UNIVERSITY OF OREGON

School of Journalism and Communication

2025-2026 GRADUATE STUDENT HANDBOOK



SCHOOL OF JOURNALISM AND COMMUNICATION

The UO School of Journalism and Communication is a community dedicated to excellence in learning, research, and creative projects. We study issues that champion freedom of expression, diversity and equity, and democracy in service to current and future generations.

By integrating theory and practice, we advance scholarship and prepare students to become professional communicators, critical thinkers, and responsible citizens in a global society.

UNIVERSITY OF OREGON | School of Journalism and Communication

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Academic Policies & Procedures

Academic Policies & Procedures

SOJC graduate students are responsible for keeping themselves apprised of departmental, Division of Graduate Studies, and University policies and procedures.

The academic calendar can be found at https://registrar.uoregon.edu/calendars/academic/. Please refer to this calendar for term dates, registration deadlines, deadlines to drop classes, and other important dates.

• Students are responsible for keeping themselves apprised of university deadlines. If you are a master's student, please refer to the master's degree calendar for degree completion deadlines: https://graduatestudies.uoregon.edu/academics/completing-degree/masters-degree-deadlines. Note that SOJC Master's programs require 46 to 49 credits, not the Division of Graduate Studies minimum of 45 credits. Refer to specific program requirements for details.

• If you are a doctoral student, please refer to the doctoral degree calendar for degree completion deadlines: https://graduatestudies.uoregon.edu/academics/completing-degree/doctoral-degree-deadlines

Registration Deadlines

• Please refer to the academic calendar (https://registrar.uoregon.edu/calendars/academic/) for registration deadlines as well as deadlines for adding, dropping, and withdrawing from courses during fall, winter, and spring terms. Summer registration deadlines can be found on the summer class schedule at https://classes.uoregon.edu.

• Once you have registered for a course, you are liable for the tuition whether you attend the course or not. Before each term's drop deadline, check your schedule in DuckWeb (https://registrar.uoregon.edu/privacy/proxy-access) and verify that you are enrolled for all the courses you are attending and that all grading options are correct.

• It is in your best interest to register for classes as soon as the registration period opens, as classes may fill up (particularly electives).

Deadlines

Check the Division of Graduate Studies website (https://graduatestudies.uoregon.edu/academics/completing-degree) for term-specific deadlines for filing for graduation, oral exams, etc. For UO academic deadlines, go to https://registrar.uoregon.edu/calendars/ and click on Calendars.

Petitions

Changes, waivers, or alterations in SOJC degree requirements must be approved by the student's advisor, and submitted to the Doctoral Director in writing with accompanying support for the change/waiver . Petitions located on https://sojcstudent.uoregon.edu/graduate/forms/.

Forms

Forms for course pre-authorization, travel and research funding, and degree requirement petitions are

available here: https://sojcstudent.uoregon.edu/graduate/forms/

Commencement (Graduation)

If a student has not yet finished their project/thesis/dissertation, the student's committee will decide whether they may participate in the commencement ceremony. If the committee believes the student is close to completion and that work-to-date clearly demonstrates the project/thesis/dissertation will be completed in a timely manner, they will most likely allow the student to participate.

Graduate Courses

• Graduate-only courses are 600-level; 500-level courses are graduate level but may also include advanced undergraduates.

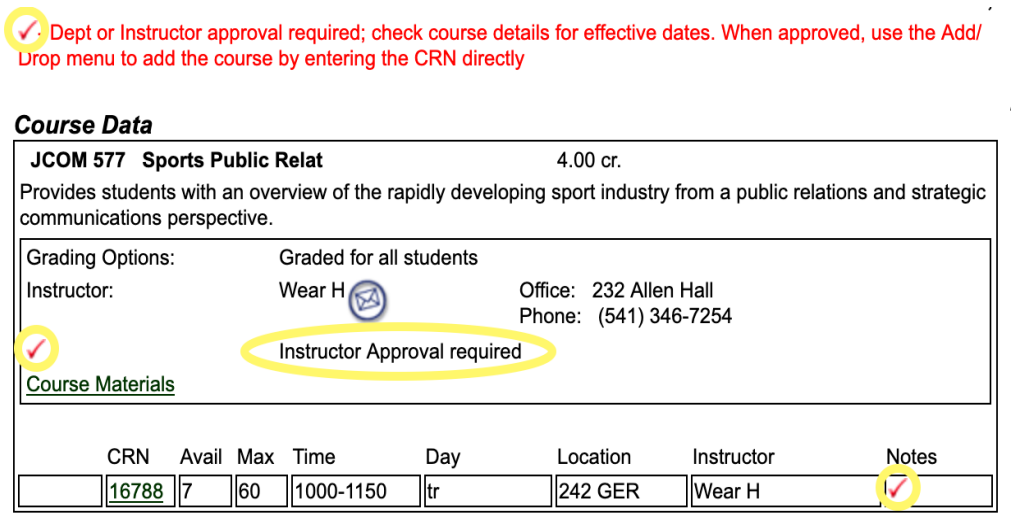
• DO NOT register for 400-level classes, as you WILL NOT receive graduate credit for undergraduate classes. Doctoral students must receive their advisor's permission to enroll in 500-level and 600-level courses that are part of professional master's programs, as these courses are geared toward master's students.

• To view the class schedule, visit https://classes.uoregon.edu.

• To review a course syllabus, contact the faculty member teaching the course.

Registration Procedures for Courses Requiring "Instructor Approval"

• You will need to request intructor approval to register for many SOJC graduate courses. When you review the class schedule, be sure to note if the course description specifies "Instructor Approval required." A red check mark will signify where instructor approval is required.


✓ Dept or Instructor approval required; check course details for effective dates. When approved, use the Add/ Drop menu to add the course by entering the CRN directly

Course Data

JCOM 577 Sports Public Relat 4.00 cr.

Provides students with an overview of the rapidly developing sport industry from a public relations and strategic communications perspective.

Grading Options: Graded for all students

Instructor: Wear H Office: 232 Allen Hall
Phone: (541) 346-7254

✓ Instructor Approval required

Course Materials

	CRN	Avail	Max	Time	Day	Location	Instructor	Notes
	16788	7	60	1000-1150	tr	242 GER	Wear H	✓

• After you have received approval from the instructor, you will need to fill out the SOJC Graduate Course Preauthorization Form at https://sojcstudent.uoregon.edu/graduate/forms/. It is not necessary to forward the instructor's approval email to Graduate Programs staff.

• Once the graduate programs coordinator clears your preauthorization (within two business days, please plan accordingly), you will receive an email indicating that you are now able to register for the class in DuckWeb. Be prepared to supply your student ID number and Personal Access Code when you register.

Independent Study/Open-Ended Courses

Adjunct or visiting professors are not authorized to supervise independent study classes (Reading JCOM 605, Terminal Project JCOM 609, Research JCOM 601, Internship JCOM 604, Thesis JCOM 605, Dissertation JCOM 603).

Before registering in an independent study/open-ended course, you must get permission from the instructor and then fill out the SOJC Graduate Course Preauthorization Form at https://sojcstudent.uoregon.edu/graduate/forms/

Please note that most faculty members are not on contract during the summer and therefore may not be available to supervise independent study classes over the summer.

Degree Guide/Ducks on Track

• SOJC graduate programs DO NOT currently participate in the Registrar's "Degree Guide." This has been a point of confusion for SOJC graduate students who attended UO as an undergraduates. Ducks on Track does not accurately advise SOJC graduate students. As noted on DuckWeb, SOJC graduate degree requirements are listed in this Graduate Program Handbook.

• If you have questions about your degree plan, please schedule an appointment in Navigate with the Director of Graduate Affairs & Student Experience https://uoregon.navigate.eab.com/app/#/authentication/remote/.

Continuous Enrollment Policy

Unless on-leave status has been approved, a student enrolled in an advanced degree or graduate certificate program must attend the university continuously until all program requirements have been completed. The student must register for a minimum of 3 graduate credits each term, excluding summer session, to be continuously enrolled.

On-Leave Status

A graduate student interrupting a study program for one or more terms, excluding summer session, must register for on-leave status to ensure a place in the program upon return. Only graduate students in good standing (see "Grade Requirements & Satisfactory Progress" below) are eligible.

Students must apply for on-leave status through the Division of Graduate Studies: https://graduatestudies.uoregon.edu/academics/policies/general/on-leave-status.

The Division of Graduate Studies must receive the application by the last registration day in that term, as

noted in the schedule of classes. On-leave status is granted for a specified time period that may not exceed three academic terms, excluding summer session. Students with on-leave status do not pay fees. However, students must register and pay fees if they will be using university facilities or faculty or staff services during that term. Students are advised to work with their faculty advisor when considering taking leave.

Grade Requirements & Satisfactory Progress

In order to maintain academic standing as a graduate student, all students must meet the requirements specified by the Division of Graduate Studies and the SOJC:

- Master's students must maintain at least a 3.0 GPA in graduate courses. Doctoral students must maintain a GPA of at least 3.25.
- Grades of D+ or lower for graduate courses are not accepted for graduate credit but are computed in the GPA. A grade of below B- will not be counted toward doctoral degree credits. A grade of N (no pass) is not accepted for graduate credit.
- A grade of pass (P) must represent work equal to or better than a B-.
- A GPA below 3.0 at any time during a master's student's studies (3.25 GPA for doctoral students) or the accumulation of more than five credits of N or F grades—regardless of the GPA—is considered unsatisfactory.
- If found to be making unsatisfactory progress, the student may be placed on academic warning or probation, or may be dismissed from the program. See your program specific requirements listed in the SOJC Graduate Student Handbook (https://sojcstudent.uoregon.edu/graduate/student-handbook/). Typically, a student may be on probation for a maximum of two consecutive quarters before being recommended for dismissal.

See the Division of Graduate Studies' Satisfactory Progress policies for more information: https://graduatestudies.uoregon.edu/academics/policies/general/satisfactory-progress

Doctoral students should review program-specific requirements regarding maintaining satisfactory progress on pages of this handbook.

Incompletes

For graduate students, there are two sets of policies regarding incompletes on the student record—the first is departmental, the second involves the Division of Graduate Studies. The SOJC policy requires that graduate students not have incompletes in more than two classes.
Division of Graduate Studies policies are described below.

Note: Accumulation of more than 7 credits of Incomplete is considered unsatisfactory.
More information about satisfactory academic progress requirements is available on the Division of Graduate Studies website at**:** https://graduatestudies.uoregon.edu/academics/policies/general/satisfactory-progress.

Division of Graduate Studies Policy for Incompletes Assigned Beginning Fall 2022
Effective Fall 2022, the following policies apply to both undergraduate and graduate courses.

What is an Incomplete and when is it appropriate?
A grade of "I" (Incomplete) represents an agreement between an instructor and a student to extend the deadline for coursework completion. Incompletes shall be granted when the instructor determines that the

student meets all the following criteria. The student:

- Has been making satisfactory progress on coursework as determined by the criteria in the syllabus;
- Has been active in the course; and
- Is able to independently complete the remaining requirements without attending additional classes beyond the term or receiving additional instruction;
- Is unable to complete a portion of the course requirements due to extenuating circumstances beyond their control that occurred after the last day to drop a class (end of Week 7 of Fall/Winter/ Spring terms; variable dates for summer courses);
- Requests an Incomplete by the published deadline

If additional class attendance or instruction is required to complete course requirements, the instructor shall not issue an Incomplete. Lack of engagement, poor performance, or a desire to repeat the course are unacceptable reasons for issuance of the "I" mark.

Instructors shall provide to the student access to course materials necessary to complete the missing work.

Incomplete grades can only be granted by instructors and instructors are under no obligation to grant students an incomplete grade if in their judgment the criteria stated above are not met. An Incomplete shall not be recorded by the instructor unless a contract between the instructor and student has been completed and filed appropriately.

General Process for Incompletes

- To request an incomplete the student must submit the incomplete grade request form before 5 p.m. on the last day of finals week.
- Incompletes are initiated by the student
- Student contacts instructor and requests Incomplete by 5:00 pm on the last day of finals week.
- If the instructor agrees that the student meets the criteria, the instructor and the student complete and file a contract outlining:
    - How the Incomplete can be resolved
    - The deadline for resolving the Incomplete
    - The default grade should the student not complete the agreed upon work. The default grade is the grade the student would receive according to the syllabus grade guidelines with no credit for the missing work.
- The missing work indicated on the form must be completed by the earlier of:
    - Grading deadline of the term the student applied to graduate, or
    - Deadline stated on the Incomplete Request Form (can be extended at the discretion of the instructor), or
    - The day grades are due one academic year later

For students with Incomplete contracts, the instructor will record the grade of "I" in DuckWeb that indicates an Incomplete has been agreed to. The instructor will also record, in DuckWeb and/or the contract form, the grade the student would have received in the course if they received no credit for the missing work.

- This becomes the default grade that replaces the Incomplete mark should the student not complete the work outlined in the contract by the appropriate deadline (either the grading deadline of the term the student applied to graduate, or the day grades are due one academic year later).
- If the student completes the work defined in the contract by the agreed upon date, the instructor calculates and updates the grade via the grade change process.

Student Conduct Code

The Student Conduct Code establishes community standards and procedures necessary to maintain and protect an environment conducive to learning and in keeping with the educational objectives of the University of Oregon. All students enrolled at the University of Oregon are affected by the Student Conduct Code, which you can access at https://studentlife.uoregon.edu/conduct.

GENERAL INFORMATION

GENERAL INFORMATION

Human Subjects Review

Compliance and Clearance

"Research Compliance" refers to the process by which the University, in accordance with federal law, certifies that research activity is conducted in a legal and ethical way. "Clearance" is the process by which the University proves your compliance.

Human Subjects

You must have approval by the Committee for the Protection of Human Subjects/Institutional Review Board (CPHS/IRB) prior to engaging in any research project involving human subjects. Before submitting your application to the Review Board, you must first have approval from your thesis/project/dissertation advisor. Guidelines, deadlines, and forms for preparation of the human subjects protocol are available online at https://research.uoregon.edu/manage/research-integrity-compliance/human-subjects-research.
You should allow ample time for the approval process, which can sometimes take several weeks to complete before you can begin your research with human subjects.

SOJC Communication and Technology

University Computers and E-mail Accounts

Visit the Information Technology website at https://is.uoregon.edu to learn about the services they offer students, including how to set up your university email account. Among other services, they offer a number of online trainings and resources to help students learn about email and the internet. The mandatory incidental student fee covers the use of computer centers around campus.

DuckID (Email Account)

New students automatically have an email account set up for them through the University of Oregon. Unless otherwise prohibited by law, the university may send official communications to students by e-mail to an account assigned by the university with the full expectation that such e-mails will be read by the recipient in a timely fashion.

Students are expected to review messages received through their UO e-mail account on a frequent and consistent basis. Communications may be time-critical. Some students choose to have their UO emails forwarded to a personal email address to help ensure receipt of important emails. However, students should send messages from their UO e-mail accounts for all university-related email communications.

SOJC student listservs (both Eugene and Portland) include only uoregon email accounts. To activate and start using your DuckID (this includes your UO email account), follow the instructions listed at https://duckid.uoregon.edu. For help with university DuckID and systems, go to: Information Services Technology Service Desk at https://service.uoregon.edu.

SOJC Technical Resources

- The UO Service Portal: http://service.uoregon.edu/TDClient/2030/Portal/Home/.

- Logins in Labs: Students, faculty, and staff log in with Duck ID username (first portion of your email address) and password.

Equipment Checkout

All classrooms are equipped with basic video display systems. Miscellaneous adapters or peripherals can be checked out on an hourly basis from the SOJC.

- Eugene students: Please see this page for additional information equipment and production checkout--https://sojcstudent.uoregon.edu/creative-central/gear/
- Portland students: Please see page 74 for information on Portland equipment checkout.

Other Support at the UO

There are many campus offices and organizations that serve students. A few that are especially worthy of note are:

The Accessible Education Center works with students who qualify for accommodations such as "extended test times, more flexible class policies, note taking, or in-person assistance to aid their learning styles." Contact info: 541-346-1155; Oregon Hall 360; https://aec.uoregon.edu/.

National Association of Black Journalists, University of Oregon Chapter works to strengthen the voice of BIPOC students on campus by providing a safe space for collaboration and a platform to share their stories and experiences. Email: uoregonnabj@gmail.com; https://www.uonabj.com.

Nontraditional Student Engagement and Success strives to enhance the educational and interpersonal experiences of nontraditional students while supporting and promoting their degree attainment. Nontraditional Student Programs promotes college access and lifelong learning through collaboration with the university community to provide services and support that address the unique needs and life experiences of nontraditional students. Contact info: 541-346-1948; NSU student office in EMU 212; https://dos.uoregon.edu/nontrad.

The Division of Equity and Inclusion promotes inclusive excellence by working to ensure equitable access to opportunities, benefits, and resources for all faculty, administrators, students, and community members. Contact info: 541-346-3175; Willie and Donald Tykeson Hall; https://inclusion.uoregon.edu/.

Multicultural Education, Engagement, and Student Success supports the academic mission of the university by enhancing the educational, personal, cultural, and social development of students with a special emphasis on the unique needs of students of color and historically underrepresented and marginalized student populations. This division acknowledges, celebrates, and promotes the diverse cultural experiences of each member of the university community and strives to build collaborative relationships, advocate for and promote social justice. Contact info: 541-346-3661; Oregon Hall; https://dos.uoregon.edu/multicultural

The Women's Center advocates for the best educational and working environment for the women at the University of Oregon. They accomplish this by working toward societal change and the end of oppression and by supporting personal growth. Contact Info: 541-346-4095; womenctr@uoregon.edu, EMU Suite 12; https://blogs.uoregon.edu/women/.

Campus Media

The SOJC publishes FLUX magazine, created, written and designed by a competitively chosen group of advanced students. Students also produce OR Magazine, documentaries, multimedia, and a student news group called Duck TV.

SOJC students also work for other media not officially connected with the school. The *Daily Emerald* is UO's independent campus daily newspaper. Many journalism/communication students work there as reporters, editors, photographers, or advertising sales representatives. More information and applications can be obtained at the Daily Emerald office on the third floor of the Erb Memorial Union. Other student-produced publications include *Ethos* and *The Insurgent*. Each is partially funded by student fees and provides UO students with work opportunities in writing, editing, design, and advertising.

The student-run radio station KWVA offers UO students the opportunity to gain experience in a variety of broadcast jobs.

If Things Go Wrong

If you're having academic problems that are not specific to a single course, you should consult your faculty advisor, your program director, or the Director of Graduate Affairs.

Additional resources available to you include:

The Student Advocacy Program, whose services are supported by ASUO (Associated Students of the University of Oregon, UO's student government). Contact info: 541-346-3722; EMU Room 339, https://asuo.uoregon.edu/advocacy

Student Conflict Resolution Services provides free, voluntary, and confidential services to UO students. Contact info: 541-346-0617; scrc@uoregon.edu; 1691 Columbia Alley; https://scrc.uoregon.edu/services

Graduate Teaching Fellows Federation(GTTF) is the union representing all graduate employees. Contact info: 541-344-0832; 609 E. 13th St. Eugene, OR 97401; stafforganizer@gtff.net; https://gtff3544.net/

Journalism and Communication Graduate Student Association (JCGSA)

JCGSA is a UO officially recognized organization for the graduate students of the SOJC, including both Eugene and Portland students. There are no dues or membership fees. The organization helps keep members apprised of school information by reporting on faculty searches and graduate program decisions, and communicating graduate student concerns to SOJC leadership at faculty meetings. You are encouraged to take an active role in the JCGSA as well as the GTFF. The SOJC's GTFF representatives are also an invaluable resource.

Portland Center Facilities and Support

Information for Portland students (building access, parking, computer equipment, equipment checkout etc.) is provided to students at orientation during the first term of study. Additional information is available here: https://journalism.uoregon.edu/portland

UO Equal Opportunity, Non-Discrimination, and Affirmative Action Policy Statement

The University of Oregon affirms and actively promotes the right of all individuals to equal opportunity in education and employment without regard to any protected basis, including race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity and gender expression or any other consideration not directly and substantively related to effective performance.

The university is committed to providing a respectful environment for all members of the campus community. Prohibited discrimination and discriminatory harassment, including any form of sexual harassment, which subvert the mission of the university and jeopardize the educational or employment experience of students, faculty, and staff, will not be tolerated.

The university's EEO policy, as well as its affirmative action program, has the full and complete support of the university, including its president. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

The university will recruit, hire, train, and promote persons in all job titles, and ensure that all other personnel actions are administered, without regard to disability, protected veteran, or any other protected status. All employment decisions are based only on valid job requirements, except that a preference in hiring and promotions is granted to veterans and disabled veterans who qualify under Oregon Statute 408.230 (Veterans' Preference in Public Employment).

Reasonable accommodations will be made for qualified protected veterans and individuals with known disabilities unless doing so would result in an undue hardship.

Any harassment or discrimination on the basis of race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity or gender expression is prohibited by university policy and federal and state law. Students and employees with questions or concerns about any type of discrimination or harassment, including any form of sexual harassment, are encouraged to bring these issues to the attention of the University of Oregon Office of Investigations and Civil Rights Compliance (AAEO) or their supervisor.

For information regarding the university's internal policies for addressing complaints of harassment, please refer to the resources available on the AAEO website.

MASTER'S PROGRAMS

ADVERTISING AND BRAND RESPONSIBILITY

This one-year, full time program is for recent graduates and young professionals interested in the idea that successful brands in the 21st century must be authentic, courageous, and committed to social good. Diverse brands such as Nike, Patagonia, Cheerios and Yoplait have successfully addressed social issues while building brand equity. These brands are recognizing the power that persuasive communication has to make the world a better place, one message at a time.

Students in the program generally have a bachelor's degree in a related area (e.g. communication, advertising, public relations, marketing).

Coursework examines the theory and practice of persuasive communication and brand responsibility; students will also participate in a three-term Brand Responsibility Seminar that showcases and trains students in best practices in brand management, creative, and planning. The course of study concludes with a professional project that allows the student to develop a project about brand responsibility—a campaign, a research paper, a case study, or some other effort--under the guidance of an advisor.

This program is offered in Eugene and leads to a master of arts degree in advertising and brand responsibility.

Degree Requirements

Fall Term

JCOM 611 Media & Society	(4)
JCOM 607 Brand Responsibility Seminar	(4)
JCOM 610 Technology and Culture	(4)
Elective	(4)

Winter Term

JCOM 607 Brand Responsibility Seminar	(4)
JCOM 570 Strategic Communication Research Methods	(4)
JCOM 610 Advanced Curiosity for Strategists	(4)
Elective	(4)

Spring Term

JCOM 607 Brand Responsibility Seminar	(4)
JCOM 609 Terminal Project	(2-6)
OR	
JCOM 503 Thesis	(9)
Electives	(4-8)

Summer or Fall Term

JCOM 609 Terminal Project	(credits TBD)
OR	
JCOM 503 Thesis	(9)

Cumulative

- Cumulative GPA of 3.0 or better. Courses that do not carry graduate credit are not included in the

GPA.
• At least 46 graduate credits (500 or 600-level) with at least 6 credits of JCOM 609 Terminal Project. With program director approval, students may substitute 6 credits of JCOM 609 Terminal Project for 9 credits of JCOM 503 Thesis, which means that at least 49 graduate credits (500 or 600-level) must be completed.
• This program awards an MA degree.

Terminal Project

Students typically complete this step during the quarter they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for JCOM 609 while working on the project. A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Division of Graduate Studies will approve graduation (see the following pages for detailed information about project requirements). Proposals for a project must be submitted in writing and approved by the advisor and the program director. Students may undertake an internship (20 hours per week for 8 weeks) that includes a brand responsibility component if that component can be submitted as a project.

Brand responsibility projects could include a complete strategic campaign for a brand to start a brand responsibility advertising campaign, a case study of how a brand successfully implemented a brand responsibility campaign, or a comparative analysis of how a product category manifests brand responsibility or how a specific responsible aspect (such as diversity) is expressed by different brands.

Graduation checklist

- [ ] Terminal project proposal approved by advisor
- [ ] Applied for graduation on GradWeb by second week of term you plan to graduate
- [ ] Enrolled for at least 3 graduate credits during graduating term (JCOM 609 or JCOM 503)
- [ ] Oral presentation completed
- [ ] One electronic copy of terminal project submitted to SOJC Graduate Affairs Office.

COMMUNICATION AND MEDIA STUDIES

While our professional master's programs aim primarily to teach advanced skills in preparation for employment and leadership in the media and communication industries, the Communication and Media Studies MA/MS program is aligned with our doctoral program in exposing students to study research methods and a wide range of ideas concerning the structure, function, and role of media in cuture and society. Areas of overlapping faculty and program strength that students may study include: media institutions; science, health, and environmental communication; technology and society; game studies; global media; critical/cultural approaches to communication; persuasion and media psychology; media and public life; media ethics and law; journalism studies; and visual communication. Goals for individual students vary. Some seek preparation for doctoral work either in the SOJC Communication and Media Studies program or elsewhere; others may seek to return to the professions as leaders and innovators who actively contribute to improving the quality of media and communications.

Overview of Requirements for the Communication and Media Studies Program

Candidates for the Communication and Media Studies Master's degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. The Division of Graduate Studies requires that all master's candidates complete a minimum of 30 credits (24 of which must be graded) at the University of Oregon and that all work for the master's degree be completed within seven years. Courses that do not carry graduate credit (400-level and lower) are not considered for credit toward the CMS degree or in determining the graduate GPA. The program concludes with either a thesis or a project. Students typically take five or six terms to complete the program. Specific requirements follow:

- Required graduate-level courses taken in the first year of graduate studies: JCOM 611 Media & Society, JCOM 612 Media Theory I, JCOM 613 Media Theory II, and either JCOM 641 Qualitative Research Methods or JCOM 642 Quantitative Research Methods.

- Additional conceptual courses in the School of Journalism and Communication. Courses numbered JCOM 601 through 609 do not count toward this requirement, except for JCOM607 Seminars or by petition to the student's advisor and the doctoral program director. Certain 500-level courses may be considered for this requirement.

    - Skills courses do not fulfill this requirement
    - Media/communications courses offered at the 600-level in other schools or departments may count toward this requirement and if reviewed and approved by the student's advisor and doctoral program director.
    - The additional methods course (see below) may count toward this requirement if taken within the school.

- One additional methods course. This course may be taken within or outside of the SOJC. If taken within the school, it may count toward the additional conceptual course requirement (see above). If taken outside of the school, it may count toward the outside credits (see below).
- At least 8, but no more than 16, graduate credits (500 or 600- level) outside the SOJC. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment in the courses.

• A graduate thesis (9 credits in JCOM 503) or terminal project (6 credits in JCOM 609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and preparation of the thesis or project. A written proposal must be approved by the committee before work begins. Proposal Approval Forms are available online; https://sojcstudent.uoregon.edu/graduate/forms/ A student should register for Thesis (JCOM 503) or Terminal Project (JCOM 609) during the terms in which they are researching and writing the thesis or project.

Conditional Master's Students

Some Communication and Media Studies students are initially admitted with "conditional master's" status (for example, if undergraduate GPA was below 3.00). Students are evaluated at the end of their second term of coursework. If they have maintained a 3.25 GPA or better for their first two terms of graduate coursework and are otherwise making satisfactory progress toward the degree, they will be upgraded to full major status. A change of graduate major/classification form must be filled out by the student and approved by the department. The form is available online in PDF format at: https://graduatestudies.uoregon.edu/academics/forms.

Thesis or Terminal Project Options

(See also Thesis and Project information on page 15)

Master's students may complete either a thesis or a project as the culminating experience in the master's program.

If you want to pursue doctoral study or a career requiring scholarly research, you should complete a thesis. The terminal project is an option if you plan to pursue a career more focused on creative or professional expertise than traditional research.

Remember, a project is much more than a class assignment and requires as much research as a thesis. Final projects have included magazine or newspaper article series, video and multimedia productions, practical guides for working journalists or media professionals, and applied research projects.

As noted above, a written proposal is required for both a thesis and a project, and must be approved in writing by your committee before you begin work/research. Proposal Approval forms are available on the SOJC Student forms page: https://sojcstudent.uoregon.edu/graduate/forms/

COMMUNICATION AND MEDIA STUDIES
MA / MS CHECKLIST

Required Core(18 Credits)

			CREDITS	TERM & YEAR	GRADE
JCOM 611	Media & Society	(4)		_____	_____
JCOM 612	Media Theory I		(5)	_____	_____
JCOM 613	Media Theory II		(5)	_____	_____
JCOM 641	Qualitative Research Methods		(4)	_____	_____
	OR				
JCOM 642	Quantitative Research Methods		(4)	_____	_____

Additional Methods Course: either inside or outside SOJC (4 Credits)

____	_____	____	_____	_____

Additional 600-level, or approved 500-level, SOJC conceptual course(s) (at least 4 credits)

____	_____	____	_____	_____
____	_____	____	_____	_____

At least 8, but no more than 16, graduate level credits outside the SOJC (2 courses minimum)

____	_____	____	_____	_____
____	_____	____	_____	_____
____	_____	____	_____	_____
____	_____	____	_____	_____

Other Graduate-Level Credits

____	_____	____	_____	_____
____	_____	____	_____	_____
____	_____	____	_____	_____

Thesis/ Terminal Project Credits

JCOM 503 Thesis (at least 9 credits total)

OR

JCOM 609 Terminal Project (at least 6 credits total)

COMMUNICATION AND MEDIA STUDIES
MA / MS CHECKLIST

Cumulative

- At least 46 graduate (500-level or 600-level) credits (Minimum 24 graded, in at least 9 more in 600-level).
- Cumulative GPA of 3.00 or higher.
- This program awards an MA degree for students who have completed two years of foreign language within the past seven years. For students who have not completed this foreign language requirement, the program awards an MS. No foreign language background is required to receive an MS.

Thesis or Project Checklist – Should be completed in order:

- [ ] Advisor selected
- [ ] Chair (usually your advisor) and two additional committee members selected (see p. 15)
- [ ] Schedule thesis proposal meeting with committee.
- [ ] Thesis or project proposal approved and signed by your committee, and returned to Graduate Programs Office no later than end of fall term of second year
- [ ] Human Subjects Research Compliance Approval completed (if needed)
- [ ] Applied for graduation on GradWeb by second week of term in which you plan to Graduate
- [ ] Enrolled for at least 3 graduate credits during graduating term (JCOM 503 or JCOM 609)
- [ ] Work with Advisor and committee to complete thesis/project
- [ ] Oral defense scheduled and completed by Division of Graduate Studies deadline
- [ ] Electronic copy of terminal project submitted to SOJC, OR electronic copy of thesis uploaded to ProQuest and signed master's thesis approval form, either submitted as an "administrative document" to ProQuest, OR emailed to graduatestudies@uoregon.edu.

Admission to Doctoral Program

Please contact the SOJC graduate programs office if you are interested in applying to the doctoral program.

Your Advisor

For both doctoral and master's students, when you arrive at the SOJC, you will be assigned an advisor by the Doctoral Program Director based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with them soon after beginning the program, and they will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to stick with your original advisor through completion of your thesis or project, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

Your advisor is the chair of your thesis/project committee and will help guide your proposal and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, who is interested in your area of study, and who can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute expertise in some areas.

Thesis or Project Committee

For Communication and Media Studies students, the master's committee is made up of a minimum of three members, including the advisor/chair. At least two members must be regular SOJC faculty. Your chair is a tenure-track faculty member; other SOJC faculty on your committee may or may not be tenure-track. Aside from the minimum of two SOJC faculty, the third member may be someone from outside the SOJC — faculty from another department, or a professional, an expert, etc.

The thesis/project committee is student-chosen and based on faculty expertise. Members should be selected for their ability to contribute to your work. You should also make sure committee members will be available to serve on your committee during the terms you intend to do your work; be sure to ask potential committee members about future plans (fellowships, sabbaticals, Fulbrights, etc.). This is especially important if you plan to graduate during the summer quarter, as many faculty hold a nine-month appointment and are not available summer term. Because of this, the Division of Graduate Studies does not guarantee graduation summer term.

Students generally choose committee members after the advisor is chosen but before the proposal is written. Your advisor — the committee chair — should be involved in selecting other committee members. Beyond approving your project proposal, the role of members varies from committee to committee. You may have one who was selected for their expertise in your method or another outside area; you can then rely on that person for help in that area. Others may be general readers who read your chapters as you complete them. Based on discussions with your committee, you may submit draft chapters to all members, or you may

submit them only to your chair and have other members read only your final draft before your defense.

In any case, the role of your committee members should be discussed early in the process between the student and advisor; your advisor should help you determine a way to make the committee function smoothly. Additionally, committee members should be told up front what you expect from them. Your entire committee reads your finished work and gathers for your oral defense to approve your thesis or project.

Thesis and Project Information

Thesis vs. Project
Students in the Communication and Media Studies Master's program typically complete master's theses (9 credits of JCOM 503), though some choose to do projects.

Thesis

• A thesis requires original research to address questions about media and society and contributes to the scholarly literature of journalism and media and communication studies. A review of relevant literature, mastery and use of an appropriate research method, and analysis of findings typically are involved.

Project

• A project, in contrast, contributes to the media and communications professions via applied research and/or creative accomplishment. Both a thesis and a project are the culmination of your studies here and should reflect what you have learned in the program.

• A project may take many forms, though all projects must be noteworthy for substance and artistic or professional quality. Past projects have included: documentary films and videos, photos essays, feature or investigative article series, handbooks for professionals (e.g., the result of synthesizing and translating scholarly research), print or digital magazine design and layout projects, or works of multimedia journalism.

• The project could be a well-conceptualized feature article series (for example, three 2,500-word stories) targeted to a specific publication. Such projects must show both greater depth and breadth (conceptually, stylistically and in terms of quality of research) than any single assignment completed in a single course.

• While a project does not necessarily constitute original research, it nonetheless requires research that contributes to content substance and delineates the project's unique contribution to the professions. This research, as well as the project work itself, certainly involves methodologies — e.g., of interviewing, of library research, of examining similar projects,and of carrying out the project. Therefore, each project must be accompanied by a paper that describes or documents the research involved, methodological procedures used, and lessons learned in the process.

Reminder: Project students sign up for a minimum of 6 credits in JCOM 609.
Thesis students sign up for a minimum of 9 credits in JCOM 503.

Students usually sign up with their advisors for project or thesis credits.

How to Begin your Thesis or Project

The topic is your choice. You may come up with it through courses, conversations with faculty, your own interests, etc. Talk with faculty and other students to determine whether your idea is feasible. You should have a working idea at least by the end of winter term of your first year and obtained proposal approval by the end of spring term your first year.

The Proposal

Students preparing a project or a thesis must write a proposal and gain approval from three committee members using the SOJC Proposal Approval Form, which is available on-line at https://sojcstudent.uoregon.edu/graduate/forms/. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project. Most students have approval by the end of spring term of their first year.

All committee members (see also Thesis and Project Committee below) receive and approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work. Don't forget to obtain human subjects compliance approval if you are planning a thesis or project involving human subjects.
See https://research.uoregon.edu/manage/research-integrity-compliance/human-subjects-research/clinical-trials for details.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals; review relevant literature and contextual information; explain methodologies or procedures to be followed; and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project.

Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Guidelines for Theses

The Division of Graduate Studies has guidelines pertaining to style, margins, footnotes, etc. You can find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Division of Graduate Studies website (https://graduatestudies.uoregon.edu/sites/default/files/etd_style_manual_2015-2016final032016.PDF).

It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Division of Graduate Studies and you will not graduate on time.

Thesis Proposal Structure

Typically, a thesis proposal includes a number of sections, described below. Of course, the content and subheads under each section will vary depending on the problem you are researching, your theoretical framework, and the methodology you envision.

I. Introduction.

This should consist of a brief summary of the problem you are proposing to investigate, the question(s)/ hypothesis(es) you intend to address, and how you envision doing it. While this section is the first presented, it is advisable to write this after you have completed the rest of the proposal.

II. Review of Literature and Theory.

Here you review relevant theory and literature that will enable you to make a case for the significance of your research. This is an interdisciplinary field. It is likely you will review more than one area of literature. If so, you will probably begin with a statement similar to this:

"This research draws on four areas of literature: feminist media theory, scholarship on gender roles in India, prior studies of gender and media in India and South Asia; and global studies examining gender representations in news."

You should then proceed to summarize pertinent scholarship in each category (and their interconnections). You may use subtitles to organize this review. Following this review, you should summarize the rationale for your research question(s) or hypothesis(es) drawn from all the area(s) of literature you have reviewed. Finally, you should clearly state your main research question(s) or hypothesis(es).

III. Methodology.

Here you describe your methodological plans as specifically as you can. Of course, the considerations you discuss here will vary depending on the nature of your research, e.g., whether quantitative, qualitative, or multi-method. The following are considerations you may need to discuss in a quantitative thesis proposal: unit of analysis, population, sampling procedures, research instruments (questionnaire, coding categories), and reliability and validity. For a qualitative thesis proposal, you should discuss your planned protocols for methods such as interviews or qualitative analysis, as well as how you will establish trustworthiness and credibility. Everyone — regardless of method —will need to discuss the resources to be drawn upon and how they will be analyzed or interpreted. Include discussion of the potential limitations and contributions of your research.

IV. Outline of Completed Thesis.

Outline the chapters you anticipate will compose your completed thesis with a sentence or two describing each chapter. Typical chapters : Introduction; Review of Literature; Methodology; Results; Discussion; Conclusions. Often a chapter on Historical (or other) Context of the Problem also is included and precedes (or sometimes follows) the Review of the Literature. Presentation and discussion of results should be organized in consultation with the committee.

Project Proposal Structure

The organization of a project proposal typically parallels that of a thesis proposal, including the following:

I. Introduction.

A brief summary of what problem, topic(s) or issues you intend to address, and how you envision doing it. A

couple paragraphs to a page should be sufficient. Even though this section is the first presented, it is best to write this after you have completed the rest of the proposal.

II. Background Research.

Report any research and theory that help make a case for the significance of your project and provides professional context. At least two types of background research are relevant here: research that contributes to content substance, and research to delineate the project's unique contribution to the professions.

III. Methodology or Procedures.

Describe the procedural decisions and plans that will enable you to carry out the project. Obviously, different types of projects will require very different kinds of procedures. A student doing applied research (e.g., for an advertising or public relations campaign) may use essentially the same methods as a student carrying out a social scientific thesis. Creative projects will involve completely different types of procedures and methods, depending on the project. The methodological decisions involved in planning and writing a work of literary nonfiction, for instance, will usually be very different than for making a video documentary.

IV. Description of Completed Project.

Describe what you anticipate your completed project will look like, and what you expect to accomplish with the project.

Oral Defense

All students must hold a public oral defense. The oral defense takes place after you've completed your thesis or project. If you've completed all appropriate steps, a defense is a lively conversation between you and your committee about your work. The key is to make sure your committee supports your work prior to your oral defense. Your committee members must not agree to the defense if major revisions will be necessary. Expect your committee to find minor problems and make suggestions at the oral defense. At the end of the defense, your committee must either approve or disapprove your work; approval is necessary before you can graduate. It is common for committees to approve with changes and list changes that need to be made.

Consistent with School of Journalism and Communication policy, the oral defense is intended to be a public discourse and, as such, will be announced prior to the event.

Important: As soon as you have agreed upon a date and time with your committee, you must schedule the defense with the Graduate Programs Office using the online scheduling form:
https://sojcstudent.uoregon.edu/graduate/forms/

Style Guidelines for Theses

The Division of Graduate Studies has guidelines pertaining to style, margins, footnotes, etc. You can find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Division of Graduate Studies website (https://graduatestudies.uoregon.edu/sites/default/files/2023-07/2023-

style-manual.pdf).

It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Division of Graduate Studies and you will not graduate on time.

Thesis or Project Approval, Graduation

An Application for Advanced Degree form must be filed online with the Division of Graduate Studies by the second week of the term you plan to graduate. You can locate the application on the Division of Graduate Studies web site. Specific dates and deadlines are listed on the Division of Graduate Studies web site.

Projects are not subject to Division of Graduate Studies approval, but theses are. Therefore, theses require more paperwork. Overall, the SOJC Graduate Office staff tries to work with you to ensure all appropriate forms are submitted on time, but it is advisable to keep in close contact with them to make sure your file is kept up to date.

Remember that students completing theses do not have the entire term they intend to graduate to complete their work. In order to meet deadlines for scheduling oral defenses and obtaining approval from the Division of Graduate Studies, students should plan to dedicate only one-half to two-thirds of the term they intend to graduate to completing their thesis. The student must also allow time for the committee to review the thesis before the oral defense (a minimum of 10 working days recommended) and time for corrections to be made after the oral defense (a minimum of five days recommended).

Projects:

Submit one electronic copy of your final project, in PDF format, to the SOJC Graduate Office. You do not need to submit a copy to the Division of Graduate Studies.

Theses:

Upload an electronic copy of your thesis to the Division of Graduate Studies by the stated deadline. A copy of your final thesis must be received by the stated deadline (check Division of Graduate Studies website for dates and submission instructions in order for you to graduate).

IMMERSIVE MEDIA COMMUNICATION

The professional master's degree in immersive media communication is the first of its kind, focusing on the strategic use of immersive technologies to achieve communication goals.

The program consists of a core of required 4 credit communication and immersive strategy courses, complemented by 2 credit, shorter-term classes, culminating with the option of a capstone project, an internship, or related approved immersive work. The required coursework falls into the three categories listed below, which were established in consultation with communication and immersive industry professionals and following an examination of the current job opportunities in immersive media nationally.

Students may have the option of completing additional course work in lieu of completing a capstone project. You must meet with the program director if you would like more information about this option.

Degree Requirements

- Cumulative GPA of 3.00 or higher (46 credits total)
- At least 46 graduate (500 or 600-level) credits (at least 24 graded)
- At least 6 credits of JCOM 609 Terminal Project or JCOM 604 Internship or at least 9 credits of JCOM 503 Thesis
- At least 9 credits at 600-level
- This program awards an MS degree

Immersive Media Communication Core – Required (24 credits total)

JCOM 664 Foundations in Immersive Media Communication	(4)
JCOM 665 Media Psychology	(4)
JCOM 667 User Experience and Design (UX)	(4)
JCOM 610 or 668 Experiential Marketing	(4)
JCOM 610 XR Project Management	(4)
JCOM 627 Current Topics in Immersive Media	(4)

Mass Communication Core – Required (18 credits total)

JCOM 594 Qualitative Research Methods	(4)
JCOM 611 Media and Society	(4)
JCOM 629 Communication Ethics in the Digital Age	(4)
JCOM 609 Terminal Project	(6)
OR	
JCOM 604 Internship	(6)
OR	
JCOM 503 Thesis	(9)

Professional Specialization Elective Core (no less than 4 credits)

JCOM 610/JCOM 624 Immersive Media Communication Topics/Electives (2–4)

Topics may include:

- Understanding the Meta-verse

•AI in Communication
•Social Media Strategy
•Building Communities in VR
•Digital Identities
•Intro to Game Studies*

***Courses from the Eugene-based Game Studies minor can also serve as elective credits. Check the schedule and with the instructor to confirm availability of online courses. Students in the Portland metro area can also take any of the immersive media building classes offered in the Oregon Reality Lab to satisfy elective credits.**

Sample Program Timeline

Course and Non-Course Requirements:

Fall Term

JCOM 611 Media & Society	(4)
JCOM 664 Foundations of ImmersiveMedia	(4)
JCOM 665 Media Psychology	(4)
JCOM 610/JCOM 624 Electives	(2–4)

Winter Term

JCOM 629 Communication Ethics	(4)
JCOM 667 User Experience and Design (UX)	(4)
JCOM 610/JCOM 668 XR Marketing	(4)

By the end of winter term , select and confirm committee members and project proposal approved by committee and submitted to Graduate Programs Office.

Spring Term

JCOM 594 Research Methods	(4)
JCOM 670 Immersive Media Seminar	(4)
JCOM 610/JCOM 624 Optional Electives	(2–4)
JCOM 669 XR Project Management (formerly Building in Immersive Platforms)	(4)
JCOM 609 Capstone credits	(3–6)
OR	
JCOM 604 Internship	(3–6)

Summer or Fall Term

JCOM 624 2–credit Topics Class	(2–4)*
JCOM 609 Capstone credits	(3–6)
OR	
JCOM 604 Internship	(3–6)**
OR	
JCOM 503 Thesis	(9)

*** Students are required to take at least two 2–4 credit elective classes.**

**** At least 6 credits of JCOM 609 are required; they may be divided differently than shown if appropriate based on your situation. More than 6 credits may be taken if work on the project extends beyond the expected timeline. For example, if the project is not finished in time for summer/fall quarter completion, the student may extend completion into fall/winter quarter, requiring enrollment in an additional 3 credits of JCOM 609. No more than 6 credits of JCOM 609 may be taken in any one quarter and students must be registered for at least 3 credits the term they graduate. Students who need to be full time must enroll for additional classes and/or independent study credits. If you are completing an internship instead of a terminal project, you'll need to take six JCOM 604 Internship credits before you graduate.**

Checkpoints in the Immersive Media Communication Master's Program

•After completion of 24-30 credits, the student should start work with their advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.

•Once a student is nearing completion of required coursework and the student and advisor determine it is time to write the project proposal and the project itself, the student should register for JCOM 609(Terminal Project) credits to reflect this work. It is recommended that the proposal be completed by the end of Winter term and no later than Spring term if planning to graduate by Summer Fall. A total of at least six credits of JCOM 609 are required for graduation; students typically register for three credits the term before they graduate and another three credits the term they graduate, though students may take more than six credits or may divide the credits up differently if appropriate. If choosing the internship option, students should work with the program director to identify an appropriate internship and establish expected outcomes for presentation at the completion of the internship. This would also then require the student take no less than six JCOM 604 credits prior to graduation.

•The final term is devoted to completing and defending the terminal project or internship. Students should work with their advisor to determine what type of project they want to complete. Students who may want to consider a thesis should speak with the program director by winter term to discuss additional requirements to complete a thesis.

****If you are completing an internship instead of a terminal project, you'll need to take six JCOM 604 Internship credits before you graduate.**

Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for JCOM 609 while working on their project. Students also have the option to work in an approved internship (JCOM 604 - 20 hours per week for 10 weeks. Three credits represents 20 hours per week for 10 weeks.) that includes an immersive media focus that can be submitted as a portfolio and presented as a final "project."

Students preparing a project or a thesis must write a proposal and gain approval from two committee members using the SOJC Proposal Approval Form, which is available online at https:// sojcstudent.uoregon.edu/graduate/forms/. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project. Be certain that

all committee members approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work.

SUBMISSION:

A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Division of Graduate Studies will approve graduation. Proposals for a project must be in writing and approved by advisor and program director.

Projects can be designed and developed to address any communication challenge or opportunity for an organization, an industry, or an independent entity.

This may include (but is not limited to) developing a virtual platform for industry events or brand community building, developing an XR/Web3 policy for an organization, a complete XR communication plan for an organization, an AR marketing strategy, and more. When you begin working on your proposal, you should work closely with your advisor/committee chair for additional information and guidance on the expectations of research, content, and delivery of your project.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project.

Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Additional proposal and project information will be distributed to students during Fall or Winter term.

Internship

Students must be entrepreneurial and research their own internship opportunities for two terms. The internship must be approved by the student's advisor and program director and typically requires 20 hours per week for at least eight to ten weeks. Students register for JCOM 604 while working on their internship. Students typically begin their internships in Spring or Summer term, but it is possible to start them earlier if an appropriate opportunity is available. Once an internship site has been identified, students must submit an Internship Tracking Form signed by their faculty advisor. Completion requirements include a letter of evaluation from the internship supervisor, a student self-evaluation, and a portfolio of work completed, if applicable.

Portfolio Option

To qualify for the portfolio option, students must meet the following requirements:

- Core Coursework: Complete all required core courses as outlined in the program curriculum.

• Elective Coursework: Students must complete an additional 6 credits of elective coursework beyond those outlined above. These electives should be chosen in consultation with and approved by the program director to ensure they align with the student's career goals and academic interests.

• Professional Development: Students must engage in at least three professional development activities during their program, such as internships, workshops, or conferences, relevant to the field of strategic communication. Documentation of participation must be submitted to the academic advisor. Participation in meetings of the Strategic Communication Leadership Network fulfills this requirement.

• Portfolio: Develop a professional portfolio that includes a compilation of work from completed courses, and work assignments during the program and takeaways from professional development activities demonstrating the student's skills and knowledge in strategic communication. The portfolio should be reviewed and approved by the program director. Students must register for 1 credit of JCOM 609 while completing their portfolio.

Graduation checklist

- ☐ Terminal Project/Internship proposal approved by advisor – typically winter/spring term. Project Approval form: https://sojcstudent.uoregon.edu/graduate/forms/
- ☐ Enroll for at least 3 JCOM 609/JCOM 604/JCOM 503 credits the term you plan to graduate
- ☐ Project Defense Scheduling Form (to book defense): https://sojcstudent.uoregon.edu/graduate/forms/
- ☐ Apply to Graduate: https://graduatestudies.uoregon.edu/academics/forms/ on GradWeb by the second week of the term in which you plan to graduate
- ☐ Submit an electronic copy of final projects or internship portfolio to the SOJC Graduate Office after gaining final approval from your committee
- ☐ Additional forms as needed can be found at: https://graduatestudies.uoregon.edu/academics/forms

MULTIMEDIA STORYTELLING

The Portland-based master's degree in Multimedia Storytelling blends the best of journalism's past with the promise of its future. In today's fluid media landscape, successful journalists must be able to report and tell compelling non-fiction stories across multiple platforms while employing the ethics and integrity that have distinguished the industry. Students in the MMS program learn how to tell stories that matter in video and other media to make a difference in their communities.

Our program focuses on journalistic storytelling in video, audio, photography, data visualization, and virtual reality. Classes typically meet weeknights and weekend days. The 48-credit program can be completed in five terms, but students have the option to negotiate a slower pace.
Note: Current SOJC Journalism undergraduates can apply for the accelerated MA in Multimedia Storytelling. Students should work with the MMS program director to meet course requirements.

Degree Requirements

- 48 total credits if pursuing the terminal project (Option A) or professional portfolio (Option B); 51 credits if pursing a thesis (Option C).
- At least 10 credits of electives for students pursuing a terminal project or thesis; at least 14 credits of electives for students pursuing a professional portfolio.
- Students must complete at least one 2-credit professional development workshop: Audio Storytelling 1 & 2; Video 1; Motion Graphics; 360 Video; Drone Certification; Story in Stills.

Electives should be chosen in consultation with your adviser.

- Cumulative GPA of 3.00 or higher.
- At least 9 credits at 600 level and 24 graded credits.

Option A – Terminal Project

- Take 6 credits of JCOM 609 Terminal Project

Option B – Professional Portfolio

- 4 credits of electives
- Take 2 credits of JCOM 609 Terminal Project (for the portfolio defense)*

Option C – Formal Thesis

- Take 9 credits of JCOM 503 Thesis. This replaces Terminal Project (6cr) and 3 credits of electives.

(Note: The following is the typical course progression. With approval from your academic advisor, students may attend the program on a part-time basis and extend the total length of the program.)

Fall Term

JCOM 635 Thinking Story	(4)
JCOM 608 Video II	(2)

One or more electives:

JCOM 610 Video I	(2)
JCOM 630 Audio I	(2)
JCOM 630 Motion Graphics	(2)
JCOM 624 Digital Wellbeing	(2)

Winter Term

JCOM 632 Story Production (4)
JCOM 639 Foundations of Explanatory Video Journalism (4)
JCOM 637 Community Listening (2)

One or more electives:
JCOM 610 Audio Storytelling II (4)
JCOM 510 Drone Certification (2)

Spring Term

JCOM 633 Storytelling Capstone (4)
JCOM 629 Digital Ethics (4)
JCOM 656 Law & Business for Documentary & Journalism (4)

One or more electives:
JCOM 638 Community Voices (4)
JCOM 610 Studio Photography 1 & 2 (1 credit each)

Summer Term (Most students do not take credits in summer)

JCOM 604 Internship (1–4)*
JCOM 609 Terminal/Capstone Project

Fall Term

JCOM 611 Media and Society (4)
JCOM 609 Terminal/Capstone Project**

Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded)

Internships are optional; students are responsible for making arrangements.

At least 4 credits of JCOM 609 are required; they can be taken in any increment 1-4 credits per term. Students are required to take 3 credits (of anything) during their final term in the program. Many reserve 3 terminal project credits for this purpose.

Elective Courses

A total of 10 elective credits, chosen in consultation with your advisor, are required. Students may take either 4-credit classes or 2-credit classes to fulfill elective requirements. 2-credit MMS class topics vary from term to term and are generally taught by top professionals from the Portland area. Recent and upcoming topics include Audio Production, Podcasting, Motion Graphics (After Effects), Story in Stills, 360 Video, and Drone Certification. Additionally, you may arrange professional Internships, take other SOJC courses in Portland or Eugene campus, or take courses in other departments or at Portland State University.

Terminal Project

You will produce a culminating project that incorporates some combination of video, audio, photography, writing, or virtual reality. The project allows you to bring together the skills, concepts, art, and craft you have been studying to produce a professional-quality multimedia project under the guidance of your project advisors. Your committee will be composed of two members: your committee chair (an SOJC faculty member), and a second reader (faculty or outside expert). You may choose to add a third committee member

(typically an outside “topic expert”). Students are required to take 3 credits during their final term in the program. Many reserve 3 terminal project credits for this purpose. Students have the option of completing additional course work in lieu of completing a terminal project. You must meet with the program director if you would like more information about this option.

Terminal Project Guidelines

Capstone projects can take many forms. We encourage you to choose a project that will push you to expand your skills and lead you toward a new path in your career. Some general guidelines:

•**Quality** - Your project should exhibit a level of craftsmanship that you could not have achieved prior to entering our program.

•**Scope** - Your project should be substantial- at a minimum, double what you would produce in a typical one-quarter class. We would not expect a full-length documentary film, for example, but a polished and substantial first chapter might make sense.

•**Media** - Multimedia means some combination of: video, audio, photography, writing, data visualization, web publication, and/or community engagement. You should work closely with your committee to find the best combination for your project.

•**Approach** - Storytelling that falls outside of journalism/ documentary / fact-based storytelling should be negotiated with your committee.

•**Subject matter** - Local subject matter is preferred. Projects that require substantial travel must be approved in advance.

•**Impact** - Community engagement, audience building, and distribution/publication of your work are strongly encouraged. Consider pursuing work that makes the world a better place.

Pro Tip

Successful students keep in regular communication with their committee and “manage up.” Group emails and online group meetings can be an efficient way to receive feedback and keep everyone on the same page. Committee members should see all work before the defense—therefore, send work samples to your committee early and often.

Several mandatory guidelines and information can also be found here:
(Please make sure you thoroughly read this)
https://sojcstudent.uoregon.edu/graduate/masters-program-thesis-terminal-project-information/

Suggested Timeline

I. First year: Brainstorming and research.

•Hopefully you have gotten your terminal project well underway during your first three quarters in the program.

II. First year: It is never too soon to begin putting your committee together.

•You should begin early in the program thinking about who should be on your committee, and reaching out to get their commitment. Work with your committee chair to create the right makeup for your committee.

•Your committee should consist of these three members:

- **Required**: an SOJC faculty member who will serve as your committee chair
- **Required**: a second SOJC faculty member OR an outside advisor. This person might be a media professional you would like to connect with as a mentor.
- **Optional**: topic expert. Ideally, this person would be a community or topic expert who can offer guidance to you and the committee, especially about sensitive aspects of the issue.

III. Typically, around the winter or spring term:

•Prior to the first time you enroll for any terminal project credits, you need to file your Proposal Approval Form along with a 1-2 page written proposal. The form can be found here: https://sojcstudent.uoregon.edu/graduate/forms/.

•The written proposal should include three sections:

- What your story is about and why it is important?
- What other journalistic coverage has been produced on your topic (local and/or national), and what sources you might contact? (You may also include key academic literature that sheds light on your topic)
- Explain what form your project will take (video, podcast, web page, magazine, article, etc.), and how you hope to distribute the finished project.

IV. End of first year: Field production: 1–2 quarters (often summer + fall)

V. Final term(s): Post-production and defense (3-credit minimum enrollment)

Wrap up all reporting and production prior to start of your final quarter.

- Week 2: File graduation paperwork by the second week of the quarter.
- Week 1-5: Complete post-production work.
- Week 5: Submit an excellent rough cut to your committee.
- Week 6: Receive feedback and make revisions.
- If everything is proceeding smoothly, schedule a capstone project defense date with your committee, and submit the Thesis/Project/Dissertation Defense Scheduling Form at https://sojcstudent.uoregon.edu/graduate/forms/. Most defenses take place during week 10 and are scheduled to take 90 minutes.
- Week 7-8: Submit final cut to your committee
- Week 8: Make any final minor revisions and receive a final “thumbs up.”
- Week 9: Prepare your presentation.
- During your defense, please address these questions: What did you learn? What obstacles did you overcome? What are your plans to distribute your project and make an impact with your work?

Week 10: Project defense: The last possible defense date is always the final day of classes (never during finals weeks).

Multimedia Stroytelling - Accelerated Master's Requirements

Students must take a minimum of 10 graduate-level credits (and no more than 16) per the requirements below while an undergraduate. Students must complete at least one course from Section I below. They should work closely with their MMS adviser to determine how to reach the 10- credit minimum.

I. MMS Core Course: At least one of the following courses must be taken during senior year:

- JCOM 611 Media & Society
- JCOM 608 Video II
- JCOM 630 Community Listening
- JCOM 629 Media Communications Ethics

II. Multimedia or Area Elective(s): Students take **may take one or more** elective courses to reach the 10-credit minimum of graduate-level credits. Electives can include SOJC electives such as those on the list below; MMS electives offered in Portland; up to 2 credits of JCOM 601 while working on the terminal project proposal (see below); or graduate-level non SOJC electives that align with the student's MMS terminal project plans. Students should work closely with their advisor to select appropriate electives.

III. MMS Terminal Project Preparation: In order for students to complete the 4+1 program on time, they will need to arrive at the start of their fifth year in Portland prepared to move forward on their terminal project. Therefore, during their senior year, students in the 4+1 program are required to work with their advisor and/or the co-directors of the program to develop a short list of project ideas and begin initial research toward creating a project proposal and developing a production plan for their project. Students may enroll in JCOM 601 Research credits while completing this requirement, but are not required to do so.

IV. After admission to the program and throughout their senior year, students will work with their adviser to develop a **written graduation plan**, including **quarterly check-ins** to update the plan as SOJC course offerings become listed for each term.

V. As per Graduate School requirements, students must complete all of their bachelor's degree requirements and graduate within 12 months of the first day of the quarter in which they take their first graduate courses as part of the accelerated program. Students are expected to complete their remaining MMS degree requirements within 15 months of beginning that program. Students are strongly advised to begin production work toward their terminal project during the summer after their senior year.

Overall, students must begin the MMS program with 10 credit hours comprised of

a) at least one required course from section 1 above

b) as needed, an additional elective(s), Students must take the required number of remaining credits during their 5th (MMS) year to reach the 48 required for the program.

(For example, if 10 graduate-level credits are taken senior year, 38 credits remaining credits must be completed in the 5th year).

Total program munimum required credits:48

MMS Accelerated Master's Admission Procedure

Students must apply for the accelerated pathway toward the MMS degree in the spring term of their junior year. Applications are available from the MMS program co-directors or from the SOJC's graduate coordinator.

To be eligible for admission, applicants must have earned a B or better in JCOM 342 Video Journalism 1 by the time of application; alternatively, applicants can be provisionally admitted and complete JCOM 342 with a grade of B or more in their senior year.

Applicants must provide a short-written statement of purpose along with a portfolio of their journalistic work.

MULTIMEDIA STORYTELLING
PROGRAM CHECKLIST

Required Core	CREDITS	TERM & YEAR	GRADE
Year 1: Fall Term			
JCOM 635 Thinking Story	4		
JCOM 608 Video II	2		
Year 1: Winter Term			
JCOM 632 Story Production	4		
JCOM 639 Foundations of Explanatory Video Journalism	4		
JCOM 637 Community Listening	4		
Year 1: Spring Term			
JCOM 633 Storytelling Capstone	4		
JCOM 629 Digital Ethics	4		
JCOM 656 Law & Business for Documentary & Journalism	4		
Year 2: Fall Term			
JCOM 611 Media & Society	4		

Electives Courses (Need to take at least 10 credits of electives*)

Offered every Fall Term			
JCOM 610 Video 1	2		
JCOM 630 Audio I	2		
JCOM 630 Motions Graphics	2		
JCOM 624 Digital Wellbeing	2		
Offered typically during Winter Term			
JCOM 610 Audio Storytelling II	4		
JCOM 510 Drone Certification	2		
JCOM 637 Community Listening	4		
Offered typically during Spring Term			
JCOM 638 Community Voices	4		
JCOM 610 Studio Photography 1 & 2	(1 credit each)		

*** Additionally, you may arrange professional Internships, take other SOJC courses in Portland or Eugene, or take courses in other departments across campus or at Portland State University. Please talk with your advisor about these options before registering.**

Terminal Project (4 JCOM 609 CREDITS minimum) OR Thesis (9 JCOM 503 credits minimum)

To be taken after Spring quarter of the first year

STRATEGIC COMMUNICATION

The Strategic Communication Master's program is designed for forward thinkers who aspire to lead transformative changes in the business, government, and nonprofit sectors. The program supports and expedites the career advancement of working professionals and awards an MS degree.

The program consists of a core of required 4 credit communication courses complemented by 2 credit, shorter-term classes, culminating with a terminal project. The terminal project consists of creating an applied communication plan. Students have the option of completing additional coursework and creating a portfolio in lieu of completing a terminal project, with permission of the program director.

The required coursework falls into the four categories listed below, which were established in consultation with communication professionals and following an examination of the curricula of successful programs nationally. It is also is consistent with a report from the Public Relations Society of America's Commission on Public Relations Education and with PRSA guidelines for accreditation.

Degree Requirements

- 48 credits total if completing a Terminal Project; 49 credits total if completing the Portfolio or Thesis option.
- Cumulative GPA of 3.00 or higher
- At least 6 JCOM 609 Terminal Project credits; Or, for students approved to complete the Portfolio option, 6 additional credits of elective and 1 credit JCOM 609 Terminal Projecr; Or, for students approved to complete a Thesis option, 9 credits of JCOM 503 Thesis. Please work closely with the program director to navigate these credits and requirements.

Strategic Communication Core (14 credits total)

JCOM 629 Communication Ethics in the Digital Age	(4)
JCOM 623 Creativity in Strategic Communication	(4)
JCOM 621 Foundations of Strategic Communication	(4)
JCOM 622 Campaign Planning Management	(2)

Business Core (10 credits total)

JCOM 616 Introduction to Strategic Communication Marketing	(4)
JCOM 618 Strategic Communication Leadership	(4)
JCOM 625 Finance for Strategic Communication	(2)

Mass Communication Core(18 credits total)

JCOM 610 Research Methods	(4)
JCOM 611 Media and Society	(4)
JCOM 609 Terminal Project	(6)

Professional Specialization Elective Core (6 credits total)

JCOM 624 Strategic Communication Topic	(4)
JCOM 624 Strategic Communication Topics	(2)

Sample Program Timeline

Course Requirements:

YEAR ONE

Fall Term

JCOM 611 Media and Society	(4)
JCOM 621 Foundations of Strategic Communication	(4)
JCOM 624 Strategic Communication Topic	(2)*

Winter Term

JCOM 629 Communication Ethics in the Digital Age	(4)
JCOM 624 Strategic Communication Topic	(2)*

Spring Term

JCOM 624 Strategic Communication Topic: Strategic Influence	(4)
JCOM 616 Intro to Strategic Communication Marketing	(4)
JCOM 622 Campaign Planning and Management	(2)

YEAR TWO

Fall Term

JCOM 641 Qualitative Research Methods	(4)
JCOM 623 Creativity in Strategic Communication	(4)
JCOM 625 Finance for Strategic Communication	(2)

Winter Term

JCOM 618 Strategic Communication Leadership	(4)
JCOM 609 Terminal Project	(3)**
OR	
JCOM 503 Thesis	(9)
OR	
Portfolio option: JCOM 609	(1 cr)
&	
Additional Electives	(6 cr)

Spring Term

JCOM 609 Terminal Project	(3)**
JCOM 624 Strategic Communication Topic	(2)*

*** Students are required to take at least one 2-credit elective course. These can come from any available electives offered by the SOJC.**

**** At least 6 credits of JCOM 609 are required for those completing a Terminal Project instead of a Portfolio (see below: these credits may be divided differently than shown if appropriate based on your situation.) Or, 9 credits of JCOM 503 Thesis for students completing a Thesis option instead. More than 6 credits may be taken if work on the project extends beyond the expected timeline. For example, if the project is not finished in time for spring quarter completion, the student may extend completion into Summer term, requiring enrollment in an additional 3 credits of JCOM 609. No more than 6 credits of JCOM 609 may be taken in any one quarter and students must be registered for at least 3 credits the term they graduate. Students who need to be full time must enroll for additional classes and/or independent study credits.**

Portfolio Option

To qualify for the portfolio option, students must meet the following requirements:

Core Coursework: Complete all required core courses as outlined in the program curriculum.

Elective Coursework: Students must complete an additional 6 credits of elective coursework beyond those outlined above. These electives should be chosen in consultation with and approved by the program director to ensure they align with the student's career goals and academic interests.

Professional Development: Students must engage in at least three professional development activities during their program, such as internships, workshops, or conferences, relevant to the field of strategic communication. Documentation of participation must be submitted to the academic advisor. Participation in meetings of the Strategic Communication Leadership Network fulfills this requirement.

Portfolio: Develop a professional portfolio that includes a compilation of work from completed courses, and work assignments during the program and takeaways from professional development activities demonstrating the student's skills and knowledge in strategic communication. The portfolio should be reviewed and approved by the program director. Students must register for 1 credit of JCOM 609 while completing their portfolio. The portfolio must demonstrate how coursework and activity was then applied professionally. Students will present their portfolio at the end of the term they graduate during the Strategic Communication Leadership Network or to a committee of faculty and professionals. All presentations are open to the public.

Checkpoints in the Strategic Communication Master's Program

(For students doing a terminal project/ applied communication plan. Students pursuing the non-terminal project option, should see Guidelines for Additional Coursework Option)

- After completion of 24 credits, the student should start work with their advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.
- Once a student is nearing completion of required coursework and the student and advisor determine it is time to write the project proposal and the project itself, the student should register for JCOM 609 (Terminal Project) credits to reflect this work. It is recommended that the proposal be completed no later than the end of fall term of the second year. A total of at least 6 credits of JCOM 609 are required for graduation; students typically register for 3 credits the term before they graduate and another 3 credits the term they graduate, though students may take more than 6 credits or may divide the credits up differently if appropriate.
- The final term is devoted to completing and defending the terminal project, which consists of an applied communication plan (see Guidelines for Applied Communication Plans).

Guidelines for Applied Communication Plans

- The final project for the Strategic Communication Master's degree consists of an Applied Communication Plan, in which the student will develop a complete communication plan to address a problem or issue in the field of strategic communication that is directly applicable to improving the communication of a process, service, procedure, idea, or product.
- The candidate will clearly define the problem or issue they wish to address or solve through the applied project.
- The candidate will investigate and report past and current methods or practices used to solve the problem.
- Since the Applied Communication Plan involves a systematic study, candidates will need to provide an adequate review of literature related to their inquiry.
- If adequate research does not exist, the student will need to collect pertinent data that will lead to the plan development. Research performed by focus groups, long interviews, and/or other qualitative techniques involving human subjects will require the candidate to develop the question guides, collect the data, analyze the data, report the findings, and offer conclusions,limitations, and recommendations.
- The plan will include the actual materials to be used in either concept or final form, as well as a plan for tracking the results of the plan.

Steps to Completing the Applied Communication Plan

Step 1: Eligibility

•Before beginning the Applied Communication Plan, the candidate must have:

- A 3.0 GPA or better
- Completed or be in the process of completing all required coursework.

Step 2: Establish a Committee and Select a Topic

•A topic should be determined at the beginning of fall term of the second year. The candidate's advisor must approve the topic. The candidate should also invite a second instructor or another qualified individual (selected in consultation with the advisor) to serve as a consultant for the project. These two members make up the Terminal Project committee.

•Upon choosing a topic, a realistic scope of the project must be established in consultation with the advisor. The student should submit a proposal of no less than five and no more than ten pages of the applied communication plans to the advisor by the end of fall term (or two terms before the term the student plans to graduate).

The proposal will have the following identifying information:

- An introduction to the project, and a brief literature review on the topic.
- Main points that will be researched in the project.
- Scope of work to be developed (including a list of the possible communication elements that will be created).
- Expected outcomes of the work (i.e., the potential for implementation).

Past topics have included:

- Developing a brand and communication plan for a non-profit organization.
- Developing a social media policy for a law enforcement organization.
- Developing a re-branding schema for a healthcare company.

•Candidates may choose to create the Applied Communication Plan as part of responsibilities in their current place of employment. In this case, it is possible that elements of the plan will be developed in collaboration with coworkers. If this is the case, the candidate should identify elements under their supervision and which elements they will be directly responsible for on the Topic Approval Form. The candidate's advisor will review work allocation and advise on additions to the project that may be made because of the collaborative nature of the project. The work on the communications plan may begin before approval, but should not begin more than three months before the approval of the topic.

Step 3: Project Development

•The student will develop a timetable of planned completion dates for all activities related to completing the Applied Communication Plans (see Step 4 for required elements).

Step 4: Prepare the Draft

•An initial draft of the work should be developed as the candidate is pursuing work toward completing their project. Beyond the initial draft, the candidate's committee may require several more drafts of the paper. This step serves to ensure both a high-quality paper and appropriate consultation with the members of the committee throughout the Applied Communication Plan process. Organization and content of the paper should be as follows:

- Title page (required)
- Copyright page (optional)
- Acceptance/approval page (originals required)
- Acknowledgments (optional)
- Table of contents (required)
- List of tables with page references (required if present)
- List of figures with page references (required if present)
- Body of report:
  - Section 1: Introduction
  - Section 2: Situation analysis and review of relevant literature
  - Section 3: Research (including target audience analysis)
  - Section 4: Goals and objectives
  - Section 4: Strategy recommendation
  - Section 5: Tactical recommendations (including sample tactics such as press releases, storyboards, etc.)
  - Section 6: Recommended budget
  - Section 7: Recommended timeline for implementation
  - Section 8: Evaluation plan
  - Section 9: Summary and conclusions
- References
- Appendices - these include all materials developed as part of the recommended plan.

Step 5: Process

•A candidate should expect to submit multiple drafts or revisions of their work to their committee. Careful time management should be exercised to prepare the revised drafts and allow for the committee to review and respond with comments. The editing process should be included in the timetable and approved by the candidate's advisor. A suggested timeline will be provided to the students at the beginning of their second year. This timeline should be approved and in agreement with their advisor and second reader. It is the candidates' responsibility to ensure that the applied communication plan conforms to the style and format established.

Step 6: Presentation and Defense

•The committee should, at a minimum, receive a near final draft of the Applied Communication Plan no later than two weeks prior to the project defense date. The student should plan to defend the plan at least two weeks before the end of finals week for the term; the date should be agreed upon by both committee members. Keep in mind faculty commitments during the last two weeks of the term. Once you and your committee have agreed on a date, complete the online scheduling form at https://sojcstudent.uoregon.edu/graduate/forms/.

•The candidate will present their work in a short (15- to 20- minute) presentation to the committee, followed by a question and answer session. The committee will then deliberate and provide feedback to the candidate regarding the project. At this time, the project may be approved in its entirety, or the committee will request specific revisions to the project.

Step 7: Completion

•Upon receiving the final draft, the committee will evaluate the paper and, if approved, the committee chair will email the Graduate Programs Coordinator to signal that the final version has been approved by the committee. The candidate should submit an electronic version of the completed Applied Communication Plan to the Graduate Programs Coordinator no later than the last day of finals week of the term in which they intend to graduate. If you do not wish for your

project to be shared as an example, please have “do not share” in the title of your project.

•Students who intend to complete the Applied Communication Plan in the summer should contact the committee members to discuss their summer schedules. It should not be assumed that faculty members are available during the summer.

Guidelines for Additional Course Work/ Non-Terminal Project or Portfolio Option

Students enrolled in the Strategic Communication Program have the option to complete additional coursework in lieu of an applied communication plan Terminal Project. This option is designed to provide students with an alternative path to fulfill the program requirements by deepening their expertise through a structured curriculum of advanced courses.

Requirements

To qualify for the non-terminal project option, students must meet the following requirements:

- **Core Coursework**: Complete all required core courses as outlined in the program curriculum.
- **Elective Coursework:** Students must complete an additional 6 credits of elective coursework beyond those outlined above. These electives should be chosen in consultation with and approved by the program director to ensure they align with the student’s career goals and academic interests.
- **Professional Development:** Students must engage in at least three professional development activities during their program, such as internships, workshops, or conferences, relevant to the field of strategic communication. Documentation of participation must be submitted to the academic advisor. Participation in meetings of the Strategic Communication Leadership Network fulfills this requirement.
- **Portfolio:** Develop a professional portfolio that includes a compilation of work from completed courses, and work assignments during the program and takeaways from professional development activities demonstrating the student’s skills and knowledge in strategic communication. The portfolio should be reviewed and approved by the program director. Students must register for 1 credit of JCOM 609 while completing their portfolio.

Application Process

Students interested in the non-terminal project option must inform the program director in writing no later than the start of their second year. The letter should include:

- A statement of purpose explaining the rationale for choosing the non-terminal project option.
- A proposed plan of study detailing the additional elective courses open for students enrolled in the Strategic Communication Master’s program and professional development activities.

Evaluation

Students pursuing the non-terminal project option will be evaluated based on their performance in the

additional coursework, participation in professional development activities, and the quality of their professional portfolio and presenting the portfolio to a professional panel. Successful completion of these components will fulfill the program requirements and qualify the student for graduation.

Advising

Regular meetings with the program director are essential to ensure students are on track with their non-terminal project option plan. Students should choose primarily from SOJC graduate-level courses, though courses from other programs may be allowed. The director approves course selection, professional development opportunities, and portfolio development as well as final portfolios.

Portfolio Presentation

Students will present their portfolios to a committee of the program director and select members of the Strategic Communication Leadership Network (SCLN). The program director, at a minimum, must receive a near final draft of the portfolio no later than two weeks prior to the presentation date. The student should plan to present the portfolio at least two weeks before the end of finals week for their last term. Once the student and the program director have agreed on a date, the student should complete the online scheduling form at https://sojcstudent.uoregon.edu/graduate/forms/. The student will present their work in a short (15- to 20- minute) presentation, followed by a question-and-answer session. The committee will then deliberate and provide feedback to the candidate regarding the portfolio. At this time, the portfolio may be approved in its entirety, or the committee will request specific revisions to the portfolio.

Completion

Upon receiving the final draft, the program director will evaluate the portfolio and, if approved, will email the Graduate Programs Coordinator to signal that the final version has been approved. The candidate should submit an electronic version of the completed portfolio to the Graduate Programs Coordinator no later than the last day of finals week of the term in which they intend to graduate.

Graduation Checklist

- ☐ Project Approval Form: https://sojcstudent.uoregon.edu/graduate/forms/
- ☐ Project Defense Scheduling Form (to book defense): https://sojcstudent.uoregon.edu/ graduate/forms/
- ☐ Apply to graduate: https://graduatestudies.uoregon.edu/academics/forms/
- ☐ Additional forms as needed can be found at: https://graduatestudies.uoregon.edu/academics/forms

CONCURRENT JD AND MASTER'S DEGREE PROGRAM

CONCURRENT JD AND MASTER'S DEGREE PROGRAM

This degree program offers concurrent Juris Doctorate (JD) and master of arts or master of science (MA/MS) in communication and media studies degrees, allowing students to condense the time frame for achieving both degrees and enjoy the advantage of an interdisciplinary focus in the journalism and communication field. The School of Journalism and Communication (SOJC) draws upon the strengths of the campus community and our connections to the professional area of the Pacific Northwest. Students have the opportunity to take SOJC coursework in the social sciences and humanities, in addition to the professional coursework of the School of Law.

The MA/MS in Communication and Media Studies introduces students to the social, cultural, international, and ethical aspects of journalism and communication issues through completion of two areas of concentration, completion of a thesis or terminal project, and the possible opportunity to complete a communication internship.

This concurrent degree program provides students who have the time, qualifications, and commitment:

- A broad base of legal and communication skills supporting an expanded range of career paths.
- Exposure to an array of professionals in the legal and communication communities.
- A wide range of complementary course work and skills development not otherwise available.
- Opportunities for both legal and communication internships (communication internship is not guaranteed, but is possible, contingent on resources, time, and the needs and interests of the individual student).
- Opportunity to complete a master's thesis, demonstrating an ability to complete an original research project combining knowledge of the fields of both law and communication studies. A terminal project option may be appropriate in some cases.

The program allows students to receive two degrees in four years rather than the standard five. To obtain the JD, a concurrent student need complete only 75 semester hours in law courses (a reduction from the requirement of 85). To obtain the MA/MS degree in Communication and Media Studies, a concurrent degree student will need to complete the full 46 quarter hours of SOJC coursework, which can include up to 16 quarter hours (up to 12 semester hours) of credit from other schools or departments in relevant coursework.

The two degrees are separate, with each school maintaining the academic probation, course, and grade requirements for its own degree program. Note that for the Communication and Media Studies MA/MS degree, students in the concurrent program must take at least one of the three required SOJC conceptual seminars in a graduate- level media law or media ethics course approved by the student's advisor.

The order in which concurrent degree students complete their coursework may vary. Although in all cases the first two years of the concurrent degrees program comprise core coursework for both the JD and the MA/MS, some students will complete one year of law school coursework and then begin their core master's coursework in their second year. Others will start with core master's coursework and then enter law school in their second year.

After the first two years, students ideally should arrange their remaining coursework such that SOJC and Law School coursework are not taken at the same time. The School of Law and the SOJC operate on different academic calendars, the former being on a semester system, and the latter on a quarter system. In addition, tuition rates may differ between the two units, although University policy will determine applicable tuition

and fee charges.

After the first two years a student will still need to complete a master's thesis or terminal project. Those credits should be taken during the spring and summer, immediately following required SOJC coursework or during a subsequent summer. Note that it is possible for a student in the joint program to complete all SOJC coursework, including the thesis, during one full academic year and summer. The outside Law coursework required for the MA/MS ideally should be done while the student is taking other Law coursework.

Specific Course Requirements

Concurrent degree students in the Communication and Media Studies MA/MS program must complete the following:

- 8 credits of required core coursework(see page 10)
- At least one SOJC 600-level conceptual course in law or ethics, as approved by the student's advisor. Graduate seminars(JCOM 610) may count towards this requirement: other courses numbered JCOM 601-JCOM 609 and JCOM 600-level skills courses do not count toward this requirement.
- Certain 500-level courses may be considered for this requirement , but the student must petition their advisor and the chair of the Graduate Affairs Committee for permission.
- Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement with advisor and GAC approval.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken outside of the school, it may count toward the outside credit (see below).
- At least 8, but no more than 16 quarter (or up to 12 semester) graduate (500- or 600- level) credits in the law school or other units. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
- A graduate thesis (nine credits in JCOM 503) or terminal project (6 credits in JCOM 609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. The committee must approve a written proposal before work begins. Proposal Approval Forms are available online. Students should register for Thesis (JCOM 503) or Project (JCOM 609) during the terms in which they are researching and writing their thesis or project.

If a student fails to complete the MA/MS degree, only 5 semester hours of non-law course work can be applied toward the JD degree. If a student fails to complete the JD degree, the entire program in the Communication and Media Studies must be completed before the MA/MS degree can be awarded.

As the academic year for the SOJC runs into June and the law students finish earlier, students intending to graduate with the concurrent degree must plan to complete requirements for the Communication and Media Studies MA/MS by winter term of the graduation year.

Admission to the Program

Students must apply separately to, and be admitted by, both the School of Law and the Communication and

Media Studies Master's program of the School of Journalism and Communication.

For the law school, applications are accepted beginning in September with the priority deadline being March 1. Applicants will be notified in writing of the committee's decision between February 7 and April 15 depending on application volume. Applicants must submit the following items to the School of Law before being considered for admission:

- Application form
- Application fee
- Law School Admission Test (LSAT)
- LSDAS report
- Recommendations
- TOEFL (international students only)

For the MA/MS in Communication and Media Studies program of the SOJC, applications will be accepted until December 1. inconsistent with the law school deadline.

SOJC admits students for fall term only. Applicants must submit the following items to the MA/MS in Communication and Media Studies program before being considered for admission:

- Online application form (we receive this automatically when you apply online)
- Resume
- Statement of purpose
- Three letters of recommendation
- Official transcripts from all universities/colleges you have attended
- TOEFL or IELTS (non-native English speakers only)
- UO Admissions Office must receive a $70 application fee ($90 for international applicants) submitted with your online application and an official transcript from any university/college where you received a degree.

For further information on application requirements and procedures:

• Communication and Media Studies Master's program website at https://journalism.uoregon.edu/academics/graduate-programs/media-studies-masters/ or contact Amy Boutell, Director of Graduate Affairs & Student Experience, 541-346-6304, aboutell@uoregon.edu.

• School of Law website at https://law.uoregon.edu/ or contact the School of Law Office of Admissions, 541-346-3846 or toll free at (800) 825-6687.

COMMUNICATION AND MEDIA STUDIES DOCTORAL PROGRAM

PH.D. PROGRAM IN COMMUNICATION AND MEDIA STUDIES

The doctoral program prepares students to do research on a broad array of interdisciplinary questions related to communication and media studies. SOJC faculty are leading scholars who explore the cultural, economic, ethical, political and visual analysis of communication,media and society through a range of theoretical approaches. The Ph.D. program emphasizes an appreciation of both quantitative and qualitative methodologies. We also place a strong emphasis on preparation for teaching in the context of higher education. Faculty in departments and schools outside the SOJC have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

Doctoral Program Strengths

The Doctoral Program in Communication and Media Studies requires a broad overview of theory and research in the field of communication and media studies and exposure to both qualitative and quantitative methods. Our program requires each student to develop an inside and outside area of specialization. Each student's program is closely monitored to assure adequate preparation for comprehensive exams and dissertation research, and students work with advisors and other faculty in small seminar settings and via independent study.

To prepare students for teaching in higher education, all CMS students are required to take a course on Teaching and Professional Life. In addition, doctoral students have opportunities to serve as primary instructors in undergraduate courses, according to their areas of professional and conceptual expertise. The University of Oregon's Teaching Effectiveness Program (TEP) offers numerous workshops as well as a teaching certificate that supplement this emphasis in our doctoral program.

Alongside an emphasis on theoretical and methodological breadth, and a teaching focus, the doctoral program in Communication and Media Studies provides opportunities to study with internationally recognized faculty. We view international and multicultural communication as intertwined and inseparable. Faculty are leading scholars in a range of overlapping specialties, including but not limited to critical/cultural approaches to media and communication; journalism studies; game studies; global media; media ethics and law; media institutions; media and public life; science, health, and environmental communication; persuasion and media psychology; technology and society; and visual communication. These topics are neither mutually exclusive nor exhaustive. For instance, dissertations have examined such issues as diversity in health communication, policy within institutions, political economy of film, and diversity in international communication.

Degree Requirements

Candidates for the Ph.D. degree typically take 81 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's prior graduate study experience. The program concludes with a dissertation. The Division of Graduate Studies requires that doctoral students spend at least one academic year (three consecutive terms of full-time study with a minimum of 9 completed graduate credits per term) in residence on the Eugene campus after being accepted into a doctoral program. All coursework leading to the doctoral degree must be completed within seven years.

Specific Requirements

• Core Sequence: Within the first three terms of study, students complete the the first five courses. Sixth core course is taken during second year of study.:

- Teaching and Professional Life (JCOM 615)
- Media Theory I (JCOM 612)
- Media Theory II (JCOM 613)
- Qualitative Research Methods (JCOM 641)
- Quantitative Research Methods (JCOM 642)
- Advanced Doctoral Research (JCOM 643) (taken during the Spring term of the second year of study.)

• Doctoral students are required to maintain a cumulative GPA of 3.25 and to earn no lower than a B- in graded and Pass/No Pass courses. Course grades below B- are not accepted toward degree credits but are computed in the GPA. Should students earn a grade of lower than a B- in any of the 27 CMS core, required credits, they must retake those credits and earn a B- or higher.

• Doctoral students are required to take at least 54 of their 81 total minimum credits as graded courses with a grade of B- or better. A grade of N (no pass) in a Pass/No Pass course is not accepted for graduate credit.

Core CMS courses	= 27 credits
Inside specialty	= 12 credits minimum
Outside specialty	= 12 credits minimum
Third Methods Course	= 3 credits minimum
	= 54 graded credits

Students may count up to 27 P/N credits toward their 81 minimum credits required for a CMS PhD. These include JCOM 601 Research, JCOM 605 Reading/Conference and JCOM 603 Dissertation, as well as similar outside independent studies courses.

Doctoral students are expected to take scheduled 600-level seminars to satisfy their inside and outside specializations, working with coursework professors when possible, to tailor seminar work toward their specializations. When supervised independent study is needed to support specializations, and appropriate seminars are not available, students may work with their advisors to obtain approval for a limited number of independent study courses to count toward their required inside/outside specializations. These independent study courses must be discussed in a student's first- and second-year program statements along with course descriptions and rationales for why the courses were needed and how the courses support the student's and degree plan.

***Note: JCOM 605 Reading and Conference refers to independent study credits taken through agreement with a faculty supervisor. "Conference" does NOT refer to work related to a scholarly conference.**

•Methodology Courses: At least one additional methodology course must be taken. These courses may be taken outside the school.

• Communication/Media Studies Specialty: Each student must specify an area of expertise within the SOJC. An area of specialization may coincide with the current areas of faculty expertise or may represent another area within the field of communication/media studies. The area of specialization must be supported with relevant course work, which typically includes three to four courses (12 credits minimum) in the SOJC, although courses outside the school may also be appropriate.

• Outside Field: In close consultation with their advisor, each student designs an integrated outside-related field component consisting of 3-4 courses (12 credits minimum) for their course of study. The Ph.D. program stresses the interconnectedness of communication/media studies with other disciplines; therefore, the outside field may involve more than one outside department.

• Methodological Tool Requirement: A student may be required to take additional methods courses depending on the student's specific research aims within and/or outside the SOJC.

• University Teaching: All students are required to take JCOM 615 Teaching and Professional Life during their first term in the program. After completing this course, appropriate teaching experience in the SOJC will be arranged and coordinated by the Doctoral Program Director in coordination with other SOJC leadership.

• Comprehensive Examination: After course work is complete, the student, the advisor, and the student's comprehensive examination committee will schedule an examination process that synthesizes what the student has learned. Student will register for 9 credits of JCOM 601 Research and JCOM 605 Reading credits while they study for their comprehensive exams.

• Proposal Approval: Within one or two terms of the comprehensive exams, the student must complete a dissertation proposal in consultation with their chair and committee members. Once the proposal is complete, the student must arrange a meeting with the committee to discuss the proposal and agree on any changes. The student should notify the Graduate Programs Coordinator with the date and time of the meeting. The student should bring proposal approval forms to the meeting. Once the proposal has been approved by all committee members, the student may advance to candidacy and begin work on the dissertation. It is expected that doctoral students will advance to candidacy within two terms of passing the comprehensive exam.

• Dissertation: The dissertation is a substantial document presenting independent research that makes a contribution to the current body of knowledge in a scholarly field. Students must enroll for at least 18 credits of JCOM 603 after passing the comprehensive exams.

Waiver Policy

CMS doctoral students may petition to waive only JCOM 641 Introduction to Qualitative Methods and/or JCOM 642 Introduction to Quantitative Methods with documented evidence (i.e., syllabus and work sample) of relevant, successful prior preparation within the last two years and with advisor and doctoral director approval. Students still must take at least three research methods courses at UO to satisfy doctoral program requirements. Other core CMS PhD Program requirements (JCOM 612, 613, 615 and 643) may not be waived., Students must obtain advisor approval, file advisor-signed petition form with relevant documentation, and obtain doctoral director approval. Waiver rationales must be addressed and approved in 1st- and 2nd-year program statements.

Course Transfer Policy

CMS doctoral students may petition to transfer up to two courses to satisfy electives taken within two years before entering the doctoral program toward their coursework with evidence that the credits support their CMS programs of work and with advisor and doctoral director approval. SOJC master's students who have taken SOJC graduate seminars relevant to their CMS doctoral program courses may petition to have up to two additional SOJC graduate courses count toward their doctoral program of work when those courses clearly support their CMS doctoral program and with documentation and advisor and doctoral director support. Students must obtain advisor approval, file advisor-signed petition form with relevant documentation, and obtain doctoral director approval. Transfer rationales should be addressed and approved in 1st- and 2nd-year program statements.

Advisors

When you arrive at the SOJC, you will be assigned an advisor by the Doctoral Program Director based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with them soon after beginning the program, and they will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors:

Within two terms (or three at the most), you should decide whether to continue with your original advisor or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

Your advisor is the chair of your dissertation committee and will help guide your comprehensive exam process, proposal, dissertation and see you through completion of your work. Select someone with whom you have a mutually respectful relationship and someone who is intereste in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute experience in some areas.

Graduate Certificates

The university offers several graduate certificates that may be of interest to SOJC graduate students. For example, our students have taken certificates in Communication Ethics, New Media and Culture, and Nonprofit Management, and Women and Gender Studies. The full list of certificates is available at https://graduatestudies.uoregon.edu/academics/programs.

Program Statement

At the end of the first year, each student works with their advisor to prepare a Program Statement listing what courses the student has taken or intends to take, how they fit together, and where they lead. The statement

should specify the student's inside specialty and outside field. Program Statement guidelines and deadline for submission (typically toward the end of spring term) will be distributed to each student early in spring quarter of the first year.

Working with their advisors, students update their program statements for review at the end of their second year of study.

Satisfactory Progress

In order to retain GE funding and continue in the PhD program, students must be making satisfactory progress toward the degree. This is defined as: no more than 7 credits of incompletes; comprehensive exams passed by end of fall term of third year; a cumulative GPA of at least 3.25; approved dissertation proposal by end of winter term of third year.

Comprehensive Exams

The comprehensive exams are undertaken by the doctoral student after completing all Ph.D. coursework. Most students complete their exams by fall term of their third year. The student and their advisor confer and agree that the student is ready to take the exams. Students also must be enrolled for at least nine graduate credits a quarter to be considered full-time students; typically these credits are split between JCOM 601 Research and JCOM 605 Reading when studying for comprehensive exams.

Students may choose one of two ways for taking the exams: four hours for native English speakers and six hours for non-native speakers, taken in a designated space; or eight hours for English speakers and ten hours for non-native speakers, taken in location of student's choice. Some students prefer the shorter, closed-book exams for their synthetic efficiency. A student may come to the shorter exam with a two-page bibliography, but otherwise no notes, books, journals, disks, or other ancillary materials. Other students prefer the longer exams in order to be in a chosen setting where they can draw on reference materials. Students are encouraged to discuss the options with their advisors and committee members. After confirming the exam process and the dates with their advisor and committee members, students notify the Graduate Office of their preferred process for taking exams.

Exams may be scheduled in any order by the student but must all be administered within a two-week period.

The exams cover four knowledge areas:

- Overview of communication and media theory
- Overview of media studies research methods
- A designated in-SOJC specialty
- An approved outside-the-school area of study

Comprehensive exams cover broad areas of literature in the four areas described above and also addressed in the program statement. Students should not expect that questions will focus narrowly on their dissertation interests.

The student, in consultation with the advisor, chooses an exam committee. The committee will be composed of three SOJC faculty (including the advisor as chair) representing theory, methods, and inside specialty, and one member from outside the school representing the outside area. To prepare for the exams, students

develop reading lists in consultation with each committee member and the advisor. Each committee member is responsible for creating one exam. Students should discuss the nature of the exam questions with each committee member. Some committee members may give questions in advance of the exam. Other committee members will give questions for administration at the time of the exam. Timing and structure of the exam question is up to each committee member. The student's Program Statement should help guide the exam committee in devising the comprehensive exams. The advisor is responsible for overseeing the creation of the exams, approving reading lists and exam questions, arranging for their administration, discussing results with the exam committee, and calling for the oral exam. Contact the Graduate Programs Coordinator to arrange comprehensive exam administration once you know the dates and order they will be taken. The advisor must collect, approve, and send all four questions to the Graduate Programs Coordinator at least two weeks before the first exam is scheduled.

Each student, regardless of performance on the written exam, will participate in an oral exam, which should be scheduled 1 to 2 weeks after the last written exam. A student whose performance on any part of the written exam falls short of expectations will have the opportunity to better their performance at the oral exam. However, the oral cannot in every case make up for poor written response.

A student may receive a pass, conditional pass or no pass on the exams. A conditional pass is given when the committee's assessment of the student's exam performance is that additional work is required to pass the exams. The committee determines what additional work will be required and the timeline for completion. If a student does not perform satisfactorily on the additional work or does not pass the oral exam and/or written exams, the student must meet with their advisor and PhD director to discuss a path forward, which could include either retaking the exams or applying for the Master's Option (see separate Master's Option Policy below).

Students will be permitted to retake any portion of the exam **no more than once**. If a student does not pass the comprehensive exams on the second attempt, the PhD Advisory Committee will recommend to the Division of Graduate Studies that the student be dismissed from the CMS PhD program. Students may appeal to the UO Graduate Council in accordance with the University's established grievance procedures.

Students may elect to follow the handbook policies for their entering year or the 2026-27 policies if they are helpful to them.

Guidelines for the CMS Master's Degree Option for CMS PhD Students

Students in the Communication and Media Studies PhD program may request to complete the CMS Master's degree instead of completing the CMS PhD. The request may be made either before or after taking comprehensive exams for the first time. In order to complete the CMS Master's Option, students must meet all course requirements for the CMS Master's and either pass comprehensive exams or successfully defend a thesis.

Students who decide to take a second round of comprehensive exams and fail may not apply for the CMS Master's Option.

These official steps are required:

- ☐ With advisor approval, student requests the change in status by completing and sending the appropriate form to the doctoral director and the SOJC Graduate Office.
- ☐ The form must include both the student's and the advisor's signatures.

- [ ] The SOJC Graduate Office confirms the student's coursework and exam status.
- [ ] Student applies for the CMS Master's degree.
- [ ] SOJC Graduate Office processes a fee waiver.
- [ ] PhD Advisory Committee reviews and approves or denies the application.
- [ ] If accepted into the CMS Master's program, the student will be classified as a CMS Master's student in the following term. This may result in a loss of GE funding.
- [ ] After advisor and doctoral director review, student requests approved courses from the CMS PhD Program be applied to the CMS Master's degree.
- [ ] A student who completes requirements for the CMS Master's degree must apply for graduation in the appropriate term.

Dissertation Committee

Your advisor serves as your dissertation advisor, and your exam committee typically serves as your dissertation committee, although there are exceptions. If you want to change your advisor and/or committee, discuss the process with the Doctoral Program Director. Dissertation committees are made up of at least four people: three faculty members from the SOJC and one tenure-track faculty member from outside the SOJC. The UO Division of Graduate Studies has specific rules regarding dissertation committees. Consult the DGS website to ensure that your committee members are eligible to serve on your committee. Dissertation committees should be chosen and the names of committee members submitted to the SOJC Graduate Programs Office, who will then file the committee with the Division of Graduate Studies. The committee should ideally be formed within one month after completing comprehensive exams; the absolute deadline is six months before the oral defense of the dissertation. **You will not be allowed to hold an oral defense or graduate unless this six-month requirement is met.**

Dissertation Proposal

The dissertation topic is the student's choice. You discover your topic through courses, conversations with faculty, your own interests, etc. Talk to faculty and other students to determine whether your idea is feasible. You should work with your advisor and committee members to write a proposal. Typically, but not always, the dissertation committee is composed of the same faculty as the comprehensive exam committee. Students should confirm committee composition with advisors. It is required that each student arrange a meeting with the dissertation committee after the proposal has been circulated. Such a meeting can be extremely valuable in: making sure all committee members agree on the research plans, identifying areas of reservation and concern, discussing a tentative timetable for completion, and agreeing on procedures for feedback (e.g., whether all committee members want to see chapters as they are written or whether the advisor will provide feedback prior to broader distribution). **Proposal approval is a required step and should include what you want to study, what theory and research grounds it, how you plan to study it, and why it should be studied.**

Proposals vary in length (though are usually no longer than 30-40 pages) and can contribute to the content

of your finished dissertation. Your proposal must be approved in writing at a meeting of your dissertation committee, using the Proposal Approval Form available from the SOJC website https://sojcstudent.uoregon.edu/graduate/forms/ . The student should notify the Graduate Programs Coordinator with the date and time of the meeting. Upon approval of the proposal, if you have satisfied degree requirements to this point, you formally advance to candidacy. Note that dissertation credits may not be earned until you have advanced to candidacy. Therefore it is advisable to complete your proposal and hold a proposal meeting within a term of completing the comprehensive exams.

Some advisors recommend that students circulate a 1-3 page dissertation topic idea even earlier, at the time that they are discussing comprehensive exam questions with committee members. This allows committee members to include question components related to the student's research interests.

It is important to realize, however, that the comprehensive exams and the dissertation proposal process are two separate exercises.

The comprehensive exams cover broad areas of literature in the four areas described above and also addressed in the program statement. Students should not expect that questions will focus narrowly on their dissertation interests.

Advancement to Candidacy

Once the student passes the written and oral exams and has an approved dissertation proposal, Graduate Programs Office staff will make sure you have satisfied degree requirements to this point and process your advancement to candidacy.

Dissertation Committee

Your advisor serves as your dissertation advisor, and your exam committee typically serves as your dissertation committee, although there are exceptions. If you want to change your advisor and/or committee, discuss the process with the Doctoral Program Director. Dissertation committees are made up of at least four people: three faculty members from the SOJC and one tenure-track faculty member from outside the SOJC. The UO Division of Graduate Studies has specific rules regarding dissertation committees. Consult it's website to ensure that your committee members are eligible to serve on your committee. The names of dissertation committee members should be submitted to the SOJC Graduate Programs Office, which will then file the committee with the Division of Graduate Studies. The committee should ideally be formed within one month after completing comprehensive exams; the absolute deadline is six months before the oral defense of the dissertation. **You will not be allowed to hold an oral defense or graduate unless this six-month requirement is met.**

Style Guidelines for Dissertation

The Division of Graduate Studies has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Division of Graduate Studies website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Division of Graduate Studies and you will not graduate on time.

Writing the Dissertation

Each student's experience in researching and writing a dissertation is different, depending on many factors, including: the nature of the research, the student's relationship with their advisor and committee, and individual styles and preferences.

Once the proposal has been approved, it is generally preferable that the advisor provides feedback on chapters prior to circulation among all committee members. This usually helps minimize confusion that can result from conflicting suggestions. Certainly there are exceptions, however, e.g., when a committee member has greater expertise in a particular area than the advisor does, or when a committee member prefers to review work in progress.

Getting timely feedback from advisors and other committee members can sometimes be a challenge, given faculty members' many responsibilities. Issues often can be prevented or addressed via frank and early discussions to agree on committee members' preferences for reviewing (e.g., chapter by chapter or the entire draft), how much time committee members need for reading and responding and what times of the year members may be unavailable. If the problem becomes extreme or seems unresolvable, you should talk to the Doctoral Program Director.

Applying for Graduation

An application for advanced degree form must be submitted online via the Division of Graduate Studies website by the second week of the term you plan to graduate. This signals to the Division of Graduate Studies and the Registrar's Office that you intend to complete your degree that term. If your plans change, contact the Division of Graduate Studies to withdraw your application.

Oral Defense

An oral defense takes place after you've completed your dissertation. You must apply for your oral defense in GradWeb at least two weeks prior to the defense date and fill out the Thesis/Project/Dissertation Defense Scheduling Form at https://sojcstudent.uoregon.edu/graduate/forms. See the Division of Graduate Studies website for oral defense date deadlines and application procedures.

Typically, working with your advisor to determine when the final draft will be ready for review by the committee, it is advisable to set a tentative oral defense date with committee members. Inform the SOJC Graduate Afffairs Office of this date. You must submit your dissertation draft to the committee at least three weeks before the agreed-upon oral defense date. Committee members then must log into GradWeb at least two weeks before the defense to indicate they agree the dissertation is ready to defend.

Dissertation Approval & Submission

Upon successful completion of your oral defense, your committee members must log into GradWeb to indicate that your defense was successful and that only minor revisions remain on the dissertation itself. The Director of Graduate Affairs will process your Statement of Completion. Once you have made all the revisions requested by the committee, you must upload a PDF copy of your dissertation, along with final approval forms, to the Division of Graduate Studies no later than two weeks after your oral defense. Procedures,

forms, and exact deadlines are available on the Division of Graduate Studies website. That office will review the dissertation to ensure compliance with formatting requirements; nearly all dissertations require at least minor formatting corrections after initial submission.

Teaching Opportunities

Most doctoral students and some master's students serve as graduate employees (GEs) during their studies because this program places a strong emphasis on training candidates to be effective teachers. There are several types of appointments, including research and editorial assistance and for combined responsibilities; however, most GE assignments involve teaching assistance. Initial GE assignments for teaching are made by matching students' intellectual and professional backgrounds with needs in the SOJC's schedule. As GEs become more familiar with the curriculum and also enhance their areas of knowledge, they are strongly encouraged to consult with their advisors and the Doctoral Program Director about new assignments that will diversify their teaching and research portfolios. Every effort will be made to accommodate reasonable requests and to provide varied GE experiences. However, not all requests can be granted because of scheduling difficulties, curricular needs, multiple requests for the same course, faculty requests and faculty needs for research assistance. Note that doctoral students' GE requests generally have priority over master's students' requests.

Regardless of assignment, GEs are encouraged to work closely with faculty supervisors to identify what the GE will assist with, including in the case of teaching assistants, contributing to the curriculum and/or in giving guest lectures. Of course, these initiatives should be taken within the hours agreed to in the GE contract. The SOJC also makes an effort to provide interested candidates with an opportunity to be the primary instructor for a course during their residency in the program. This is not a guarantee, however, and is based in large part on the doctoral candidate's performance in assisting classes and in their program of study. The faculty must have ample evidence that the candidate is ready to be a primary course instructor. Additionally, all undergraduate teaching assignments are based on an evaluation of the overall needs of the undergraduates in the program. A qualified doctoral student will be assigned a class when there is a need for the class and the doctoral student's services are not otherwise needed for teaching assistance.

Doctoral students are asked to describe their teaching goals when they develop their program statements in spring of their first year and again in the spring of their second year. Students should work closely with advisors to evaluate their teaching experience thus far and establish realistic goals for obtaining additional experience in preparation for faculty positions. Following the approval of the program statement, students are urged to communicate frequently with their advisors and the doctoral director about their teaching goals. It is important to emphasize that doctoral candidates vary greatly in their preparation to teach undergraduate courses offered in our program as well as in their desire to teach. Some come to the program with substantial teaching and/or professional experience, whereas others have had very little. Some have had substantial experience, but not in areas of need in our program. Some with substantial teaching experience choose to focus their attention primarily on research, as they do not need to enhance their teaching portfolios.

For more details about GE responsibilities and appointment processes, see SOJC's Graduate Duties and Responsibilities Statement (GDRS) https://bpb-us-e1.wpmucdn.com/blogs.uoregon.edu/dist/1/16583/files/2024/06/School-of-Journalism-Comm-GDRS-2024.pdf

Summer Teaching

While faculty members have first priority for summer teaching, there may be limited opportunities for doctoral student teaching in the summer. See the SOJC GDRS linked above for information about how student GE appointments are made.

GE Terms

SOJC doctoral graduate employees generally receive four consecutive years of funding. If a graduate student accepts outside funding that substitutes for their teaching/research in the SOJC in a given term, that term cannot be reclaimed in SOJC at a later date.

GE Duties, Expectations, and Evaluation

A successful GE experience requires clear and open communication between the GE and supervising instructor. GEs and supervising instructors should jointly fill out a GE Duties and Responsibilities Form at the beginning of each term. This helps assure agreement on the division of labor. It also helps assure that the GE's responsibilities will not consume more hours than required in the GE contract.

GEs are evaluated in two ways. At the end of each term, supervising professors are asked to evaluate GEs using an evaluation form. Copies of those evaluations are returned to the GEs for review. Signed copies are filed. Additionally, GEs teaching their own courses are evaluated by students via the university's online course evaluation system. Both evaluation processes can be helpful to potential employers, if the student decides to share the documentation, during the job application process.

The Graduate Teaching Fellows Federation (GTFF) is an excellent resource for graduate employees. The GTFF can be reached at https://gtff3544.net.

Funding Opportunities

Additional SOJC funding opportunities can be found at https://sojcstudent.uoregon.edu/graduate/funding-opportunities/. Funding opportunities elsewhere on campus include thesis/dissertation grants from the Center for the Study of Women in Society, the Division of Graduate Studies, the Humanities Center, and others. These opportunities are competitive; you should contact the awarding department or center for more information. The Division of Graduate Studies maintains a Graduate Funding & Awards web page and will help students locate grants and fellowships in their field. Students should begin their funding search early to allow time to complete the application process and meet application deadlines.

Job Opportunities and Financial Aid

The Career Center keeps a listing of jobs available on campus and in the community. See https://career.uoregon.edu for more information. Work-study eligibility and other financial aid awards are determined by the Office of Financial Aid in Oregon Hall.

GE Awards

GE opportunities also exist outside the SOJC and are listed on the Division of Graduate Studies website. Students who have a GE award for two consecutive academic years are eligible for a summer tuition waiver for the summer session that falls between those years (known as a "Summer Tuition Waiver"). Forms are available online from the Division of Graduate Studies website.

SOJC Research and Travel Funding

The SOJC has limited funding for graduate research and travel expenses. Travel funding is awarded competitively for travel to conferences to present papers. Research funding is awarded to support assorted research-related expenses. Both Travel and Research Fund Request Forms are available online at https://sojcstudent.uoregon.edu/graduate/forms/ and must be approved by your advisor and program director and submitted to the Graduate Program Office. The SOJC accounting office will process your disbursement; please contact them if you have any questions. You should also speak with them before booking airline flights to ensure that you follow proper university procedure.

Travel Funds

Students may request up to $900 per year for travel to present research at conferences, subject to availability of funds.

Research Funds

Students may apply for up to $300 per year, subject to availability of funds. Dissertation research is given priority consideration.

Combining Fund Requests

With advisor and Doctoral Program Director approval, PhD students may combine the fund request for up to $1,200 a year for either travel or research.

If funds remain at the end of the fiscal year, students will be notified that they may apply for additional funds on a first-come, first-served basis.

Mailboxes & GE Bulletin Board

On the Eugene campus, every GE has a mailbox, located in Allen Hall Room 220. A graduate student bulletin board is located near the mailboxes, with announcements about special seminars, conferences, calls for papers, fellowships/grants, and job opportunities.

PH.D. PROGRAM
COURSE REQUIREMENT CHECKLIST

Core Sequence		CREDITS	TERM & YEAR	GRADE
☐	JCOM 615 Teaching and Professional Life	4	Fall- 1st Year	
☐	JCOM 612 Media Theory I	5	Fall- 1st Year	
☐	JCOM 613 Mass Media Theory II	5	Winter- 1st Year	
☐	JCOM 642 Quantitative Research Methods	4	Winter- 1st Year	
☐	JCOM 641 Qualitative Research Methods	4	Spring- 1st Year	
☐	JCOM 643 Advanced Doctoral Research	5	Spring- 2nd Year	

Communication/ Media Studies Specialty (minimum 12 credits)

☐				
☐				
☐				
☐				
☐				
☐				

Outside Field (minimum 12 credits)

☐				
☐				
☐				
☐				
☐				
☐				

Additional Methodology (at least one course)

☐				
☐				
☐				

Dissertation

☐ JCOM 603 Dissertation (at least 18 credits)

Total credits: 81 graduate level (500 level or 600-level), at least 24 credits graded (P must be based on a grade no lower than B-), and with a cumulative GPA of 3.25 or higher. GEs must complete a minimum of 9 credits per term.

Doctoral students are expected to take scheduled seminars to satisfy their inside and outside specializations, working with professors when possible to tailor seminar work toward their specializations. When supervised independent study is needed to support specializations, and appropriate seminars are not available, students may work with their advisors to obtain approval for a limited number of independent study courses to count toward their required inside/outside specializations. These independent study courses must be described in a student's first- and second-year program statements along with course descriptions and rationales for why the courses were needed and how the courses support the student's coursework and degree plan." *Note: JCOM 605 Reading and Conference refers to independent study credits taken through agreement with a faculty supervisor. "Conference" does NOT refer to work related to a scholarly conference.

CMS doctoral students must receive their advisor's approval to enroll in 500-level courses, which typically are geared toward master's students, and in 600-level professional master's courses. As a general policy, skills courses are intended for professional master's students. Doctoral students who wish to develop skills should talk with their advisor or doctoral director before taking skills courses. Up to two 500-level or 600-level professional master's courses may be counted toward doctoral course credits.

PH.D. PROGRAM
NON-COURSE REQUIREMENT CHECKLIST

Program Statement

- [ ] Consulted with advisor about statement
- [ ] Advisor has approved and signed statement
- [ ] Signed statement submitted to Graduate Program Office by end of first spring quarter
- [ ] Feedback received from Doctoral Program Director (by end of first summer)
- [ ] Program Statement on file by end of first spring quarter

Comprehensive Exams

- [ ] Select committee in consultation with advisor and notify Graduate Program Office
- [ ] Work with committee members and Advisor to determine exam reading lists
- [ ] Determine form of exam (shorter, closed-book or longer, open book), discuss with Advisor and notify Graduate Program Office
- [ ] Determine dates for exams and notify Graduate Program Office
- [ ] In consultation with advisor and committee, determine time/date for oral exam
- [ ] Enroll for at least 3 credits during quarter while taking exams—GEs typically enroll in 9 credits of JCOM 605 Reading and JCOM 601 Research
- [ ] Take written exams (4 exams during 2 week period)
- [ ] Take oral exam (within 2 weeks of completing written exams)
- [ ] Updated/Revised Program Statement approved by advisor and on file by end of second spring quarter

Dissertation Proposal

- [ ] Confirm dissertation committee
- [ ] Work on proposal with Advisor
- [ ] Submit proposal to committee members for review and feedback
- [ ] In consultation with Advisor and committee members, determine time/date for proposal meeting
- [ ] Proposal completed
- [ ] Proposal meeting with committee and approval forms submitted (Ideally within a term of completing comprehensive exams)
- [ ] Advance to Candidacy form filed with the Division of Graduate Studies

Dissertation and Graduation

- [ ] Research compliance approved (if human subjects involved).
- [ ] Research and write dissertation.
- [ ] Obtain feedback from Advisor and committee members.
- [ ] Submit final dissertation draft to committee members no later than three weeks before defense.
- [ ] Obtain committee members' approval to defend dissertation.
- [ ] Apply for graduation on GradWeb by second week of term in which you plan to graduate.
- [ ] Confirm defense date with committee and apply in GradWeb at least two weeks prior to defense (See Division of Graduate Studies website for instructions).
- [ ] Defend dissertation. Complete revisions (if required by committee) and prepare final version of dissertation, making sure the document complies with Division of Graduate Studies style guide.
- [ ] Upload PDF copy of final dissertation to the Division of Graduate Studies by Division of Graduate Studies deadline.

PROGRAM STATEMENT
1ST YEAR & 2ND YEAR P.H.D STUDENTS

Student's Name and Signature:
Advisor's Signature:

I. Brief opening paragraph introducing what follows:

II. Core courses completed (list courses and grade):

III. Area of communication specialization
Name and briefly describe it in First-Year statement. Describe more fully in Second-Year Program Statement.. List courses completed and planned supporting your area of specialization (minimum 12 credits)

IV. Outside Field
Name and briefly describe it. List courses completed and planned supporting your outside area (minimum 12 credits)

V. Methodological Tools:
List completed and planned courses.

VI. Teaching interests:
- Briefly describe your teaching interests.
- List courses and experiences thus far.
- Briefly describe your teaching goals for the remainder of your doctoral program.

VII. Planned schedule for the coming year
Do the best you can do to list likely courses term by term.

VIII. Statement of Purpose:
3-5 Pages explaining how I-VII above represents a unified plan of study. Explain the rationale for your choices in sections III-VII. Be sure to include reference to prior professional/teaching/ research experiences and to relevant master's work. Describe your timeline for completion of comprehensive exams, proposal approval, researching and writing your dissertation, and competing your dissertation and graduating. Include a brief description of your likely dissertation topic and method and your career goals for after completing your degree.

PH.D. FLOWCHART

ADMISSION

ADVISOR
A advisor is assigned at the beginning of the first year. Confirm advisor selection by the end of first spring term.

COURSEWORK
The bulk of student's coursework is ideally completed during their first and second years of graduate study. Doctoral students are required to complete most of core sequence during their first year and take JCOM 643 Advanced Doctoral Research in spring term of second year.

CHOOSE COMMITTEE AND TAKE COMPREHENSIVE EXAMS
Students typically complete this step by fall term of third year of study.

DISSERTATION PROPOSAL
Ideally students complete this step by end of fall or winter term of year and no later than the end of spring quarter of their third year. Proposals must be in writing and approved by dissertation committee members at a meeting.

ADVANCE TO CANDIDACY
Students advance to candidacy after they have completed course requirements, passed their comprehensive exams and recieved committee has approved their dissertation proposal.

DISSERTATION RESEARCH AND WRITING
Students should expect to spend at least a year researching and writing the dissertation. Students should be registered for JCOM 603 while working on their dissertation.

DISSERTATION DEFENSE
Students apply for their defense through the Division of Graduate Studies and committee agrees dissertation is ready to defend at least 2 weeks before their planned defense date. Students should be registered for at least 3 credits of JCOM 603 during the quarter of graduation.

GRADUATE CERTIFICATE IN NEW MEDIA AND CULTURE

GRADUATE CERTIFICATE IN NEW MEDIA AND CULTURE

About New Media and Culture Certificate

The New Media and Culture Certificate (NMCC) is a trans-disciplinary program open to graduate students working at the intersection of new media and culture in any master's or Ph.D. program. This certificate blends scholarly research on new media topics with hands-on experience creating new media content and using digital research tools. Taking advantage of the creative opportunities possible within existing degree programs across campus, the certificate features an array of courses in the history, criticism, aesthetics, and production of new media technologies. The certificate program trains scholars, designers, and media practitioners in the skills and credentials appropriate for 21st century workplaces in academia and beyond.

The New Media and Culture Certificate serves as a hub for new media scholarship and activities across campus—coordinating courses, posting professional development activities, and connecting a community of scholars and practitioners engaged in like-minded work. The certificate program is a collaborative venture among the College of Arts and Sciences, the School of Architecture and Allied Arts, and the School of Journalism and Communication. Students should check the New Media and Culture webpage (https://newmediaculture.uoregon.edu/) for details and potential changes.

What should NMCC students expect?

- To understand theoretical, historical, and aesthetic contexts pertaining to the study and practice of new media
- To grow as active and engaged practitioners of new media technologies
- To obtain professional development and related skills for 21st century workplaces in academia and beyond.

Program Requirements

Students must complete a minimum of 24 credits in approved courses. Among these, 12 credits must come from a series of required core courses: one course (4 credits) in Theories and Histories of New Media (this is known as the core Common Seminar required of all NMCC students); one course (4 credits) from the list of methods courses, and one course (4 credits) from the list of Topics courses. The remaining 12 credits are devoted to electives.

With permission of the program director, other relevant courses may be substituted for pre-approved courses as they are developed or are considered germane to an individual student's program in new media and culture. Also note that students may petition to have non-new media courses count toward the Electives requirement if the majority of the student's research in the course involves the production of new media content (websites, databases, blogs, digital arts, creation of new digital tools, etc.).

At least 8 of the 24 credits must be taken outside of the student's home department or program.

- Common Seminar (4 credits)
- Methods Course (4 credits
- Topics Course (4 credits)
- Electives (12 credits)

We have designed the curriculum to best take advantage of new, cutting-edge courses in new media across disciplines. The Topics in New Media course, for example, will permit the program's students to take a range of new and developing courses.

Application Procedure

After reviewing our program requirements, please download and complete the following three forms from https://newmediaculture.uoregon.edu/:

1. NMCC Application Please note: you are welcome to apply to the certificate program at any point in your studies. Effective Winter 2014, however, a maximum of 8 credits taken prior to acceptance into the certificate program may count toward NMCC requirements. The Division of Graduate Studies requires that students be accepted and enrolled in the NMCC by week 5 of the term in which the student officially joins the program.

2. NMCC Preliminary Study Plan: (Useful references: Sample Study Plan and Courses). Please keep in mind that this document is indeed merely a "preliminary" plan of NMCC coursework. Your projected study plan can and likely will change as you move through the program due to the vagaries of course scheduling and so on.

3. Division of Graduate Studies Declaration of Graduate Certificate Form (Declaration of Graduate Certificate form is near bottom of the page and requires Adobe Acrobat or other PDF viewer.)