

Communications

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The master of science degree program in the Department of Organizational Communication, Learning, and Design of the Roy H. Park School of Communications prepares graduates to pursue professional careers as organizational communication and learning system designers and managers. Alumni of the program include media producers and communication managers in business, education, and human services; instructional designers; marketing media and public relations specialists; trainers; independent consultants and producers; and communication analysts. Students from all disciplines and professions are encouraged to apply to the communications program.

In addition to the courses described below, our Selected Topics and Contemporary Issues courses regularly offer opportunities to study such topics as online learning and collaboration, additive organizations, technical communication, global communication and learning, and integrated marketing and training strategies. We also sponsor a speaker series that brings noted researchers and practitioners to campus to meet and address our students and faculty.

The Roy H. Park School of Communications is housed in an attractive facility that includes an interactive media and website development lab, desktop publishing and computer-based presentation support media systems, television studios, teleconferencing units, video field production and digital postproduction equipment, processing and printing rooms for color and black-and-white film, digital photo and audio labs, computer-based research and writing facilities, and a graduate student office and computer lab. These facilities, plus a faculty actively engaged in current research and practice, allow students to pursue interests in the areas of

- organizational communication
- multimedia, Internet, and intranet site development
- organizational video and teleconferencing
- computer-assisted learning and electronic performance support tools
- design of learning systems and promotional campaigns
- communication technology assessment
- communication consulting and management
- print and graphics design and layout
- organizational culture and diversity

Application Requirements

Applicants to the graduate program in communications should include with their application a short letter stating their purpose for pursuing graduate study at Ithaca College and describing any educational or professional experience related to this area.

Admission Requirements

To be eligible for admission to the master's degree program, the candidate must have earned a baccalaureate degree from an accredited institution. Overall grade point average at the undergraduate level and academic and/or professional recommendations are among the criteria considered for admission to the program. A personal interview is recommended. The program welcomes applicants from disciplines other than communications.

Master of Science in Communications

A minimum of 36 credits is required to complete the master's degree program, including 15 credits of required coursework and 9 required elective credits. The remaining credits may be selected, with the adviser's approval, from the elective courses provided in the program. Candidates who wish to pursue a thesis may do so upon approval by the graduate committee. Up to 6 credits of related graduate work from an accredited institution may be transferred with approval of the candidate's adviser, if the course grade is B or better and if the work has been completed no more than three years before the request for transfer of credit.

Normally, full-time students can complete the 36-credit program in three semesters or in two semesters and two summer sessions. Applicants interested in part-time study are also invited. All coursework must be completed within six years of matriculation into the program.

Required Courses --- 15 credits

223-64000	Designing Systems and Messages
223-64100	Management of Organization Communication, Learning, and Design
223-64300	Research Methods in Communications
223-64400	Communication and Organization Theory
223-68000	Seminar: Theory in Practice

Required Elective Courses --- 9 credits

Media Production (select one)

223-54000	Presentation Media
223-55000	Organizational Video Design and Production
223-57000	Organizational Publications
223-65700	Interactive Media

Organizational Communication and Management (select one)

223-58000	Organizational Culture and Diversity
223-58500	Communication Technology and Organizations

Applications (select one)

223-53000	Organizational Communication Campaigns
223-53500	Learning Systems

Elective Courses --- 12 credits

223-51000/51100	Selected Topics*
223-54100	Contemporary Issues*
223-59000/59100	Internship
223-65000/65100	Tutorial*
223-69000/69100	Thesis <i>or</i> any other remaining course in the program

*May be used with permission of graduate chair to satisfy required electives.

Graduate Assistantships

A limited number of graduate assistantships are awarded each semester based on the applicants' scholastic records and their ability to assist faculty members in teaching and research. Financial assistance consists of two parts --- a tax-free scholarship and a taxable work-related salary. The appointment normally requires 8-12 hours of work per week. Graduate assistants are assigned to work with faculty in the Departments of Organizational Communication, Learning, and Design, Television-Radio, and Cinema and Photography; in the Professional Production Unit; or in the office of the dean of graduate studies. They assist with classes, tutor students, conduct research, supervise labs, and work in related professional areas such as organizing speaker series and producing media programs. Duties and responsibilities of each graduate assistant are arranged by the graduate chair.

Academic Advising

The chair of the graduate program in communications serves as the academic adviser for all students enrolled in the program. Students writing a thesis select, with the approval of the chair, a thesis adviser and two readers from among the graduate faculty in the Park School.

Pass/Fail Option

Degree candidates must take all communication courses, whether required or elective, for a letter grade. The only exceptions are internships, which are only offered pass/fail.

Thesis Option

The thesis option is designed for students who wish to pursue theoretical research and make an original contribution to knowledge in the field of communications. Students must receive approval from the communications graduate committee and show evidence of a detailed research plan as well as mastery of the research skills, tools, and concepts needed to conduct the proposed research. Upon approval by the graduate committee, the student selects, with the chair's approval, a thesis adviser and two additional committee members who then evaluate a thesis proposal. An oral defense of the thesis is required.

Students enrolled in the thesis option who have completed all coursework except the thesis will be required to enroll in at least one credit of thesis each semester until they finish their degree. Students should work with their program advisers to plan an appropriate course and credit schedule. For international students this schedule will be reflected in the immigration paperwork.

Comprehensive Examinations

All degree candidates are required to pass a written comprehensive examination covering material from the required courses as well as current theory and practice. To be eligible for this examination, a student must have completed at least 24 credits by the end of the semester in which the exam takes place, including 223-64000 Designing Systems and Messages; 223-64100 Management of Organizational Communication, Learning, and Design; 223-64400 Communication and Organization Theory; and 223-64300 Research Methods in Communication.

Course Descriptions

223-51000/51100 Selected Topics

In-depth investigation of a particular topic in the field of organizational communication, learning, and design. Students examine current theory and practice in a given area and apply these concepts to actual or simulated communication problems. A different topic is selected each term. Examples of topics include online learning and collaboration, development and fund-raising, and addictive organizations. Elective. 1-3 credits each, up to 6 credits total.

223-53000 Organizational Communication Campaigns

Organizational communication campaigns use strategies of persuasion to effect changes in a specified audience. The course emphasizes the theoretical foundations of the art of persuasion and the strategic applications of such theories in communication campaigns. Students critically analyze a variety of internal and external communication campaigns, including attempts to improve an organization's image, to sell products and services, to affect attitudes on an issue, and to motivate employees. Additionally, students put knowledge into practice by designing an organizational communication campaign of their choosing. Elective. 3 credits.

223-53500 Learning Systems

An in-depth exploration of structures and processes created for the purpose of human learning. Emphasis on theories, models, and principles of design, learning, and instruction and their applications in training and educational contexts. Along with readings and discussions, a series of projects develops a rich understanding of analysis, design, and evaluation processes geared specifically to learning systems. Elective. 3 credits.

223-54000 Presentation Media

An introduction to the design, production, and utilization of media employed in informational and promotional presentations in organizations. Students utilize both digital and 35 mm cameras, image-manipulation and sound-editing software, and scanning technologies to design posters, create desktop presentations, and integrate media programs into stand-up oral presentations. Special attention is paid to the study of basic graphic design principles, visual literacy research, presentation methods, and production techniques, including those used to design and produce slides, websites, and trade slide shows. Elective. 3 credits.

223-54100 Contemporary Issues

A survey and analysis of current problems or issues from industry, such as new media systems or trends in communication practices. Elective. 3 credits.

223-55000 Organizational Video Design and Production

Principles and experience in planning, scripting, managing, and producing nonbroadcast television programs. Analysis of instructional, promotional, and informational video formats, field production, and all aspects of pre- and postproduction used in organizations, including streaming media, and other methods of sending video via the Internet. Elective. 3 credits.

223-57000 Organizational Publications

An examination of theory and practice in writing, editing, layout, illustration, and management of organizational publications. Students use desktop publishing systems to produce examples of printed and online newsletters, brochures, job aids, proposals, and training manuals. Elective. 3 credits.

223-58000 Organizational Culture and Diversity

Organizational culture, in both its traditional and critical forms, provides the theoretical orientation for examining communication and diversity issues in the workplace. Emphasis is on understanding organizations as cultures: collectives whose activities are

coordinated through the use of symbols and the creation of shared meaning. Diversity issues may include, for example, gender, race, age, ethnicity, or class. Active discussion and classroom participation characterized by critical thinking and analytical writing. Elective. 3 credits.

223-58500 Communication Technology and Organizations

An examination and critique of the impact of new technologies on communication in organizations. A review of major organizational theories is followed by an analysis of their consequences for the implementation of communication technologies. Particular attention is on user involvement, work design, decision making processes, interpersonal interaction, organizational structure, and the development of organizational policy regarding communication technology. Elective. 3 credits.

223-590/591 Internship

Jointly supervised work experience with a cooperating institution or corporation in the field of communication, intended to provide the intern with opportunity for professional growth. No more than 6 credits of internship and/or tutorial may be counted toward the 36 required credits. Prerequisites: Completion of 12 graduate credits with a GPA of 3.00 or better and prior permission of the graduate chair. Graded pass/fail only. Elective. 1-6 credits each, up to 6 credits total.

223-64000 Designing Systems and Messages

An overview of theory and practice in analyzing organizational communication needs and applying communication and learning theories to designing solutions for those needs. Readings and projects focus on design and writing for both large-scale communication systems and small-scale projects and messages for information exchange, persuasion, and instruction using a variety of strategies and media. Required. 3 credits.

223-64100 Management of Organizational Communication, Learning, and Design

A comprehensive course to develop competence in the administration of communication programs and facilities. Specific attention is given to personnel and fiscal management, program and policy development, internal-external communication policy and practice, and program evaluation. Required. 3 credits.

223-64300 Research Methods in Communication

An examination of various communication research and evaluation methods and their theoretical underpinnings. Includes study of

quantitative and qualitative paradigms and methods such as experimentation, statistical analysis, interview and survey techniques, participant observation, and ethnography. Emphasis on critical examination of research reports and on basic techniques of applied research. Required. 3 credits.

223-64400 Communication and Organization Theory

Comprehensive examination of communication theory and organization theory with emphasis on analytical understanding of underlying assumptions and current issues in the field. Communication theories addressed include, for example, semiotics, social systems, discourse analysis, symbolic interaction, and phenomenology. A historical perspective of organizational communication theory encompasses classical, human relations, systems, culture, and critical theories. Required. 3 credits.

223-65000/65100 Tutorial

Individually designed independent program of study or project in a specific area of communication research and/or practice. Prerequisites: Successful completion of at least 9 graduate credits and prior approval of a written proposal by the tutorial mentor and the graduate chair. No more than 6 credits of internship and/or tutorial may be counted toward the 36 required credits. Elective. 1-6 credits each, up to 6 credits total.

223-65700 Interactive Media

An overview of interactive computer based media technologies, including the Internet and intranets, computer based learning and promotion programs, electronic collaboration systems, and digital video and audio. Students learn analysis, management, design, and production concepts and skills while developing individual portfolios of research, design, and actual program development. Prerequisites: 223-64000. Elective. 3 credits.

223-68000 Seminar: Theory in Practice

Capstone course in which students apply concepts and skills to solve actual communication problems for clients. Includes study of project management and consulting skills. Prerequisites: All other required courses must be completed or in progress. Required. 3 credits.

223-69000/69100 Independent Research --- Thesis

Theoretical or applied research in organizational communications or media, as advised. Permission of adviser and department faculty required before enrolling. Elective. 3 credits per course.