

*California State University Fullerton
Department of Communications*



***GRADUATE STUDENTS'
HANDBOOK***

October 20, 2008

Welcome to Grad School!

Welcome to the **Department of Communications** at California State University, Fullerton. We are pleased you've chosen this program for your graduate studies. The Department of Communications is proud of its graduate program, its faculty, and the many graduate alumni who have become leaders in all walks of life. We look forward to having you share in our tradition of excellence.

Our department is one of the largest in the western United States, and one of the three largest in the nation. We are located in the center of the nation's second largest media market and at the hub of television and film production. Our 225-acre campus which lies in coastal Southern California's Orange County, is 30 miles southeast of Los Angeles. The university is part of the 23-campus California State University system, the largest in the United States.

California State University, Fullerton is a large, comprehensive, urban university with more than 2,000 full- and part-time faculty and a diverse student body of approximately more than 37,000. The university offers a broad spectrum of programs, with 55 baccalaureate and 50 master's degrees in liberal arts and sciences and in applied and professional fields and a joint doctorate in education. Learning is preeminent at Cal State Fullerton. We combine the best qualities of teaching and research universities where actively engaged students, faculty and staff work in close collaborations to expand knowledge. Research and other creative activities are enhanced by the proximity of the campus to nationally recognized business, cultural, and educational institutions. Cal State Fullerton is strongly committed to achieving excellence through cultural diversity, and we are ranked 7th in the nation in terms of baccalaureate degrees awarded to minorities.



Our History

The **Department of Communications** traces its beginnings to journalism courses offered in 1960, three years after the campus opened. The Department of Journalism was officially formed in 1961 and became the Department of Communications during the 1963-1964 academic year. The first degrees were awarded to three communications graduates in 1964.

In the year 1966, advertising, public relations, photo-communications, and telecommunications sequences were added to the program. We now offer undergraduate degrees in five concentrations: advertising, entertainment studies, journalism, photocommunications, and public relations.

The Department of Communications and the Department of Human Communication Studies were brought together in 1988 to form the College of Communications, one of seven colleges within the university. In the late 90's, Radio-Television-Film formed a third department in the college from one of the Communications concentrations.

The graduate program was inaugurated in 1968. It was the first master's degree in communications in the CSU system.

Why We're Proud

The **Cal State Fullerton graduate program** is accredited by the Western Association of Graduate Schools, and the university overall is accredited by the Western Association of Schools and Colleges and more than a dozen specialized accrediting bodies.

Located in the beautiful College Park Building, the Department of Communications maintains its own digital photography labs, digital graphics labs, and three general computer labs. University-wide computer resources and the Social Science Research Center enhance the resources.

Students may customize their Master of Arts degree in Communications with courses from the fields of advertising, journalism, public relations, and media entertainment and tourism. Students may also select graduate courses from business, sociology, American studies, literature and the arts to complete their degrees.

The Communications Graduate Curriculum

You have already chosen one of our two concentrations: The *Concentration in Professional Communications* for students who want a professional orientation and the *Concentration in Mass Communications Research & Theory* for students who intend to enter doctoral programs or wish to teach at the community college level.

The *Concentration in Professional Communications* provides curricular specialization with additional course work and assesses student learning through an applied project or comprehensive examinations and requires professional experience. The *Concentration in Mass Communications Research & Theory* requires two research methods courses, as well as a proposal, development, and oral defense of master's thesis.

	Course Requirements for the Concentration in Mass Communications Research & Theory	Course Requirements for the Concentration in Professional Communications
Core Courses (9 Units)	<ul style="list-style-type: none"> • COMM 500 Theory & Literature of Communications (3 units) • COMM 508 Humanistic Research in Communications (3 units) • COMM 509 Social Science Research in communications (3 units) 	<ul style="list-style-type: none"> • COMM 500 Theory & Literature of Communications (3 units) • COMM 507 Communication Research Design & Analysis (3 units) • COMM 508 Humanistic Research in Communications (3 units) or COMM 509 Social Science Research in Communications (3 units) or COMM 525 Advanced Communications Management (3 units) or COMM 534 American Media History (3 units)

	Course Requirements for the Concentration in Mass Communications Research & Theory	Course Requirements for the Concentration in Professional Communications
Elective Courses (15-21 Units)	A total of 15 units consisting of <ul style="list-style-type: none"> • a minimum of 1 unit and a maximum of 3 units of COMM 599, Independent Study. • a minimum of 6 units of 500-level courses (including COMM 599) and • a maximum of 9 units of 400-level courses. • <i>Note:</i> 400-level courses are optional. All courses may be 500-level. Undergraduate prerequisite courses must be completed, and do not count toward the graduate degree. <i>Graduate students must complete at least one additional assignment beyond that required of undergraduate students in 400-level courses.</i> 	A total of 15-21 units (depending on exit option) consisting of <ul style="list-style-type: none"> • a minimum of 6 units of 500-level courses and • a maximum of 9 units of 400-level courses. • <i>Note:</i> 400-level courses are optional. All courses may be 500-level. Undergraduate prerequisite courses must be completed, and do not count toward the graduate degree. <i>Graduate students must complete at least one additional assignment beyond that required of undergraduate students in 400-level courses.</i>
Exit Options	<ul style="list-style-type: none"> • COMM 598 Thesis (2 semesters) <ul style="list-style-type: none"> ○ Three units of independent work leading to the successful development & oral defense of a thesis proposal. ○ Three units of independent work leading to the successful completion & oral defense of a scholarly thesis. 	<ul style="list-style-type: none"> • COMM 597 Project <ul style="list-style-type: none"> ○ One 3-unit course leading to the successful completion and presentation of an applied project. ○ One 3-unit 500-level elective course. or • Comprehensive Examination <ul style="list-style-type: none"> ○ Six hours written essay exams. ○ Two 3-unit 500-level elective courses.
Total Units	30	30

Your Study Plan

Graduate students are required to develop and file an individual 30-unit study plan, in consultation with the Graduate Coordinator, **before the completion of nine units**. The form is available online at http://communications.fullerton.edu/graduate/comm/graduate_forms.htm. As part of your study plan, you may elect up to three 400-level courses. If your scholarly interests mandate it, up to two relevant courses from other departments may be included on the study plan with prior approval of the Graduate Coordinator.

The study plan must be approved by the Graduate Coordinator and the Office of Graduate Studies before the student enrolls in course work beyond nine units. Students are required to follow their study plan unless they make an approved change. This requires a Change of Study Plan form, which is available on the Web at <http://www.fullerton.edu/graduate/forms.htm>.

The requirements for the master's degree study plan include:

1. A minimum of 30 approved semester units.
2. A minimum of 21 units in residence.

3. No courses taken to satisfy prerequisite requirements.
4. Upper-division (400) and grad-level (500) courses only*.
5. No course work over five years old.
6. No more than 9 units transfer or extension (combined).
7. At least 21 units of course work at the 500 level.
8. Not more than 6 semester units for a thesis.
9. Not more than 3 semester units for a project.
10. No correspondence courses or credit by examination.
11. All courses must have letter grades, none below a C, with a minimum GPA of 3.0.
12. Writing requirement and prerequisite completion noted.

NOTE: COMM 410 and 425 **cannot be taken** for graduate credit.

The approved study plan is valid as long as the student maintains continuous enrollment; otherwise it is necessary for the student to reapply and meet any changed or additional requirements approved in the interim.

Exit Options

Students in the *Professional Concentration* may complete degree requirements with either a three-unit graduate project (COMM 598) or a comprehensive examination that awards no units. Students in the *Research & Theory Concentration* will complete degree requirements by writing a six-unit thesis over two semesters.

The Thesis (6 Units)

A **thesis** is the product of a systematic study of a significant communications-related topic. It defines the problem and theoretical dimension, states the major assumptions, explains the significance of the undertaking, sets forth the sources and methods of gathering information, analyzes the data, and offers a conclusion or recommendation. The finished product evidences originality, critical and independent thinking, appropriate organization and format, and thorough documentation. Since a thesis is required for many communications doctoral programs, students interested in pursuing doctoral studies should declare the *Research & Theory Concentration*.

How to Start Your Thesis

Thesis units are earned in two stages, 3 units of proposal development and 3 units of thesis writing. Here is the procedure:

1. Identify a topic of interest and write up a 75 word abstract describing your idea.
2. Identify a committee chair that has expertise in your area of study.
3. Identify two additional committee members with expertise in methods, theory or the topic.
4. Complete a Thesis Proposal Request (available at http://communications.fullerton.edu/graduate/comm/graduate_forms.htm), attach your abstract, and have each committee member sign it, and obtain the graduate coordinator's signature.
5. Register for COMM 598a to write your **thesis proposal** (the first 3 units). Once completed, arrange for a defense with your committee, usually near the end of your first semester of thesis work.
6. After your proposal has been successfully defended, enroll in the second 3 units and begin the **thesis data collection, analysis, and writing**. Upon completion, you will again arrange a meeting with your committee to defend the thesis. The committee must also sign a final Thesis Request, which is available at http://communications.fullerton.edu/graduate/comm/graduate_forms.htm.

Due to faculty schedules and registration and thesis deadlines, it's best to plan ahead when requesting thesis units and scheduling defenses. The request forms must be approved before the end of the "add period" for the appropriate semester.

University format guidelines are included in **a thesis manual**, which has been developed to assist the student in the preparation of a thesis. Copies are available in the Office of Graduate Studies and on the Web at <http://www.fullerton.edu/graduate/forms.htm>. **It is the student's responsibility to make certain that all requirements are met.** If a student's committee has no specific requirements, students should use the most recent edition of the *APA Stylebook*, as a guideline for writing and documentation styles.

In addition to the university requirements for bound copies of the thesis, an approved and bound copy of the thesis is required by the department before the degree can be awarded. It should be given to the Department of Communications office or to the office of the Graduate Coordinator. Copies of theses, proposals, and projects are kept in the Graduate Coordinator's office and are available for use by both students and faculty.

Thesis Supervisory Committee

You are encouraged to choose committee members who can work with you on specific theories, research methods, or the topic appropriate to your thesis. Committee members must be from among the full-time faculty holding PhD degrees. You may select one committee member from outside the department, if special expertise is appropriate.

Although a minimum of three members serve on the thesis supervisory committee, it is possible for a qualified person who is not a regular CSUF faculty member to serve as visiting examiner for a thesis or project as a fourth member. This person serves as a fourth member of the committee.

Because not all faculty members are on campus during the summer or intersession, members of a supervisory committee may not be available to review manuscripts or attend defenses during those times. Students should therefore plan ahead. All work must be completed in ample time before the semester ends, so be sure to check with the graduate secretary, the Office of Graduate Studies and/or read the university catalog for thesis deadlines.

The Giles T. Brown Thesis Award

Each year, an award of \$1000 along with an engraved plaque is given by the university to the student whose thesis represents the highest standard of scholarly accomplishment as determined by a panel of judges chosen from emeriti professors. Finalists from each school may also be recommended for Honorable mention by the judges and will receive a certificate and a \$100 cash award. Interested students should contact the Graduate Coordinator or the Office of Graduate Studies for more information.

After defending, submit your thesis abstract to the *Journalism and Mass COMM Abstracts* on the form provided.

Project (3 Units)

A project is completed in a 3-unit class, COMM 597. If the class is not available, it may be done independently under the supervision of a faculty member. The project is directly practical in nature, addressing problems in business rather than the more academic focus of a thesis. Although a project is still grounded in communications theory and includes research, it tends to look more like a business report than an academic paper. A project typically includes a situation analysis, theory and research application and objective, as well as a review of literature, and it includes implementation and evaluation components. Examples of projects might include, but are not limited to, communication campaigns or audits, community industry analyses, case studies, analyses of new technology or explorations of a business problem. The project may also be comprised of a body of work, such as an in-

depth series of newspaper or magazine articles written for a specific publication, or a photographic exhibition.

A **project proposal** for the project is required and will be defended in front of your peers and your instructor. The remainder of the semester is dedicated to executing your project with the guidance of your instructor and advisor.

Final projects are presented during the final week of class. Final approval is granted by the instructor. Incomplete projects require students to enroll in GS700 the following semester to complete the project. Projects must be filed in the office of the Graduate Coordinator before the degree can be awarded.

*All research papers and theses must use the American Psychological Association publication style. We recommend purchasing the **Publication Manual of the American Psychological Association**, which is available at the Titan Bookstore.*

Comprehensive Examination (0 Units)

The comp exam is pass/fail and is offered in April and November. If you do not pass the exam or a portion of it, you may retake it one time. This exam tests your knowledge in three areas:

- Theory
- Methodology
- Application

All course work must be completed before you are eligible to take the exam. There is a written and an oral component of the exam. You will have a total of six hours to answer two questions from each of the three areas (six questions) for the written portion. The questions are designed to test the depth and breadth of your overall knowledge, so they focus on broad topics rather than specifics. The oral portion is a brief meeting with members of the graduate committee to clarify any questions about the answers to the written component. To pass the exam, you must include citations (author and year) throughout your response to support your answers. To register for the comprehensive exam, contact the Graduate Secretary in CP-400.

It is *suggested* that you only take two courses the semester you plan on taking the exam. The comp exam may be postponed a semester by registering for GS 700. GS 700 Enrollment Instructions and a GS 700 Request form are available for download at <http://www.fullerton.edu/graduate/forms.htm>.

A reading list and a bank of possible exam questions will be available to everyone online at http://communications.fullerton.edu/graduate/comm/comp_exam.htm.

500-Level Communications Courses

Begin with **COMM 500**, which is a prerequisite for all other 500-level courses. Normally this class should be taken during the first semester of enrollment unless other prerequisites result in a full load. You also should take COMM 410 as soon as possible, since it is a prerequisite for the research methods courses. Bear in mind that COMM 410 cannot be included in the 30 units required for the degree.

The following list represents most of the graduate courses being offered, so you should check the catalog and course schedule for newly developed offerings. Not all courses are offered every semester. COMM 508 is typically offered only in the spring, and COMM 509 is scheduled in the fall. COMM 500 is a prerequisite for all other 500-level courses. Some additional prerequisites are noted below. There may be others not listed here.

Check the catalog (http://www.fullerton.edu/catalog/academic_departments/comm.asp#10) **and class schedule** (<http://www.fullerton.edu/schedule>) **for the most current and accurate information.**

COMM 500 Theory and Literature of Communications

Theories and research on communication processes and effects, source, media message, audience and content variables. Developing a literature review.

COMM 507 Communications Research Design and Analysis

This course develops a working knowledge of data collection and analysis techniques in both quantitative and qualitative research methods. The material and presentation are developed for practical application to all professional fields of communication. Prerequisite: COMM 500

COMM 508 Humanistic Research in Communications (Spring Semester)

Humanistic methods of study in communications: various research traditions and qualitative techniques for problem solving, including historical research and critical analysis applied to problems, issues, and creative works in communication. Prerequisites: COMM 410 & COMM 500

COMM 509 Social Science Research in Communications (Fall Semester)

Social-scientific research design and analysis, along with the study of communication processes and effects. Prerequisites: Prerequisites: COMM 410 & COMM

COMM 515T Professional Problems in Specialized Fields

Selected topics and issues in the field of mass communication. Subjects vary each semester and may include international communications, politics and mass media, media and American character, film theory and aesthetics, and other topics. *May be repeated up to three times (9 units) if the course topics are different.*

COMM 516 Media Audience Behavior

Motivations, needs and behaviors of active media audiences in the 21st century. Studies audience participation and behavior, audience research, and audiences as consumers of ever-present persuasive messages.

COMM 517 Ethical Problems in Mass Media

This course will study criticisms of specific functions of the mass media and public relations. The course will consist of three sections: the history or criticism, problem areas of the media, and practitioner response to criticism.

COMM 518 Public Relations Theories and Issues

This seminar explores cutting edge communication and organizational theories, and vital emerging issues influencing the field of public relations. Special focus will be on contemporary public relations models and practitioner roles.

COMM 519 Communication and Governance in America

The study and exploration of relationships between systems of communications, particularly new communication technologies, and governmental institutions and processes within the American setting.

COMM 520 A, B, C, Communications Practicum

Under the supervision of a faculty member, students plan, design, conduct, and evaluate a team project in their field of specialization (A = News Editorial; B = Entertainment; C = Public Relations). Prerequisite: COMM 500.

COMM 525 Advanced Communications Management

An up-to-date assessment of general management and communications management techniques, and to help equip the student for management positions in PR, advertising, journalism, and TV/film.

COMM 527 Politics and Mass Media

Explores the relationship between the political climate and the media with special attention to the influence between the two.

COMM 530 Communications Technology

This seminar explores the cultural issues and impact of new communications technologies, with application in all areas of mass communications.

COMM 531 Health Communication Campaigns

This course explores the rapidly emerging specialty area of health communication ranges from interpersonal communication between patients and providers to meta-communications about health care.

COMM 534 American Media History

A graduate seminar exploring a specific historical aspect of American mass media.

COMM 536 International Communications

The impact of cultural, technological, and economic issues in global communications.

COMM 541 Film Criticism

Presents methods of evaluating and critiquing a variety of film genres.

COMM 550 Advertising in a Modern Society

Assesses the impact of advertising on society, culture, and the economy. Philosophical examinations of critical issues and problems.

COMM 566 Public Relations and the Dynamics of Change

An overview of the function of communication in the process of organizational change management and the role that public relations can play in facilitating workplace change.

COMM 595 Graduate Mass Media or Teaching Internships

Supervised internship for students finishing their studies. Designed to provide practical and professional or teaching experience. No class attendance required: 3 units.

COMM 597 Project

Exit option requiring a defended project proposal and approved creative project in the students' specialization. Supervised class: 3 units.

COMM 598 Thesis

Exit option requiring a defended thesis proposal (3 units) and a defended written thesis (3 units) in the students' specialization. No class attendance required: 6 units.

COMM 599 Independent Graduate Research

Individually supervised mass media research for graduate students. Not to be used with exit options. Consent of Graduate Coordinator and Department Chair required.

Graduate Internships (COMM 595)

Two types of internships are available as optional courses. The supervised **professional internships** (off site) provide students without previous communications-related work to gain experience in a specific media-related occupation. This course can be taken with the consent of the graduate advisor after completing COMM 500 and two-thirds of your course work.

The supervised **teaching internship** (on campus) may be taken with the consent of the graduate advisor after completing COMM 500 and two-thirds of your course work. It is intended only for students who wish to enter the teaching field at the college level. Internships must be completed only during the Fall or

Spring semesters with a communications professor for a specific class. This internship is intended to do the following:

- Provide hands-on teaching experience.
- Provide faculty supervision
- Facilitate an experience in current and innovative teaching techniques.
- Help develop techniques for planning classroom activities.
- Provide opportunities to engage in evaluation activities and classroom responsibilities.

Completing a Mass Media Professional Internship

Professional internships may be completed during the Summer, Fall or Spring sessions. Current places of employment may not be used as internship sites. Applications must be made through the department office and approved by the Graduate Coordinator before enrolling in COMM 595. Forms are available in the COMM Office, CP-400 and online at http://communications.fullerton.edu/graduate/comm/graduate_forms.htm.

Follow the steps below to apply for, initiate, and complete your internship.

1. Complete the **Request to Enroll in Professional Internship** form (below). Attach your approved Study Plan that lists COMM 595 and your up-to-date, career-oriented résumé, and a printout of your Registration with the Center for Internships & Community Engagement (CICE) to the application. Both you and your internship site must register with CICE. Instructions for doing this are attached to the Internship Form.
2. If you do not have an internship site, you may do so through the Center for Internships & Community Engagement (CICE, formerly Center for Internships & Service-Learning) at <http://campusapps.fullerton.edu/cisl/>. Instructions for doing this are attached to the Internship Form.
3. Submit the completed form with appropriate attachments to the graduate advisor for approval. Once approved, file it with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor.
4. After your first 20 hours at the internship site, complete the **Assignment #1 Statement of Work** with both the site supervisor's and graduate advisor's signatures. File it with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor.
5. File monthly **Progress Reports** with the COMM Office, CP-400, or e-mail them to the graduate secretary with a copy to the graduate advisor, following the appropriate time table for the semester in which you are enrolled:
 - a. **Spring and fall** students will complete four progress reports. Each report should describe your responsibilities and the work you have accomplished during the month. Reports are due to the graduate advisor by the last day of the month during the semester in which you are completing the internship and must be signed by your supervisor. File each report with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor. The final report must include a reflection of what you have learned during your internship and must be filed **before the last day of instruction** during the semester in which you are enrolled.
 - b. **Summer** students will file three progress reports. Each report should describe your responsibilities and the work you have accomplished during the month and must be signed by your supervisor. Reports are due to the graduate advisor by the last day of the month. File each report with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor. The final report must include a reflection of what you have learned during your internship and must be filed **before the last day of instruction** for Summer Session E (usually mid-August).
6. Complete two additional assignments:
 - a. **Assignment #2 Two-Page Book Review**: This assignment is a brief review of either *The 8th Habit: From Effectiveness to Greatness* by Stephen R. Covey or *Becoming a Leader*

by Warren Bennis. Be sure to include in your analysis how the principles expressed in the book apply to your selected career.

- b. **Assignment #3 Final Report:** Write a 5-8-page report that includes: a) a profile of the organization in which you are completing your internship, b) an evaluation of the site as a graduate level experience, c) a description of two or three of your major responsibilities, and d) an analysis of how your classroom work connected to your practical experience and what you learned from it.
7. Complete a **minimum of 175 hours** of work at your approved internship site.
8. Your supervisor must send a one-page evaluation of your performance to the COMM Office (CP-400), faxed to 714-278-2009, or e-mailed to the graduate secretary with a copy to the graduate advisor by the end of finals week for the semester during which you are enrolled in the internship. **It is your responsibility** to ensure that the evaluation is submitted to by the due date.

Completing a Mass Media Teaching Internship

To enroll in a teaching internship, you must obtain a Teaching Internship Application in the COMM Office, CP-400 or online at http://communications.fullerton.edu/graduate/comm/graduate_forms.htm. Follow the steps below to apply for, initiate, and complete your internship.

Follow the steps below to apply for, initiate, and complete your internship.

9. Complete the **Request to Enroll in Teaching Internship** form (below). Attach your approved Study Plan that lists COMM 595 and your up-to-date résumé to the application. Submit it to the graduate advisor for approval. Once approved, file it with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor.
10. Identify a faculty supervisor. Professors teaching any undergraduate concentration may serve as your supervisor, but you should choose faculty who are teaching courses relevant to your own plan of study and in which you have expertise.
11. Complete the **Internship Verification and Statement of Teaching Responsibilities** form, which describes your expected planning, teaching and grading responsibilities. Submit it to the graduate advisor for approval. Once approved, file it with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor.
12. Write three one- to two-page progress reports that outline your responsibilities and the work that you have accomplished during the month. Each report must be signed by your faculty supervisor and is due to the graduate advisor by the last day of the month during the semester in which you are completing the internship. File each report with the COMM Office, CP-400, or e-mail it to the graduate secretary with a copy to the graduate advisor.
13. Complete a teaching internship orientation with your faculty supervisor.
14. Complete a **minimum of 175 hours** of supervised teaching-related activities.
15. During the last month of the semester, prepare a five- to eight-page final report that includes a) a thorough description of your responsibilities, b) a short narrative of how the internship experience expanded your understanding of classroom preparation and teaching activities, and c) a teaching philosophy that was generated from the experience. The final report is must be filed **before the scheduled final exam** for class you are assisting.
16. Your faculty supervisor must send a one-page evaluation of your performance to the COMM Office (CP-400) or e-mailed to the graduate secretary with a copy to the graduate advisor by the end of finals week for the semester during which you are enrolled in the internship. **It is your responsibility** to ensure that the evaluation is submitted to by the due date.

Independent Study (COMM 599)

Students in the *Research and Theory Concentration* are required to take at least one unit of independent research COMM 599. Up to three units may apply toward the degree.

Students in the *Professional Concentration* are encouraged to take traditional classes, but under

special circumstances, the Graduate Coordinator may approve a study plan that includes one three-unit enrollment in COMM 599. This allows you to work with a faculty member for an independent study to pursue topics or problems of special interest beyond the scope of a regular course.

The work for an independent study must be independent in nature, research oriented, conceived by the student, equivalent of graduate-level work, and cannot be based on undergraduate level course work. This study is NOT intended to supplement work on a thesis or project.

Before applying for an independent study, students must develop a **proposal** that includes a clear statement of the problem, issue, or approach to be taken, as well the form of the final product (normally a research paper). The description should also include the means by which the final product will be evaluated and a time line for completion of the work (normally one semester). All independent study proposals must be approved by the Graduate Coordinator and the Department Chair after a faculty member agrees to supervise the study or activity. You can pick up a request to enroll in 599 in the COMM Office, CP-400 or online at <http://www.fullerton.edu/graduate/forms.htm>. It **must** be filed with the COMM Office for you to enroll.

400-Level Communications Courses

If you enroll in a 400-level course, the instructor will assign you work in addition to that required of undergraduate students. The following courses are among those from which you might choose and are listed according to undergraduate concentrations. **Many of these courses have prerequisites that must be met.**

Check the catalog (http://www.fullerton.edu/catalog/academic_departments/comm.asp#10) **and class schedule** (<http://www.fullerton.edu/schedule>) **for the most current and accurate information.**

Advertising

COMM 415T Professional Problems in Advertising
COMM 450: Ad and Brand COMM Management
COMM 451: National Advertising Campaigns
COMM 452: Advanced Media Planning
COMM 453: Creative Strategy & Execution II
COMM 454: Advertising Media Sales
COMM 455: Internet Advertising & Promotion
COMM 456: Advertising Account Planning

Entertainment and Tourism

COMM 443: Hollywood Entertainment
COMM 446: Entertainment and Society
COMM 447: Tourism and Travel
COMM 448T: Entertainment Industry Studies
COMM 449: Capstone in Entertainment and Tourism
COMM 465: Entertainment Public Relations

Journalism

COMM 407: Communications Law
COMM 407: Advanced Photojournalism
COMM 434: Magazine Industry & Production
COMM 435: Editorial and Critical Writing
COMM 436: Reporting on the Entertainment Industry
COMM 437: Advanced Magazine Writing
COMM 438T: Specialized Reporting

Public Relations

COMM 466: PR and Dynamics of Change
COMM 467: Public Relations Agency Seminar
COMM 468: Corporate and Nonprofit PR Relations
COMM 469: Crisis Communication
COMM 497: Event Planning & Management

Core Courses

COMM 410: Principles of COMM Research
COMM 426: Global Media
COMM 480: Persuasive Communications
COMM 420: Political Communications and Election
COMM 422: Communications Technologies

Course Availability & Selection

Courses are offered on a rotational schedule and may not be offered every semester, so students should plan on flexibility in course selection, including core courses. Graduate credit cannot be given for course work at the 300 level, and only 400- and 500-level courses can be used on study plans, if approved by the Graduate Coordinator.

COMM 515T is a variable topics course, and it may be repeated for up to 9 units, as long as the course topics are different. Courses at the 500 level are normally offered in the late afternoon and evening, whereas 400-level courses may be offered at any time. Some 400-level courses may be offered during the summer or intersession as well, but 500-level courses are usually offered only during fall and spring semester. Several on-line courses are offered as well.

Since only a limited number of courses – primarily some 400-level and prerequisite courses - are available for graduate students during the summer and intersession, graduate students wishing to earn units during this time should check well in advance to ensure that the courses needed for prerequisites or study plans are available.

Requirements & Policies

Academic Integrity

Introduction

Academic integrity is an important aspect of sustaining high quality learning experiences in the university community. The Department of Communications, as well as the university as a whole, takes matters of honesty and integrity very seriously. Academic dishonesty or “cheating” is defined as “the attempt to gain an unfair academic advantage or assisting or permitting another to do so.”¹ Examples include:²

1. Unacceptable examination behavior – communicating with fellow students, copying material from another student’s exam or allowing another student to copy from an exam, possessing or using unauthorized materials, or any behavior that defeats the intent of an exam.
2. Plagiarism – taking the work of another and offering it as one’s own without giving credit to that source, whether that material is paraphrased or copied in verbatim or near-verbatim form.

¹ Titan Integrity: Guide to Understanding and Avoiding Academic Dishonesty. Available online: <http://www.fullerton.edu/integrity>.

² Rhoten, Sandra (1999). Reference for Faculty Academic Integrity & Disruptive Behavior. Available online: <http://www.fullerton.edu/integrity>.

3. Unauthorized collaboration on a project, homework or other assignment where an instructor expressly forbids such collaboration.
4. Documentary falsification including forgery, altering of campus documents or records, tampering with grading procedures, fabricating lab assignments, or altering medical excuses.
5. Using the same assignment for more than one class without obtaining permission of the instructors of both classes to do so.

Plagiarism is one of the most common forms of integrity violations. Plagiarism is defined as “using the words, ideas or thoughts of another and claiming them as your own whether that material is paraphrased or copied in verbatim or near-verbatim form.”³ Examples include:

1. Downloading and submitting a paper from the Internet.
2. Turning in another student’s work as your own.
3. Copying information from another source without proper acknowledgement and attribution.
4. Copying material and supplying proper documentation, but not using quotation marks.
5. Paraphrasing material without appropriate attribution.
6. Using excessive outside assistance in writing or editing a paper.

All graduate students in the Department of Communications are responsible for knowing and understanding what constitutes academic dishonesty. A variety of resources are available through the Dean of Students Office Judicial Affairs Web site at <http://www.fullerton.edu/integrity>. Please refer to the University Policy on Academic Dishonesty, UPS 300.021 and the University Policy on Academic Appeals, UPS 300.030 <http://www.fullerton.edu/senate> for complete information.

CSUF Academic Dishonesty Policy

The consequences for violations of academic integrity can be severe, including failure of a class, suspension, or expulsion. Individual instructors have autonomy in establishing classroom policies for academic integrity and for determining the severity of any given offense and the consequences of such offense. However, if a student is found responsible for *any* violation, including a first violation, *the instructor is mandated to report it to Dean of Students, Office of Judicial Affairs*. The incident report will be maintained in a confidential disciplinary record that is separate from the student’s academic record in the Office of Judicial Affairs for a minimum of seven years. This office maintains a central repository of all violations and provides the university community with protection against repeated violations and recidivism.

Any student has the right to appeal an allegation of academic dishonesty and any penalty that may have resulted from it through the University Academic Appeals Process. However, students are expected to “make every effort to resolve the allegation by consulting the faculty member.”⁴

Department of Communications Academic Dishonesty Policy

Any graduate student in the Department of Communications who is found responsible for an act of academic dishonesty will be placed on probation for a first violation and will be disqualified from the program for a second violation. A student may also be dismissed from the department for a first act of dishonesty with recommendation from the faculty involved and the Department Graduate Committee.

All instructors must notify immediately the Department of Communications Graduate Coordinator and the Dean of Students, Office of Judicial Affairs of any violation of academic integrity by a graduate student. Failure to do so curtails the judicial process and constitutes a disservice to the student who committed the act (particularly in first offense cases), the students who are completing their studies with honesty and integrity, and the department as a whole.

³ Titan Integrity: Guide to Understanding and Avoiding Academic Dishonesty. Available online: <http://www.fullerton.edu/integrity>.

⁴ CSUF Academic Appeals Policy, University Policy Statement, UPS 300.030. Available online: <http://www.fullerton.edu/senate/PDF/300/UPS300-030.pdf>.

The Department of Communications Graduate Coordinator shall notify the University Graduate Studies Office that a violation has occurred and provide that office with all appropriate reports and documentation, along with a formal request that the student immediately be 1) placed probation for a first offense or 2) dismissed from the Department for a second offense. The University Office of Graduate studies will notify the student of probationary status or dismissal in a timely manner. The governing documents and procedures for these sanctions are outlined in University Policy Statements on Academic Dishonesty, UPS 300.021, <http://www.fullerton.edu/senate/PDF/300/UPS300-021.pdf> and Academic Standards for Graduate Degree Students, UPS 410.106, <http://www.fullerton.edu/senate/PDF/400/UPS410-106.pdf>.

Students have the right to appeal an allegation of academic dishonesty and any penalty that may have resulted from it through the University Academic Appeals Process, which is outlined in University Policy Statement 300.030 and available at <http://www.fullerton.edu/senate/PDF/300/UPS300-030.pdf>.

All students are encouraged to review the information available through the Dean of Students Office, Judicial Affairs at <http://www.fullerton.edu/integrity>. Additional resources include the following:

1. Student Disciplinary Procedures for The California State University, Executive Order 970, <http://www.fullerton.edu/deanofstudents/judicial/ExecOrder970.asp>.
2. California Code of Regulations, Title V, Article 2: Student Discipline, 41301. Expulsion, Suspension, and Probation of Students, <http://www.fullerton.edu/deanofstudents/judicial/titleV.htm>.
3. Academic Dishonesty, University Policy Statement, UPS 300.021, <http://www.fullerton.edu/senate/PDF/300/UPS300-021.pdf>.
4. Academic Appeals Policy, University Policy Statement, UPS 300.030, <http://www.fullerton.edu/senate/PDF/300/UPS300-030.pdf>.
5. Academic Standards for Graduate Degree Students, UPS 410.106 <http://www.fullerton.edu/senate/PDF/400/UPS410-106.pdf>

University Writing Requirement

Students working toward a master's degree are required to demonstrate their writing ability within the first nine units of graduate work. The writing requirement cannot be waived. Students who have not met the requirement within the first nine units of graduate work will be required to enroll in a certified course at the earliest opportunity (see the University Office of Graduate Studies Web site at <http://www.fullerton.edu/graduate/general.htm#Writing> for details). **You will automatically meet this requirement as part of your core curriculum.** COMM 500, 507, 508, and 509 all meet the graduate writing requirement.

Transfer Credit

Graduate students may be able to use up to nine units of transfer courses to meet the requirements for a CSUF master's degree. The use of transfer course work on a student's study plan is subject to the following provisions:

1. Courses being transferred must have been taken at an accredited college or university. extension, and correspondence courses do not qualify.
2. Courses must be acceptable and appropriate for the program's objectives.
3. Courses must have been completed with a "B" or better.
4. Courses may not have been used to meet the requirements for another earned degree (either graduate or undergraduate).
5. Courses must have been completed within the student's five-year time period for the master's degree at CSUF.

Transfer credit must be approved by the Graduate Coordinator and the University Office of Graduate Studies. Courses taken at another university after admission to CSUF can only be accepted if the student

has received prior approval. **An absolute minimum of 21 semester units must be completed at CSUF.**

Academic Probation

Students must maintain an overall 3.0 Grade Point Average (a “B” average) in all graduate course work taken at CSUF and in transfer courses approved for the study plan. Students are subject to probation if the GPA falls below this average. A probation letter will be sent from the Office of Graduate Studies to probationary students at the end of each semester.

After the second semester of probation, students will be subject to disqualification and will not be permitted to register as regular students for classes. Should this happen, you may take courses through Extended Education to improve your GPA, but such courses cannot be applied to the graduate study plan if you are readmitted to the program.

Continuous Enrollment & GS 700

Graduate students must maintain continuous enrollment in fall and spring semesters until the degree is awarded. (Intersession and summer sessions are excluded from this requirement.) If you are unable to maintain continuous enrollment, you must file for a leave of absence. This is permitted for one semester only.

If you do not register for any given semester and have not filed a leave of absence, **you must reapply for admission to the university and to the degree program.** If this occurs, you will have to meet any new or modified requirements that were approved during your absence.

If course work has been completed and you are working toward completion of your exit option, you may maintain continuous enrollment by enrolling in GS700 with prior approval from the Graduate Coordinator. This course does not require class attendance and carries no unit credit. It may be repeated until all program requirements are met. Forms are available in the Office of Graduate Studies.

All requirements for the master’s degree, including all course work on the student’s study plan, should be completed within five years. This time limit begins with the semester of the earliest course on the student’s study plan and consists of a total of ten (10) consecutive semesters. When individual circumstances warrant, this time limit may be extended for up to two years. **Approvals for extension must be obtained prior to the expiration of the five-year limit.**

Any courses you may have taken before the end of the time limit must be repeated. A maximum of nine units of course work may be exempt from this policy if they can be validated. Validation is accomplished by passing a written exam of the materials covered by the course or by some equivalent method with prior approval of the Graduate Coordinator and the Office of Graduate Studies.

Any outdated course work that cannot be validated must be repeated or updated through the use of additional study plan course work. Outdated transfer courses cannot be validated.

Important Resources

Your success is one of our primary goals, and we make every effort to notify you of changes and opportunities. But, ultimately, **you** are responsible for knowing and understanding the rules, regulations, and policies of the program. We encourage you to read this handbook carefully, ask questions, read the University Graduate Regulations in the university catalog, regularly check both

the Department Office of Graduate Studies and the Web for announcements, and **keep us updated on your current residential address, telephone, and e-mail address.**

Students are urged to keep up with university deadlines for adding classes, grad checks, and thesis matters. You can also browse a number of CSU web sites of interest:

The Department of Communications Graduate Program:

<http://communications.fullerton.edu/graduate/macomm.html> .

The College of Communications Web Site:

<http://communications.fullerton.edu/>

The Graduate Section of the University Online Catalog:

http://www.fullerton.edu/catalog/Graduate_Regulations/index.asp

The University Office of Graduate Studies:

<http://www.fullerton.edu/graduate/>

Forms for Graduate Students:

http://communications.fullerton.edu/graduate/comm/graduate_forms.htm

<http://www.fullerton.edu/graduate/forms.htm>

The CSUF Home Page:

<http://www.fullerton.edu/>

If you are an **international student**, two additional web sites on campus that might be of help to you are:

American Language Program:

<http://alp.fullerton.edu/>

Office of International Education and Exchange:

<http://www.fullerton.edu/international/>

Graduate Faculty

Teaching innovation and creativity are the hallmarks of the Department of Communications. The faculty work to provide students with a broad spectrum of topical learning opportunities. Our graduate faculty members have both professional expertise and extensive research and publications to their credit. If you plan to write a thesis, you'll find the following list particularly helpful. It provides general descriptions of faculty interests and areas of expertise.

Carol Ames

Ph.D., State University of New York, Buffalo

Research interests are communications theory and public relations as they relate to the dynamics of the entertainment industry.

Assaf Avni

Ph.D., The University of Texas at Austin

Research interests are managing for and nurturing creativity in advertising agencies and organizations, creative strategy, and analysis of advertising creative awards.

Genelle Belmas

Ph.D., University of Minnesota

Teaching and research specialties include media law with an emphasis on Internet law, media literacy, computer-assisted reporting, media ethics, and communications technologies.

Jeffrey Brody

M.S., Columbia University Graduate School of Journalism

Teaching and research specialties include the newspaper industry, magazines, literary journalism, ethics, diversity and media, the ethnic press and the Vietnamese American experience.

Olan Farnall

Ph.D., University of Alabama

Teaching and research interests include Web commerce, Web instruction and academic advertising programs, advertising and disability, and media effects in terms of the relationship between the media and audiences.

Anthony Fellow, Chair, Department of Communications

Ph.D., University of Southern California

Teaching and research specialties include media and politics, communications and governance, media history, international communications, and political campaigns.

Brent M. Foster

Ph.D., University of Missouri, Columbia

Teaching and research interests are communication ethics, media addiction, media convergence, TV and radio studio and field production.

Kuen-Hee Ju-Pak

Ph.D., University of Texas at Austin

Teaching and research specialties are interactive brand communication, media (traditional and digital) research, consumer behavior on interactive media, as well as general topics related to advertising.

Dean Kazoleas, APR

Ph.D., Michigan State University

Teaches in public relations and crisis communication. Research interests are public relations, campaigns, international public relations, crisis management

Cynthia King

Ph.D., University of Alabama

Teaching and research areas are public relations, entertainment, and communication theory and research, with particular focus on quantitative and empirical analyses of the content, appeal, uses and effects of entertainment, integrated and social media. Topical interests include humor, health, tourism/hospitality and entertainment genres.

Mark Latonero

Ph.D., University of Southern California

Teaching and research interests center around social and cultural implications of entertainment media and communication technologies.

Paul Lester

Ph.D., Indiana University

Teaching and research interests center around photo journalism and new photography, digital technology, communication ethics, and visual persuasion.

Gail Love

Ph.D., University of Southern California

Teaching and research interests include public relations trends and health communication campaigns, particularly the use of entertainment/education strategies to disseminate health messages to underserved populations.

Coral Ohl

Ph.D., Florida State University

Teaching specialties are entertainment, tourism, script writing, and public relations.

Henry Puente

Ph.D., University of Texas at Austin

Teaching and research interests focus on media diversity issues, film distribution and marketing, and the U.S. Latino market.

Rick Pullen, Dean, College of Communications

Ph.D., Southern Illinois University, Carbondale

Teaching specialties are ethics, media law, and history. Research areas include freedom of information laws and student press law.

Tony Rimmer

Ph.D., University of Texas at Austin

Teaching and research interests are mass comm, history, theory and research methodologies, professional practices of broadcast journalism, and mass media and politics.

Shay Sayre

Ed.D., University of San Diego

Teaching specialties include entertainment, travel and tourism, advertising and marketing communications. Research interests focus on using qualitative methods to investigate global communication, audience behavior, tourism, entertainment, and media cultures.

Andi Stein

Ph.D., University of Oregon

Teaching and research interests are in journalism, public relations, academic integrity, media management, and change management.

Laura Triplett

Ph.D., University of Arizona

Teaching specialties include theory, research methods, mass media effects, persuasion, social psychology, body aesthetics, and entertainment public relations. Research interests include the social implications of physical appearance, the effects of mass media on women, specifically the social impact of media depictions of women, stereotyping, and social stigma.

Ed Trotter

Ph.D., Southern Illinois University, Carbondale

Acting Associate Vice President, Undergraduate Programs and away from the Department 2008-2009 Academic Year.

Robert Wheeler

E.D.M., Case Western Reserve University

Research interests are advertising and marketing of small business and nonprofit organizations, spokesperson selection, alternative media, database marketing and direct marketing, and communication and marketing education.

**Diane F. Witmer, APR, Fellow PRSA
Ph.D., University of Southern California**

Areas of specialty include public relations strategies and management, communication research, and pedagogy.

**Mark Wu
Ph.D., University of Texas at Austin**

Research interests are primarily in Internet/interactive advertising and online consumer behavior. Teaching areas include advertising, with a special interest in interactive advertising/communications.

**Fred Zandpour
Ph.D., University of Washington**

Teaching and research focuses on international advertising, persuasive communications, and integrated marketing communications campaigns.

Contact Information

For general information, forms, deadlines, help with registration, and all administrative questions, contact:

Liz Regan, Graduate Secretary
Department of Communications
California State University, Fullerton
Fullerton, CA 92834-6846
Telephone: (714) 278-3517
FAX (714) 278-2209
E-Mail: lregan@fullerton.edu

For specific information regarding curricular issues or academic advising, contact:

Dr. Diane F. Witmer, APR, Fellow PRSA
Professor & Graduate Studies Coordinator
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