taken for 1 to 5 credits during any one term. (Note: For internships at the end of a student's program, they must be secured or in the process of being secured in the quarter before graduation.) Students in the Paul D. Coverdell Fellows Program must complete their internship in a high-need community within the U.S. Students are encouraged to do the internship after they have completed at least half of the 48 credits required for the MA degree. All internships will be administered and supervised by the Director of Internships for the IIC Program in the Dept. of Media, Film and Journalism Studies. Students must meet with the internship director in order to obtain approval for an internship.

Master of Arts in Media and Public Communication with a Concentration in Media and Globalization

Degree Requirements

The MA in Media and Public Communication with a Concentration in Media and Globalization requires 48 hours of credit, including completing a thesis, a substantial research paper (SRP), or an internship.

Course Requirements

Students should plan ahead to ensure they are able to complete their required courses as some are offered every other year.

Code	Title	Credits
Required Courses		12
MFJS 4160	Media Theories	
MFJS 4300	Media Law ¹	
MFJS 4560	Audience and Communication Research ¹	
Choose One of the Following Courses:		4
MFJS 4650	Global Media and Communication	
MFJS 4654	Intercultural Communication	
Concentration Courses		
Choose 4 of the following courses:		16
MFJS 4001	Producing Video for Social Media and Advocacy ²	
MFJS 4065	Public Diplomacy and Nation Branding	
MFJS 4080	Global/Multicultural Campaigns	
MFJS 4165	Global Health and Development Communication	
MFJS 4175	Justice Equity Diversity and Inclusion in Health Communication ¹	
MFJS 4242	Reel Women ^{1,2}	
MFJS 4506	Audio Documentaries ¹	
MFJS 4652	Feminist Media Studies ¹	
MFJS 4653	Language, Power, and Globalization ²	
MFJS 4655	JEDII (Justice, Equity, Diversity, Inclusion, & Internationalization) Storytelling ^{1,2}	
MFJS 4660	Global Edutainment & Narrative Persuasion	
MFJS 4912	Seminar in Media Film & Journalism Studies ³	
Elective Courses Inside or Outside the Department		8-12
Internship OR Substantial Research Paper (SRP) OR Thesis ⁴		4
MFJS 4980	Internship	
or MFJS 4995	Thesis/Substantial Research Paper	
Total Credits		48

1. This course may be cross-listed with an undergraduate course.
2. This course is offered infrequently. Please talk to your advisor with questions.
3. Advisor approval is required when taking this course as a concentration course. Students may take 4912 more than once if the course topic is different.
4. Students may take up to 8 Thesis credits, but only 4 Internship or SRP credits.

Minimum number of credits required for the degree: 48

Internship

Internships require 40 hours of work per credit (40 x 4 = 160 hours). An internship is registered as a course (MFJS 4980: Internship), and may be taken for a maximum of 4 credits during any one term. (Note: For internships at the end of a student's program, they must be secured or in the process of being secured in the quarter before graduation.) Students may elect to do an internship with media/communications agencies, non-profit organizations, corporations, or government, located in the Denver area, or elsewhere in the U.S. or abroad. Students are encouraged to do the internship after they have completed at least half of the 48 credits required for the MA degree. All internships will be administered and supervised by the director of internships in the Dept. of Media, Film and Journalism Studies. Students must meet with the internship director in order to obtain approval for an internship.

Thesis

Students may opt to do a thesis instead of an internship, for a maximum of 4 credits. To begin work on the thesis, the student must first choose an area of interest and develop a research question that will guide the thesis project. At that time, the student should also identify a faculty member with expertise in their area of interest who is available and willing to work with them as a thesis advisor. The advisor will help the student to focus the research question and may suggest additional readings or coursework that will help the student develop the thesis project. Students should review the process and policies for the master's thesis in the Graduate Policy Manual. Students can find "Thesis and Dissertation Formatting Guidelines," "Thesis Oral Defense Information," and "Thesis/Dissertation Submission Instructions via ETD" under the "Graduation and Oral Defense Information on this website. The student should meet with the thesis advisor to finalize a research question and outline the entire project. The student should then begin work on a preliminary proposal which may need to be reviewed by the MFJS Graduate Committee (as determined by the thesis advisor and MA director), and should include the following:

- research problem or question
- theoretical framework
- preliminary literature review
- methods
- The committee will review the proposal and the student's course record (including grades), consult with the student's advisor and instructors of courses related to the thesis, and make a recommendation to the student on doing a thesis. If the committee recommends against the student doing a thesis, the student is required to do an internship. A student has the option to revise and resubmit the preliminary thesis proposal one time. Once the preliminary proposal has been approved by the graduate committee, the student and advisor will need to select a thesis committee, which includes the advisor and a minimum of two other committee members who will read the formal research proposal and the final report. These additional members should be contacted and asked if they would be willing to serve on the thesis committee. Once the thesis committee is formed, the student should begin work on a formal thesis proposal. The exact form of this proposal will be outlined by the thesis advisor and will vary according to the thesis topic, the specific problem being studied and the methodology proposed to explore that problem. All proposals should include the following (the order may vary):
 - a general introduction to the thesis topic
 - an explication of the problem(s) the research will address (i.e., the purpose of the study)
 - a review of the literature related to the stated problem
 - a clear and succinct statement of the research questions or hypotheses the thesis will address
 - a discussion of the research methods that will be used to explore the questions or hypotheses
 - a description of the material or data that will be examined in order to suggest answers to the research questions or to test the hypotheses
 - if appropriate, a discussion of the contributions the study will make to the existing discourse on the thesis topic.
- The student will need to convene the thesis committee for a proposal meeting following completion of the proposal. The committee members should be presented with a draft of the research proposal two weeks prior to this meeting. At the meeting the committee members will question the student on the project's theory, design, and research methods to ensure that the project is rigorous and of appropriate scope. Revisions to the proposal may be required following this meeting. An approved proposal outlines the specific procedures the student must follow to complete the thesis requirement. Following approval of the research proposal, the student may then proceed to conduct the research described in the proposal, then report and discuss the results in the final written thesis report, which must be approved in an oral defense by the thesis committee. The format of the thesis should follow the guidelines developed by the Office of Graduate Studies exactly.

Substantial Research Paper (SRP)

A Substantial Research Paper (SRP) is a problem-focused paper designed to engage students in an independent research project that is longer and more in-depth than a class research paper, but less than a thesis project. Unlike a thesis, an SRP does not require a review committee or an oral defense; rather, it will be supervised and graded by a single appointed faculty member. Also, unlike a thesis, the SRP does not require the collection of primary data, but may use secondary data only.

To begin work on the SRP, the student must first choose an area of research interest and develop a research question that will guide the research. It may be based on a class research paper that will then be expanded for the SRP. The student should choose an SRP faculty advisor with expertise in the student's area of interest. The faculty advisor will help the student to focus the research question and may suggest additional readings or coursework that will help the student develop the SRP. It is important that the student and faculty advisor establish a reasonable and mutually agreeable timeline for exchanging drafts and comments on the student's work. The final copy of the SRP should be formatted according to an academic style, such as APA or MLA, and follow any other guidelines agreed upon with the faculty advisor.

Students opting to complete an SRP should register for MFJS 4995 for a maximum of 4 credits, allocated in the quarters in which they are actually working on the SRP. It is not permissible to register for credit before work has commenced or after the work has been completed.

Master of Arts in Media and Public Communication with a Concentration in Strategic Communication

Degree Requirements

The MA in Media and Public Communication with a Concentration in Strategic Communication requires 48 hours of credit, including completing a thesis, a substantial research paper (SRP), or an internship.

Coursework Requirements

Students should plan ahead to ensure they are able to complete their required courses as some are offered every other year.

Code	Title	Credits
Required Courses		12
MFJS 4160	Media Theories	
MFJS 4300	Media Law ¹	
MFJS 4560	Audience and Communication Research ¹	

Choose one of the following courses		4
MFJS 4650	Global Media and Communication	
MFJS 4654	Intercultural Communication	
Concentration Courses		16
MFJS 4050	Foundations of Strategic Communication	
Choose 3 of the following courses		
MFJS 4001	Producing Video for Social Media and Advocacy ²	
MFJS 4060	Strategic Messaging	
MFJS 4065	Public Diplomacy and Nation Branding	
MFJS 4080	Global/Multicultural Campaigns	
MFJS 4165	Global Health and Development Communication	
MFJS 4175	Justice Equity Diversity and Inclusion in Health Communication	
MFJS 4320	Brands and Identities	
MFJS 4504	Social Media Strategies ¹	
MFJS 4506	Audio Documentaries ¹	
MFJS 4660	Global Edutainment & Narrative Persuasion	
MFJS 4912	Seminar in Media Film & Journalism Studies ³	
Elective Courses Inside or Outside the Department		8-12
Internship, Substantial Research Paper (SRP), or Thesis ⁴		4
MFJS 4980	Internship	
or MFJS 4995	Thesis/Substantial Research Paper	
Total Credits		48

1. This course may be cross-listed with an undergraduate course.
2. This course is offered infrequently. Please talk to your advisor with questions.
3. Advisor approval is required when taking this course as a concentration course. Students may take 4912 more than once if the course topic is different.
4. Students may take up to 8 Thesis credits, but only 4 Internship or SRP credits.

Minimum number of credits required for the degree: 48

Internship

Internships require 40 hours of work per credit (40 x 4 = 160 hours). An internship is registered as a course (MFJS 4980: Internship), and may be taken for a maximum of 4 credits during any one term. (Note: For internships at the end of a student's program, they must be secured or in the process of being secured in the quarter before graduation.) Students may elect to do an internship with media/communications agencies, non-profit organizations, corporations, or government, located in the Denver area, or elsewhere in the U.S. or abroad. Students are encouraged to do the internship after they have completed at least half of the 48 credits required for the MA degree. All internships will be administered and supervised by the director of internships in the Dept. of Media, Film and Journalism Studies. Students must meet with the internship director in order to obtain approval for an internship.

Thesis

Students may opt to do a thesis instead of an internship, for a maximum of 4 credits. To begin work on the thesis, the student must first choose an area of interest and develop a research question that will guide the thesis project. At that time, the student should also identify a faculty member with expertise in their area of interest who is available and willing to work with them as a thesis advisor. The advisor will help the student to focus the research question and may suggest additional readings or coursework that will help the student develop the thesis project. Students should review the process and policies for the master's thesis in the Graduate Policy Manual. Students can find "Thesis and Dissertation Formatting Guidelines," "Thesis Oral Defense Information," and "Thesis/Dissertation Submission Instructions via ETD" under the "Graduation and Oral Defense Information" on this website. The student should meet with the thesis advisor to finalize a research question and outline the entire project. The student should then begin work on a preliminary proposal which may need to be reviewed by the MFJS Graduate Committee (as determined by the thesis advisor and MA director), and should include the following:

- research problem or question
- theoretical framework
- preliminary literature review
- methods
- The committee will review the proposal and the student's course record (including grades), consult with the student's advisor and instructors of courses related to the thesis, and make a recommendation to the student on doing a thesis. If the committee recommends against the student doing a thesis, the student is required to do an internship. A student has the option to revise and resubmit the preliminary thesis proposal one time. Once the preliminary proposal has been approved by the graduate committee, the student and advisor will need to select a thesis committee,

which includes the advisor, a committee chair who is a tenured or tenure-track faculty member outside of MFJS, and a minimum of one other committee member who will read the formal research proposal and the final report. These additional members should be contacted and asked if they would be willing to serve on the thesis committee. Once the thesis committee is formed, the student should begin work on a formal thesis proposal. The exact form of this proposal will be outlined by the thesis advisor and will vary according to the thesis topic, the specific problem being studied and the methodology proposed to explore that problem. All proposals should include the following (the order may vary):

- a general introduction to the thesis topic
- an explication of the problem(s) the research will address (i.e., the purpose of the study)
- a review of the literature related to the stated problem
- a clear and succinct statement of the research questions or hypotheses the thesis will address
- a discussion of the research methods that will be used to explore the questions or hypotheses
- a description of the material or data that will be examined in order to suggest answers to the research questions or to test the hypotheses
- if appropriate, a discussion of the contributions the study will make to the existing discourse on the thesis topic.
- The student will need to convene the thesis committee for a proposal meeting following completion of the proposal. The committee members should be presented with a draft of the research proposal two weeks prior to this meeting. At the meeting the committee members will question the student on the project's theory, design, and research methods to ensure that the project is rigorous and of appropriate scope. Revisions to the proposal may be required following this meeting. An approved proposal outlines the specific procedures the student must follow to complete the thesis requirement. Following approval of the research proposal, the student may then proceed to conduct the research described in the proposal, then report and discuss the results in the final written thesis report, which must be approved in an oral defense by the thesis committee. The format of the thesis should follow the guidelines developed by the Office of Graduate Studies exactly.

Substantial Research Paper (SRP)

A Substantial Research Paper (SRP) is a problem-focused paper designed to engage students in an independent research project that is longer and more in-depth than a class research paper, but less than a thesis project. Unlike a thesis, an SRP does not require a review committee or an oral defense; rather, it will be supervised and graded by a single appointed faculty member. Also, unlike a thesis, the SRP does not require the collection of primary data, but may use secondary data only.

To begin work on the SRP, the student must first choose an area of research interest and develop a research question that will guide the research. It may be based on a class research paper that will then be expanded for the SRP. The student should choose an SRP faculty advisor with expertise in the student's area of interest. The faculty advisor will help the student to focus the research question and may suggest additional readings or coursework that will help the student develop the SRP. It is important that the student and faculty advisor establish a reasonable and mutually agreeable timeline for exchanging drafts and comments on the student's work. The final copy of the SRP should be formatted according to an academic style, such as APA or MLA, and follow any other guidelines agreed upon with the faculty advisor.

Students opting to complete an SRP should register for MFJS 4995 for a maximum of 4 credits, allocated in the quarters in which they are actually working on the SRP. It is not permissible to register for credit before work has commenced or after the work has been completed.

Certificate of Specialization Program

Certificate of Specialization in Media and Public Communication with Concentration in Public Diplomacy

Program Requirements

Minimum Credits Required for Certificate: 24

Coursework Requirements

Students will take classes in three categories as follows:

Code	Title	Credits
Foundational Courses		8
MFJS 4065	Public Diplomacy and Nation Branding	
MFJS 4160	Media Theories	
or MFJS 4650	Global Media and Communication	
or MFJS 4080	Global/Multicultural Campaigns	
Applied Course		4
MFJS 4050	Foundations of Strategic Communication	
MFJS 4060	Strategic Messaging	
MFJS 4165	Global Health and Development Communication	
MFJS 4504	Social Media Strategies	
Context Specialization Courses		12

Students should select courses that directly focus on the society, politics, economics, or culture of particular countries or regions or challenges related to a specific theme or issue. Context Specialization courses must be arranged into a logical three-course set (by region and/or theme) that matches student interests and is approved by the Certificate Director(s). Only full-credit, graduate level courses in JKJIS and MFJS, which are approved by the Certificate Director(s) in advance and are not used to meet another Certificate requirement are eligible for this category. At least two of the specialization courses must be from the Josef Korbel School of International Studies (JKJIS). The third course may be from either JKJIS or MFJS.

Total Credits

24

* Course may be counted as either Foundation, Applied, or Context Specialization, but cannot be counted in more than one of those categories

Non-Coursework Requirements

Applicants must be enrolled master's students in good standing in either MFJS or JKJIS. Applicants from either unit must apply for the Certificate no later than February 1 in the first year of their master's program in order to be able to complete all of the necessary coursework for the Certificate by the end of their second year.

MFJS 4001 Producing Video for Social Media and Advocacy (4 Credits)

This course covers the basics in video production and video storytelling for social media and is open to all graduate students at the University of Denver who are interested in YouTube and other social media video content creation for advocacy, education, and support of social movements. Students will maximize their video storytelling abilities, producing storytelling content that can be shared across multiple social media platforms using mobile phones or equivalent basic consumer equipment. Learning takes place within justice, equity, diversity, inclusion and internationalization frameworks consistent with department, College, and University expectations. The course fulfills elective requirements within MEPC and IIC graduate programs and serves as a university graduate level elective.

MFJS 4050 Foundations of Strategic Communication (4 Credits)

Focuses on understanding and implementing public communication campaigns. Central to the course is the exploration of the theoretical social science framework underlying communication campaigns and examination of the ways theories are used to define and explain communication problems and to plan and evaluate campaigns.

MFJS 4055 Media and Cultural Studies (4 Credits)

This class surveys key ideas and authors in the interdisciplinary field of cultural studies with a focus on their contributions to the study of media and communication. Some theoretical concepts to be discussed include: representation, identity, cultural production, ideology, hegemony, intersectionality, and power as these relate to the analysis of media institutions, technologies, cultures, audiences/users, texts, and artifacts. Students will develop an understanding of cultural studies as a theoretical, methodological, and political project, devoted to social critique and transformative praxis.

MFJS 4060 Strategic Messaging (4 Credits)

Continues the focus on learning and applying public relations techniques, emphasizing media relations and media writing. Students develop the ability to formulate and evaluate appropriate communication objectives, strategies, and tactics in response to real-world public relations problems, paying attention to ethical considerations. Students produce a portfolio of written public relations materials. Prerequisite MFJS 4050 or instructor permission.

MFJS 4065 Public Diplomacy and Nation Branding (4 Credits)

Drawing on research from strategic communication, cultural studies, international relations, and marketing, this interdisciplinary course examines how nation-states strive to manage their reputations and increase their influence in the context of globalization and mediatization. Students will learn about the evolution of public diplomacy and nation branding from the Cold War to present day and will discuss current developments and challenges. The course will introduce several theoretical approaches and will use a variety of case studies to help students gain insights into public diplomacy and nation branding as fields of research and of practice. Instructor approval required for all non-MEPC and IIC students.

MFJS 4070 Seminar in Strategic Communication (4 Credits)

Through a combination of course readings, case study analyses and guest speakers, students will observe and learn about the practice of public relations in the health and nonprofit sectors. Students will also learn about the goals, challenges and opportunities specific to these sectors. Prerequisite: MCOM/MFJS 4060 or permission of instructor.

MFJS 4080 Global/Multicultural Campaigns (4 Credits)

Explores aspects of international and intercultural public relations, including intercultural communications issues, international media issues, international corporate PR, cross-cultural and diversity training, international media relations, and international public relations of governments. The class focuses on relevant theories and issues, rather than on techniques.

MFJS 4160 Media Theories (4 Credits)

Surveys a number of theoretical approaches to the study of media and mass communication, paying attention to the historical context in which they arise. Students explore the relationships among media technologies, institutions, content, and audiences as well as their impacts on culture and society. The class prepares students to formulate theoretically grounded research questions within the field of media and mass communication.

MFJS 4165 Global Health and Development Communication (4 Credits)

This course will begin with an overview of health communication (which includes but is not limited to health promotion and behavior change). We will discuss individual, social, cultural & technological factors, and relevant theories and concepts in relation to international health communication and development. Students will then learn about the role of communication in international health and development and the way it is practiced in the field. We will also discuss and apply the social and cultural factors that influence the design, delivery, reception, and effectiveness of international health communication programs, the role of international health's important players big and small (e.g. WHO, UNAID, PEPFAR, Doctors without Borders, pharmaceutical companies, local village leaders, local ministries of health, husbands, mothers, etc.), and the ways in which the use of both upstream and downstream communication is imperative. We will examine case studies and the latest research for international health communication and its effectiveness while we also apply health communication theories from a variety of perspectives.

MFJS 4175 Justice Equity Diversity and Inclusion in Health Communication (4 Credits)

The course will begin with an overview of Health Communication in the United States and the ways in which health and illness are defined through communication, including media. We will discuss existing health disparities and social determinants of health as we examine health communication in multicultural settings in the U.S. We will further examine multicultural audiences and perspectives about health and illness, including diverse meaning systems and their influences on health attitudes and behaviors. Students will learn about cross-cultural concepts of health and disease and how those are represented in communication about health and illness. As students learn about what it means to develop culturally grounded health communication campaigns, they will examine culture centric messaging in health promotion. We will also discuss the ways in which health care systems are promoting patient-centered, culturally sensitive health care.

MFJS 4200 Topics in Mass Communications (4 Credits)**MFJS 4222 Experimental Theory and Production (4 Credits)**

This course is an historical, critical overview of experimental film/video movements; training in experimental projection techniques; production of own experimental projects. Lab fee required. Cross listed with MFJS 3222. Prerequisite: MFJS 4470 or permission of instructor.

MFJS 4227 Producing the Environmental Documentary (4 Credits)

This course is designed to provide you with a basic understanding of cinematography: cameras, lenses, grip equipment, lighting, and composition. When you complete this course, the goal is for you to have an intermediate understanding of cinematography and that which motivates lighting and composition choices. Because people are the most important part of any production, emphasis will be placed on your ability to work effectively with class members. Learning to collaborate is crucial to your success in this class.

MFJS 4229 Video Editing is for Everybody (4 Credits)

Video has become ubiquitous. Whether on YouTube, Hulu, television or a friend's Facebook page, people are exposed to thousands of edited videos every year. From business to anthropology, chemistry to journalism, students in every discipline want to create videos to enhance class projects, aide business plans, promote good works, accompany science processes and create lasting memories. This course is designed to provide students with a basic understanding of television and film editing. When completing this course, the goal is for students to have a basic working knowledge of editing using various media elements (video, audio, photos, music, graphics), editing software and applying a mixture of editing theories and techniques (continuity and montage style editing). There are no prerequisites for this course.

MFJS 4242 Reel Women (4 Credits)

Reel Women explores films from the U.S., England, Senegal, India, Canada, Colombia, and Saudi Arabia that are made for, about, and/or by women with the aim of better understanding and centralizing issues pertinent to women's daily lives across the world.

MFJS 4300 Media Law (4 Credits)

Introduction to freedom of expression and media law. Students learn how the American legal system works and gain an understanding and appreciation of the philosophical foundations of free expression. In addition, students confront many of the issues facing professional communicators today. Topics include incitement, hate speech, student speech, copyright, defamation, and other issues crucial to mass media professionals. The course examines also explores challenges to free expression brought by new(er) communication technologies. The purpose of this class is to give students the knowledge and critical thinking skills needed to be successful in today's rapidly changing communication environment. Cross-listed with MFJS 3040.

MFJS 4310 New Media Law & Regulation (4 Credits)

Examination of current conflicts in mass communications law. Particular emphasis is given the legal problems of communications technologies. Topics may include libel, privacy, obscenity, news gathering, copyright, media ownership and comparative approaches to media law. The course provides insight into how the legal process works and an understanding of the principles and philosophies that underlie the restraints on new communication technologies.

MFJS 4320 Brands and Identities (4 Credits)

Reviews theories and cases of the role and meaning of brands in a consumer society, with a particular emphasis on understanding how brands are implicated in the construction and presentation of personal and group identities. The course combines insights from marketing, social psychology, and cultural studies to explore the importance of brands for both consumers and practitioners. Students master core branding concepts and use them to critically analyze salient social and cultural issues.

MFJS 4504 Social Media Strategies (4 Credits)

In this class, students get familiar with the principles of social media strategy and learn how to design messaging strategies and tactics for social media. In addition, students work with a real client on a strategic communication campaign for social media.

MFJS 4506 Audio Documentaries (4 Credits)

In the past decade, an explosion in the production and accessibility of audio documentary work has created an unprecedented interest and expansion of the documentary form in nearly all sectors of public life. Building on this trend, this course teaches the skills of ethnographically informed audio documentary work that can record and interpret culture and lived experience. We focus on learning the techniques of non-fiction storytelling used in established public radio programs like *This American Life*, *Radio Lab*, or *Snap Judgement*, as well as newer podcasts like *Reply All*, *Invisibilia*, or *Embedded*. The course will prepare students to tell complex stories using strong character-driven narrative. Sound documentation and representation will not be done along journalistic principles, but instead through rigorous ethnography that relies on participant-observation and immersion. Through practical application and the exploration of ethnography and documentary approaches to communication, the course explores questions that surround the interpretation and representation of socio-cultural experience via a sonic medium. To understand the basic mechanics of sound and its narrative form, participants will learn to digitally record and edit audio. Storytelling will then become more complex as students learn to conduct ethnography, interviews, and develop a script for radio. Students will ultimately analyze and create audio documentaries in an effort to understand a significant form of digital storytelling. There are three central learning objectives that will guide us through the course: (1) we will practice ethnographic and documentary methodology, (2) learn to write for radio, and (3) learn the workflow of audio editing to produce an audio documentary.

MFJS 4560 Audience and Communication Research (4 Credits)

This class offers an introduction to social science methods applied to communication and audience research. By the end of the course, students will be familiar with: the role and functions of communication and audience research in contemporary society; the processes and practices involved in developing and executing a research project; the basic different forms of research, both qualitative, such as interviews and focus groups and quantitative, such as surveys and experiments; how to use research skills for different career paths. Cross-listed with MFJS 3110/4560.

MFJS 4567 Activist Media (4 Credits)

In the mediated digital era, communication is changing fast and shifting the dynamics of real-world power, expanding spaces for journalism and activist communication aimed at working for social change and social justice. This dynamic space has enabled citizens, protesters, journalists, PR professionals, tech developers and hacktivists to harness a diverse range of media tools and platforms for activism and social change. Media has played a key role in social and political movements of the past and more recent online movements. Social media platforms have provided new tools to resist the domination and limitations of mainstream corporate media and create new media strategies and messages to promote social change. But these platforms have also created new risks and challenges for activists. In this course, we will address these issues of communication power dynamics and also media strategies and tools of social and political movements working towards social change.

MFJS 4650 Global Media and Communication (4 Credits)

Major theories concerning international communication flows, the impact of globalization and global media, issues of new communication technologies, the rhetoric and media framing of global politics and culture; international marketing and public relations; and national and cultural sovereignty issues related to communication.

MFJS 4652 Feminist Media Studies (4 Credits)

MFJS 4652 (Feminist Media Studies) explores the gendered intersections between media and society through the analytical lens of Feminist Media Studies (FMS). While aligned with the discipline Media Studies, FMS centers questions related to power and patriarchy, and aims to create space for praxis. Paying close attention to issues of intersectionality, this course surveys the historical emergence, and contributions, of feminist methodology and inquiry related to issues such as sexism within gaming, the politics of visibility in television production, the celluloid ceiling, and networked bodies. During the quarter, you will engage in multiple points of active and reflective learning that provide the space to strengthen both your understanding and application of FMS. Assignments include discussion questions, self-reflective analysis, and a final project that highlights application, creativity, and subversion. Cross listed with MFJS 3652.

MFJS 4653 Language, Power, and Globalization (4 Credits)

This course focuses on scholarly and political debates surrounding the social nature of language, language and (inter)national and individual identity, language policy, multilingualism and linguistic diversity, language and globalization, language and media and communication technologies, and, finally, the future of the global language landscape.

MFJS 4654 Intercultural Communication (4 Credits)

This course focuses on the intersections between culture & communication, including intercultural communication in interpersonal and mediated contexts at the local, national and global levels as shaped by processes of globalization. It covers major theoretical perspectives and methods, the role of power and privilege in the construction and articulation of culture and cultural identity, and intersections with race, ethnicity, gender, sexuality and class, intercultural training and the role of communication and culture in conflict and conflict resolution.

MFJS 4655 JEDII (Justice, Equity, Diversity, Inclusion, & Internationalization) Storytelling (4 Credits)

This course focuses on multicultural approaches to journalism and media, including representations and news coverage related to gender, race/ethnicity, class, and sexuality, disabilities, religion, and nationality, etc.. The class explores culture and intercultural communication and ways to apply these to journalistic writing as a creative process and craft. Prerequisite: Prior journalistic coursework or its equivalent (including writing experience). Cross-listed with MFJS 3655.

MFJS 4656 Cross-Cultural Travel Seminar: Immigration, Communication, and Border Cultures (4 Credits)

This is a one-week intensive travel course that takes place in Tucson, Arizona and south to the US-Mexican border region. The focus of this experiential learning class is to study immigration issues, border cultures, and the role of communication and media through testimonies of immigrants, and visits to key sites such as the migrant trail, immigration detention center and courts. Also included are talks by activists and officials involved in the immigration debate. Class meets for two pre-class sessions in spring quarter. Cross-listed with MFJS 3656.

MFJS 4660 Global Edutainment & Narrative Persuasion (4 Credits)

MFJS 4660 Global Edutainment & Narrative Persuasion serves as a gateway to explore the potential of entertainment as an educational tool that can spread awareness, change attitudes, and/or influence behaviors. In this course, students will trace the history of narrative persuasion strategy, pinpoint the modalities it has embraced (e.g., films, TV shows, music, books, and TikTok videos, etc.), highlight topical areas it has addressed, and assess its effectiveness cross-culturally. MFJS 4660 will culminate in the production of student Edutainment projects that tackle global issues of concern.

MFJS 4912 Seminar in Media Film & Journalism Studies (1-5 Credits)**MFJS 4980 Internship (1-8 Credits)**

Arrange with internship director to complete internship with Denver-area media organization. Prerequisite: varies; consult internship director.

MFJS 4991 Independent Study (1-10 Credits)**MFJS 4995 Thesis/Substantial Research Paper (1-8 Credits)****Courses****MFJS 4001 Producing Video for Social Media and Advocacy (4 Credits)**

This course covers the basics in video production and video storytelling for social media and is open to all graduate students at the University of Denver who are interested in YouTube and other social media video content creation for advocacy, education, and support of social movements. Students will maximize their video storytelling abilities, producing storytelling content that can be shared across multiple social media platforms using mobile phones or equivalent basic consumer equipment. Learning takes place within justice, equity, diversity, inclusion and internationalization frameworks consistent with department, College, and University expectations. The course fulfills elective requirements within MEPC and IIC graduate programs and serves as a university graduate level elective.

MFJS 4050 Foundations of Strategic Communication (4 Credits)

Focuses on understanding and implementing public communication campaigns. Central to the course is the exploration of the theoretical social science framework underlying communication campaigns and examination of the ways theories are used to define and explain communication problems and to plan and evaluate campaigns.

MFJS 4055 Media and Cultural Studies (4 Credits)

This class surveys key ideas and authors in the interdisciplinary field of cultural studies with a focus on their contributions to the study of media and communication. Some theoretical concepts to be discussed include: representation, identity, cultural production, ideology, hegemony, intersectionality, and power as these relate to the analysis of media institutions, technologies, cultures, audiences/users, texts, and artifacts. Students will develop an understanding of cultural studies as a theoretical, methodological, and political project, devoted to social critique and transformative praxis.

MFJS 4060 Strategic Messaging (4 Credits)

Continues the focus on learning and applying public relations techniques, emphasizing media relations and media writing. Students develop the ability to formulate and evaluate appropriate communication objectives, strategies, and tactics in response to real-world public relations problems, paying attention to ethical considerations. Students produce a portfolio of written public relations materials. Prerequisite MFJS 4050 or instructor permission.

MFJS 4065 Public Diplomacy and Nation Branding (4 Credits)

Drawing on research from strategic communication, cultural studies, international relations, and marketing, this interdisciplinary course examines how nation-states strive to manage their reputations and increase their influence in the context of globalization and mediatization. Students will learn about the evolution of public diplomacy and nation branding from the Cold War to present day and will discuss current developments and challenges. The course will introduce several theoretical approaches and will use a variety of case studies to help students gain insights into public diplomacy and nation branding as fields of research and of practice. Instructor approval required for all non-MEPC and IIC students.

MFJS 4070 Seminar in Strategic Communication (4 Credits)

Through a combination of course readings, case study analyses and guest speakers, students will observe and learn about the practice of public relations in the health and nonprofit sectors. Students will also learn about the goals, challenges and opportunities specific to these sectors. Prerequisite: MCOM/MFJS 4060 or permission of instructor.

MFJS 4080 Global/Multicultural Campaigns (4 Credits)

Explores aspects of international and intercultural public relations, including intercultural communications issues, international media issues, international corporate PR, cross-cultural and diversity training, international media relations, and international public relations of governments. The class focuses on relevant theories and issues, rather than on techniques.

MFJS 4160 Media Theories (4 Credits)

Surveys a number of theoretical approaches to the study of media and mass communication, paying attention to the historical context in which they arise. Students explore the relationships among media technologies, institutions, content, and audiences as well as their impacts on culture and society. The class prepares students to formulate theoretically grounded research questions within the field of media and mass communication.

MFJS 4165 Global Health and Development Communication (4 Credits)

This course will begin with an overview of health communication (which includes but is not limited to health promotion and behavior change). We will discuss individual, social, cultural & technological factors, and relevant theories and concepts in relation to international health communication and development. Students will then learn about the role of communication in international health and development and the way it is practiced in the field. We will also discuss and apply the social and cultural factors that influence the design, delivery, reception, and effectiveness of international health communication programs, the role of international health's important players big and small (e.g. WHO, UNAID, PEPFAR, Doctors without Borders, pharmaceutical companies, local village leaders, local ministries of health, husbands, mothers, etc.), and the ways in which the use of both upstream and downstream communication is imperative. We will examine case studies and the latest research for international health communication and its effectiveness while we also apply health communication theories from a variety of perspectives.

MFJS 4175 Justice Equity Diversity and Inclusion in Health Communication (4 Credits)

The course will begin with an overview of Health Communication in the United States and the ways in which health and illness are defined through communication, including media. We will discuss existing health disparities and social determinants of health as we examine health communication in multicultural settings in the U.S. We will further examine multicultural audiences and perspectives about health and illness, including diverse meaning systems and their influences on health attitudes and behaviors. Students will learn about cross-cultural concepts of health and disease and how those are represented in communication about health and illness. As students learn about what it means to develop culturally grounded health communication campaigns, they will examine culture centric messaging in health promotion. We will also discuss the ways in which health care systems are promoting patient-centered, culturally sensitive health care.

MFJS 4200 Topics in Mass Communications (4 Credits)**MFJS 4222 Experimental Theory and Production (4 Credits)**

This course is an historical, critical overview of experimental film/video movements; training in experimental projection techniques; production of own experimental projects. Lab fee required. Cross listed with MFJS 3222. Prerequisite: MFJS 4470 or permission of instructor.

MFJS 4227 Producing the Environmental Documentary (4 Credits)

This course is designed to provide you with a basic understanding of cinematography: cameras, lenses, grip equipment, lighting, and composition. When you complete this course, the goal is for you to have an intermediate understanding of cinematography and that which motivates lighting and composition choices. Because people are the most important part of any production, emphasis will be placed on your ability to work effectively with class members. Learning to collaborate is crucial to your success in this class.

MFJS 4229 Video Editing is for Everybody (4 Credits)

Video has become ubiquitous. Whether on YouTube, Hulu, television or a friend's Facebook page, people are exposed to thousands of edited videos every year. From business to anthropology, chemistry to journalism, students in every discipline want to create videos to enhance class projects, aide business plans, promote good works, accompany science processes and create lasting memories. This course is designed to provide students with a basic understanding of television and film editing. When completing this course, the goal is for students to have a basic working knowledge of editing using various media elements (video, audio, photos, music, graphics), editing software and applying a mixture of editing theories and techniques (continuity and montage style editing). There are no prerequisites for this course.

MFJS 4242 Reel Women (4 Credits)

Reel Women explores films from the U.S., England, Senegal, India, Canada, Colombia, and Saudi Arabia that are made for, about, and/or by women with the aim of better understanding and centralizing issues pertinent to women's daily lives across the world.

MFJS 4300 Media Law (4 Credits)

Introduction to freedom of expression and media law. Students learn how the American legal system works and gain an understanding and appreciation of the philosophical foundations of free expression. In addition, students confront many of the issues facing professional communicators today. Topics include incitement, hate speech, student speech, copyright, defamation, and other issues crucial to mass media professionals. The course examines also explores challenges to free expression brought by new(er) communication technologies. The purpose of this class is to give students the knowledge and critical thinking skills needed to be successful in today's rapidly changing communication environment. Cross-listed with MFJS 3040.

MFJS 4310 New Media Law & Regulation (4 Credits)

Examination of current conflicts in mass communications law. Particular emphasis is given the legal problems of communications technologies. Topics may include libel, privacy, obscenity, news gathering, copyright, media ownership and comparative approaches to media law. The course provides insight into how the legal process works and an understanding of the principles and philosophies that underlie the restraints on new communication technologies.

MFJS 4320 Brands and Identities (4 Credits)

Reviews theories and cases of the role and meaning of brands in a consumer society, with a particular emphasis on understanding how brands are implicated in the construction and presentation of personal and group identities. The course combines insights from marketing, social psychology, and cultural studies to explore the importance of brands for both consumers and practitioners. Students master core branding concepts and use them to critically analyze salient social and cultural issues.

MFJS 4504 Social Media Strategies (4 Credits)

In this class, students get familiar with the principles of social media strategy and learn how to design messaging strategies and tactics for social media. In addition, students work with a real client on a strategic communication campaign for social media.

MFJS 4506 Audio Documentaries (4 Credits)

In the past decade, an explosion in the production and accessibility of audio documentary work has created an unprecedented interest and expansion of the documentary form in nearly all sectors of public life. Building on this trend, this course teaches the skills of ethnographically informed audio documentary work that can record and interpret culture and lived experience. We focus on learning the techniques of non-fiction storytelling used in established public radio programs like *This American Life*, *Radio Lab*, or *Snap Judgement*, as well as newer podcasts like *Reply All*, *Invisibilia*, or *Embedded*. The course will prepare students to tell complex stories using strong character-driven narrative. Sound documentation and representation will not be done along journalistic principles, but instead through rigorous ethnography that relies on participant-observation and immersion. Through practical application and the exploration of ethnography and documentary approaches to communication, the course explores questions that surround the interpretation and representation of socio-cultural experience via a sonic medium. To understand the basic mechanics of sound and its narrative form, participants will learn to digitally record and edit audio. Storytelling will then become more complex as students learn to conduct ethnography, interviews, and develop a script for radio. Students will ultimately analyze and create audio documentaries in an effort to understand a significant form of digital storytelling. There are three central learning objectives that will guide us through the course: (1) we will practice ethnographic and documentary methodology, (2) learn to write for radio, and (3) learn the workflow of audio editing to produce an audio documentary.

MFJS 4560 Audience and Communication Research (4 Credits)

This class offers an introduction to social science methods applied to communication and audience research. By the end of the course, students will be familiar with: the role and functions of communication and audience research in contemporary society; the processes and practices involved in developing and executing a research project; the basic different forms of research, both qualitative, such as interviews and focus groups and quantitative, such as surveys and experiments; how to use research skills for different career paths. Cross-listed with MFJS 3110/4560.

MFJS 4567 Activist Media (4 Credits)

In the mediated digital era, communication is changing fast and shifting the dynamics of real-world power, expanding spaces for journalism and activist communication aimed at working for social change and social justice. This dynamic space has enabled citizens, protesters, journalists, PR professionals, tech developers and hacktivists to harness a diverse range of media tools and platforms for activism and social change. Media has played a key role in social and political movements of the past and more recent online movements. Social media platforms have provided new tools to resist the domination and limitations of mainstream corporate media and create new media strategies and messages to promote social change. But these platforms have also created new risks and challenges for activists. In this course, we will address these issues of communication power dynamics and also media strategies and tools of social and political movements working towards social change.

MFJS 4650 Global Media and Communication (4 Credits)

Major theories concerning international communication flows, the impact of globalization and global media, issues of new communication technologies, the rhetoric and media framing of global politics and culture; international marketing and public relations; and national and cultural sovereignty issues related to communication.

MFJS 4652 Feminist Media Studies (4 Credits)

MFJS 4652 (Feminist Media Studies) explores the gendered intersections between media and society through the analytical lens of Feminist Media Studies (FMS). While aligned with the discipline Media Studies, FMS centers questions related to power and patriarchy, and aims to create space for praxis. Paying close attention to issues of intersectionality, this course surveys the historical emergence, and contributions, of feminist methodology and inquiry related to issues such as sexism within gaming, the politics of visibility in television production, the celluloid ceiling, and networked bodies. During the quarter, you will engage in multiple points of active and reflective learning that provide the space to strengthen both your understanding and application of FMS. Assignments include discussion questions, self-reflective analysis, and a final project that highlights application, creativity, and subversion. Cross listed with MFJS 3652.

MFJS 4653 Language, Power, and Globalization (4 Credits)

This course focuses on scholarly and political debates surrounding the social nature of language, language and (inter)national and individual identity, language policy, multilingualism and linguistic diversity, language and globalization, language and media and communication technologies, and, finally, the future of the global language landscape.

MFJS 4654 Intercultural Communication (4 Credits)

This course focuses on the intersections between culture & communication, including intercultural communication in interpersonal and mediated contexts at the local, national and global levels as shaped by processes of globalization. It covers major theoretical perspectives and methods, the role of power and privilege in the construction and articulation of culture and cultural identity, and intersections with race, ethnicity, gender, sexuality and class, intercultural training and the role of communication and culture in conflict and conflict resolution.

MFJS 4655 JEDII (Justice, Equity, Diversity, Inclusion, & Internationalization) Storytelling (4 Credits)

This course focuses on multicultural approaches to journalism and media, including representations and news coverage related to gender, race/ethnicity, class, and sexuality, disabilities, religion, and nationality, etc.. The class explores culture and intercultural communication and ways to apply these to journalistic writing as a creative process and craft. Prerequisite: Prior journalistic coursework or its equivalent (including writing experience). Cross-listed with MFJS 3655.

MFJS 4656 Cross-Cultural Travel Seminar: Immigration, Communication, and Border Cultures (4 Credits)

This is a one-week intensive travel course that takes place in Tucson, Arizona and south to the US-Mexican border region. The focus of this experiential learning class is to study immigration issues, border cultures, and the role of communication and media through testimonies of immigrants, and visits to key sites such as the migrant trail, immigration detention center and courts. Also included are talks by activists and officials involved in the immigration debate. Class meets for two pre-class sessions in spring quarter. Cross-listed with MFJS 3656.

MFJS 4660 Global Edutainment & Narrative Persuasion (4 Credits)

MFJS 4660 Global Edutainment & Narrative Persuasion serves as a gateway to explore the potential of entertainment as an educational tool that can spread awareness, change attitudes, and/or influence behaviors. In this course, students will trace the history of narrative persuasion strategy, pinpoint the modalities it has embraced (e.g., films, TV shows, music, books, and TikTok videos, etc.), highlight topical areas it has addressed, and assess its effectiveness cross-culturally. MFJS 4660 will culminate in the production of student Edutainment projects that tackle global issues of concern.

MFJS 4912 Seminar in Media Film & Journalism Studies (1-5 Credits)**MFJS 4980 Internship (1-8 Credits)**

Arrange with internship director to complete internship with Denver-area media organization. Prerequisite: varies; consult internship director.

MFJS 4991 Independent Study (1-10 Credits)**MFJS 4995 Thesis/Substantial Research Paper (1-8 Credits)**