ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This template is to be used only by programs that have received specific written approval from the Provost’s office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

DEGREE PROGRAM

College/School(s) offering this degree: Walter Cronkite School of Journalism and Mass Communication

Unit(s) within college/school responsible for program: NA

If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources: NA

Proposed Degree Name: Doctor of Philosophy in Journalism and Mass Communication
Doctoral Degree Type: Select Doctoral Degree Type Ph.D.

Proposed title of major: Journalism and Mass Communication

Is a program fee required? Yes ☑ No

Requested effective term: Select term and year: Fall 2010
(The first semester and year for which students may begin applying to the program.)

PROPOSAL CONTACT INFORMATION
(Person to contact regarding this proposal)

Name: Marianne Barrett
Title: Senior Associate Dean
Phone: 602.496.6612
e-mail: marianne@asu.edu

DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (Note: An electronic signature, an email from the dean or dean’s designee, or a PDF of the signed signature page is acceptable.)

College Dean name: Christopher Callahan

College Dean Signature ___________________________ Date: 1/26/09

College Dean name: ___________________________ Date: __________
(if more than one college involved)

College Dean signature ___________________________ Date: __________
ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This proposal template should be completed in full and submitted to the University Provost’s Academic Council [mailto:curriculum@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program may not be implemented until the Provost’s Office notifies the academic unit that the program may be offered.

DEGREE PROGRAM INFORMATION

Doctoral: Select Doctoral Degree Type Doctor of Philosophy (Ph.D.)

Proposed title of major: Doctor of Philosophy in Journalism and Mass Communication

1. PURPOSE AND NATURE OF PROGRAM
   A. Brief program description (This is a catalog type description of no more than 250 words. Include the distinctive features of the program that make it unique. Do not include program or admission requirements.)

   This program is designed to be a small student-centered, scholarly research-oriented Doctor of Philosophy in Journalism and Mass Communication (JMC). It is based on the following priorities: a journalism and mass communication focus that especially considers the postmodern mediascape, one-on-one faculty-student mentoring, an interdisciplinary approach that requires course work outside of the Cronkite School, and program flexibility. The emphasis of this degree is the creation of scholarly peer reviewed juried presentations, in addition to a scholarly dissertation, which caps the student’s program of study. It is a degree based in journalism and mass communication philosophy, theory, a variety of scientific methodologies and critical thinking. The proposed program will prepare students for research-oriented careers in journalism and mass communication education and related fields.

   B. Total credit hours required for the program: 84 post baccalaureate

   C. Are any concentrations to be established under this degree program? ☐ Yes ☒ No

2. PROGRAM NEED. Explain why the university needs to offer this program (include data and discussion of the target audience and market).

   A general survey of peer institutions and Ph.D. programs in journalism or mass communication within the western United States revealed there are twelve related programs. However, the vast majority of these focus on speech communication, communication and/or human communication in their orientation. The Association for Education in Journalism and Mass Communication (AEJMC)’s directory lists five Ph.D. programs offered by AEJMC accredited institutions in the western United States: Stanford University; the University of Colorado, Boulder; the University of Utah; the University of Oregon and the University of Washington. The University of Nevada, Las Vegas also has listed a newly approved public affairs and urban studies doctorate and Washington State University offers a doctorate in communication. There are no journalism and mass communication programs in Montana, New Mexico, Idaho or Wyoming, nor are there any in the neighboring states/provinces of northern Mexico and only one (Simon Fraser University) in western Canada. Arizona currently has two related communication doctoral programs, both in human communication, one at the University of Arizona and the second at ASU. Both of the Arizona programs are based in established traditions of speech communication research and do not focus on journalism or mass communication. As there are no other journalism and mass communication Ph.D. programs in the state, it is anticipated the program initially will draw applicants from the Southwest.
3. **IMPACT ON OTHER PROGRAMS.** List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

Impact statements are being obtained from several departments across the university. It is expected students in the JMC Ph.D. program will take elective courses in units such as Communication, History, Political Science, Public Affairs and Theatre. Because the JMC Ph.D. program is intended to be one that is tailored very specifically to individual students’ interests, the expectation is at any given time there should be no more than one or two JMC Ph.D. students who will need to enroll in the same non-Cronkite School course.

4. **PROJECTED ENROLLMENT** How many new students do you anticipate enrolling in this program each year for the next five years? Please utilize the following tabular format. Each year the Cronkite School will admit between five and eight new doctoral students and will have no more than 24 doctoral students enrolled at any given time.

<table>
<thead>
<tr>
<th>5-YEAR PROJECTED ANNUAL ENROLLMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Students Majoring (Headcount)</strong></td>
</tr>
<tr>
<td>------------------------------------------</td>
</tr>
<tr>
<td>(Yr 1 continuing + new entering)</td>
</tr>
<tr>
<td>(Yr 1 &amp; 2 continuing + new entering)</td>
</tr>
<tr>
<td>(Yrs 1, 2, 3 continuing + new entering)</td>
</tr>
<tr>
<td>(Yrs 1, 2, 3, 4 continuing + new entering)</td>
</tr>
</tbody>
</table>

5. **STUDENT LEARNING OUTCOMES AND ASSESMENT**

   **A. List the knowledge, competencies, and skills** students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at [http://www.asu.edu/oue/assessment.html](http://www.asu.edu/oue/assessment.html)).

   The program will prepare students for research-centered careers in journalism and mass communication education and related business fields.

   **Learning Outcome #1:** Each student will develop critical evaluation and research skills and extend those into new areas of scholarship. Each student must demonstrate comprehensive and thorough grounding in journalism and mass communication philosophy, theory and research.

   **Assessment:** Except for the Research Apprenticeship, which will be graded pass/fail, students will complete with a grade of B or better each of the courses in their Plans of Study. At the completion of the student’s course work and prior to beginning the dissertation, the student will successfully complete both a written and oral comprehensive exam on the material covered in the courses included on the student’s Plan of Study.

   **Learning Outcome #2** Each student will be able to communicate the nature of his/her research studies and their outcomes effectively to the professional community as well as to the public at large.

   **Assessment:** Each student must successfully complete a Research Apprenticeship by taking the MCO 755 Research Apprenticeship course. The goal of the research apprenticeship, which pairs an individual student with a faculty member, is the preparation and submission of a scholarly publication. Through this experience, the student will have an opportunity to both apply what he/she has learned in his/her research methods courses and to be guided through the publication process.

   **Learning Outcome #3:** Each student must demonstrate comprehensive knowledge and understanding of the literature and research methods of his/her chosen related area.
**Assessment:** Each student will complete with a grade of B or better each of his/her elective courses. Material from the student’s related area course work will be included in the student’s written and oral comprehensive exams.

**Learning Outcome #4:** Each student will design, conduct, analyze and interpret to a high professional and ethical standard a major significant independent research project using the tools of social science and/or his/her chosen related area.

**Assessment:** It is expected the dissertation will result in one or more publishable scholarly articles.

Further outcomes and assessment: It is desirable, but not required that each student show further professional competence in journalism and mass communication and in his/her chosen related area by:

- Developing teaching experience by working as a teaching assistant.
- Becoming involved in relevant professional organizations.
- Presenting refereed research papers at professional conferences.

**B. Describe the plan and methods to assess** whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at [http://www.asu.edu/oue/assessment.html](http://www.asu.edu/oue/assessment.html)). See #5A directly above.

6. **ACCREDITATION OR LICENSING REQUIREMENTS (if applicable).** Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing. The Accrediting Council on Education in Journalism and Mass Communications, or ACEJMC, is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. The Council evaluates only professional, not academic, master’s programs. The Council does not evaluate Ph.D. programs or other graduate and undergraduate programs that are designed as preparation for academic careers or that provide non-professional education.

7. **FACULTY, STAFF AND RESOURCE REQUIREMENTS**

   **A. Faculty**

   i. **Current Faculty.** List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty who will teach in the program. See attached.

   ii. **New Faculty.** Describe the new faculty hiring needed during the next three years for sustaining the program and list the anticipated schedule for addition of these faculty. No new faculty will be needed to sustain the Ph.D. program.

   In fall 2008, the Cronkite School implemented a new full-time, three-semester, 36 credit hour Master of Mass Communication degree program. This program replaces the school’s part-time 36/45 credit hour MMC program. With the elimination of the part-time program and with the applied project, faculty members will now be available to serve on and chair dissertation committees. Although the time commitment involved in serving on a dissertation committee is greater than that involved in serving on an applied project committee, in any given academic year, it is expected the number of dissertations in progress will not exceed 10. Therefore, the school will have the faculty resources needed to support a Ph.D. program that has a maximum of 24 students enrolled.

   iii. **Administration of the program.** Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

   The program will be administered by the director of the doctoral program who will report to the senior associate dean. A graduate committee, comprised of three faculty members in
addition to the director of the doctoral program will review applications for admission and make recommendations to the dean. The school has a full-time graduate support specialist senior who will work with the senior associate dean and director of the doctoral program on admissions, advising, course offerings, etc. The Cronkite School also has a full-time director of enrollment management who works with the senior associate dean and graduate student support specialist to ensure the appropriate graduate courses are offered each semester.

B. Resource requirements to launch and sustain the program. Describe any new resources required for this program’s success such as new staff, new facilities, new library resources, new technology resources, etc.

Over the last three years, the Cronkite School has received generous support from the ASU administration and outside funders. Because the proposed Ph.D. program will be a small one, the school’s current resources will be sufficient to sustain the new program.

8. CURRICULAR STRUCTURE OF THE PROPOSED PROGRAM
A. Admission Requirements
   The requirements listed below are Graduate College requirements. Please modify and/or expand if the proposed degree has additional admissions requirements.
   i. Degree. Applicants must have at least a bachelor’s degree in journalism or mass communication or a related field such as communication or media. Those who are admitted without a graduate degree will be required to complete 84 credit hours of coursework, while those admitted with a master’s degree will be required to complete 60 credit hours of coursework. Including the term “related field” in the admissions requirements will give the Cronkite School quite a bit of latitude in reviewing applicants whose degrees may not be in journalism or mass communication.

   Modify or expand, if applicable:

   ii. GPA. Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 hours of a student’s first bachelor’s degree program. Modify or expand, if applicable:

   iii. English Proficiency Requirement for International Applicants. If applicable list any English proficiency requirements that are higher than and/or in addition to the Graduate College requirement. (See Graduate College policy and procedures http://graduate.asu.edu/admissions/international.html#proficiency): A minimum TOEFL score of 110 on the Internet-based test or 637 on the paper-based test is required to be considered for admission to the Ph.D. program.

   iv. Required Admission Examinations.
      ☒ GRE ☐ GMAT ☐ Millers Analogies.

   v. Application Review Terms. Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:
      ☒ Fall 2010 Deadline (month/year): February 1, 2010
      ☐ Spring Deadline (month/year):
      ☐ Summer Deadline (month/year):

B. Degree Requirements. Below provide the curricular requirements for the proposed degree program.

i. Total credit hours (cr hrs) required for the degree program: 84 post baccalaureate
   All students admitted to the program will be required to take the courses detailed below.

   Students entering the program with a master’s degree in journalism or mass communication or a related field must complete 60 credit hours of coursework. Students who are admitted to
the program without a master’s degree will be required to complete an additional 24 credits of coursework.

**ii. Core courses.** List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc). Omnibus number courses cannot be used as core courses. Permanent numbers must be requested by submitting course proposal to ACRES for approval.

**Total cr hrs for required core courses:** 18*

<table>
<thead>
<tr>
<th>Course prefix &amp; number</th>
<th>Course title</th>
<th>Credit hours</th>
<th>New course?</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCO 710</td>
<td>Research Methodology in Mass Communication</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>MCO 711</td>
<td>Critical, Historical, Legal Research Methods in Mass Communication</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>MCO 712</td>
<td>Freedom of Expression Theory</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>MCO 720</td>
<td>Mass Communication Theory</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>MCO 722</td>
<td>Philosophy of Mass Communication</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>MCO 755</td>
<td>Research Apprenticeship</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
</tbody>
</table>

(Please expand table as needed. Right click in white space of last cell. Select “Insert Rows Below”)

*Students admitted to the JMC Ph.D. program without a master’s degree will also be required to take MCO 503 Media Law, MCO 510 Media Research Methods, MCO 525 21st Century Media Organization & Entrepreneurship, MCO 530 History/Philosophy & Ethics and MCO 532 Foundations in Mass Communication Research.

**iii. Elective Courses**

**Total cr hrs for program electives:** 18. As least one of a student’s electives must be a 3 credit hour non-Cronkite School quantitative or qualitative research methods course.

<table>
<thead>
<tr>
<th>Course prefix &amp; number</th>
<th>Course title</th>
<th>Credit hours</th>
<th>New course?</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUS 500</td>
<td>Quantitative Research Methods in Communication</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>JUS 509</td>
<td>Statistics</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>JUS 521</td>
<td>Qualitative Methods</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>JUS 588</td>
<td>Justice and Mass Media</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>HST 500</td>
<td>Research Methods</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>HST 502</td>
<td>Public History Methodology</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>HST 514</td>
<td>Historians of the United States</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>HST 515</td>
<td>Studies in Historiography</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>HST 532</td>
<td>Contemporary History</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>PAF 600.</td>
<td>Research Design and Methods</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>PAF 601</td>
<td>Policy Analysis and Evaluation</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>PAF 602</td>
<td>Foundations of Public Administration</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>PAF 603</td>
<td>Organization and Behavior in the Public Sector</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>THE 504</td>
<td>Studies in Dramatic Theory and Criticism</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>THE 505</td>
<td>Critical Theory and Performance</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
<tr>
<td>THE 520</td>
<td>Theatre History and Literature</td>
<td>3</td>
<td>Y ☑️ N</td>
</tr>
</tbody>
</table>
iv. **400-Level Courses.** No more than 6 credit hours of 400-level coursework can be included on graduate student program of study.

1. Are 400-level ASU courses allowed on student program of study for this degree? ☒ Yes  ☐ No

2. If yes, how many credit hours? 6

v. **Additional Requirements (if applicable).** Provide a brief description of any additional requirements (e.g. internships, clinicals, field study, etc.).

As noted above, students entering the program with a master’s degree will be required to complete 60 credit hours of course work at ASU. Students who enter the program without a master’s degree will be required to complete an additional 24 credits of coursework at ASU. Please see attached curriculum check sheet.

**Total cr hrs for other required courses:**
List course info for any additional requirements (e.g. internships, clinicals, field study, etc.)

<table>
<thead>
<tr>
<th>Course prefix &amp; number</th>
<th>Course title</th>
<th>Credit hours</th>
<th>New course?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Y ☐ N ☒</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Y ☐ N ☒</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Y ☐ N ☒</td>
</tr>
</tbody>
</table>

(Please expand table as needed. Right click in white space of last cell. Select “Insert Rows Below”)

vi. **Total cr hrs required for research and/or other elective courses (if applicable):** 24

vii. **Culminating experience** for the proposed program (please check all that apply and provide requested information):

<table>
<thead>
<tr>
<th></th>
<th>Required?</th>
<th>Brief description of the applied project or the capstone course, as applicable.</th>
<th>Course prefix and number</th>
<th>Credit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thesis (master’s only)</td>
<td>☐</td>
<td></td>
<td></td>
<td>6 cr hrs</td>
</tr>
<tr>
<td>Applied Project (master’s only)</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capstone course (master’s only)</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dissertation (doctoral only)</td>
<td>☒</td>
<td></td>
<td></td>
<td>12 cr hrs</td>
</tr>
</tbody>
</table>

(Please expand table as needed. Right click in white space of last cell. Select “Insert Rows Below”)

viii. **If applicable, provide the following information about any concentration(s) associated with this degree program.** Please attach a sample program of study with timeline for each concentration listed below. NA

I. **Concentration name:** NA
   **Total cr hrs for the courses required for the proposed concentration:**

II. **Concentration name:** NA
   **Total cr hrs for the courses required for the proposed concentration:**

ix. **For Doctoral Degrees, indicate the Master’s Degree Credit Allowance:** If approved by the student’s supervisory committee, does the program allow up to 30 credit hours from a previously awarded master’s degree to count towards the degree requirements for this doctoral program? ☐ Yes or ☒ No.
The program allows up to 24 credit hours from a previously awarded master’s degree to count towards the degree requirements for this doctoral program.

x. **Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs): 4

xi. **Foreign Language Exam.**

   Foreign Language Examination(s) required? ☐Yes ☑No

   A foreign language requirement is part of the undergraduate curriculum in journalism, mass communication and related fields. Since only those students with degrees in journalism or mass communication or related field are eligible for admission to the Cronkite School’s Ph.D. program, it is expected those admitted will have met the foreign language requirement. Students who are admitted without having met the foreign language requirement may be required to take courses to correct that deficiency. These courses will not count towards the Ph.D. in JMC degree program.

   If yes, list all foreign languages required:

xii. **Course Prefix(es)** Provide the following information for the proposed graduate program.

   a. Will a new course prefix(es) be required for this degree program?
      ☐Yes ☑No

   b. If yes, complete the Request for establishment of a new prefix for each prefix and submit with this proposal.

xiii. **New Courses Required for Proposed Degree Program.** Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

xiv. **MCO 532 Foundations in Mass Communication Research** 3 cr. hrs.

   This course is designed for students who have not had a course in academic research. For these students the course is the prerequisite to MCO 510 Research Methods.

   MCO 710 Research Methodology in Mass Communication 3 cr. hrs.

   Identifies research problems in mass communication. Overview of questionnaire construction. Attention to survey, historical, content analysis, experimental, and legal research methods

   MCO 711 Critical, Historical, Legal Research Methods in Mass Communication 3 cr. hrs.

   Introduces critical, legal and historical methods necessary to conduct qualitative mass communication research

   MCO 712 Freedom of Expression Theory 3 cr. hrs.

   Examines philosophical and legal aspects of press freedom. Emphasizes First Amendment theory evolution from 1791 to present.

   MCO 720 Mass Communication Theory 3 cr. hrs.

   Analyzes various theoretic models of mass communication with emphasis on the applications of these theories to various professional communication

   MCO 722 Philosophy of Mass Communication 3 cr. hrs.

   Mass media as social institutions, particularly interaction with government and public. Emphasizes criticism and normative statements.

   MCO 755 Research Apprenticeship 3 cr. hrs.

   In this course, the student and a faculty member will work on a research project. The expected outcome of the course is a scholarly publication.
# Ph.D. in Journalism and Mass Communication

## Requirements Check Sheet

**Date:** __________  **Admitted with:**   ![ ] Bachelor’s   ![ ] Master’s

**Student Name:** __________________________________

**ASU ID:** _______________________________________

**Semester/Year Admitted:** _________________________

**Faculty Adviser:** ________________________________

## REQUIRED CORE COURSES IF ENTERED WITHOUT MASTER’S

<table>
<thead>
<tr>
<th>Sem</th>
<th>Grade</th>
<th>Hours</th>
<th>Course</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 503</td>
<td>Media Law</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 510</td>
<td>Media Research Methods</td>
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<td></td>
<td></td>
<td></td>
<td>MCO 525</td>
<td>21st Century Media Organization &amp; Entrepreneurship</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>MCO 530</td>
<td>History/Philosophy &amp; Ethics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 532</td>
<td>Foundations in Mass Comm Research</td>
</tr>
</tbody>
</table>

**Hours completed:** ________

## REQUIRED CORE COURSES FOR ALL STUDENTS

<table>
<thead>
<tr>
<th>Sem</th>
<th>Grade</th>
<th>Hours</th>
<th>Course</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 710</td>
<td>Research Methodology in Mass Comm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 711</td>
<td>Critical, Hist, Legal Research Methods in Mass Comm</td>
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<td>MCO 712</td>
<td>Freedom of Expression Theory</td>
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<td>MCO 720</td>
<td>Mass Communication Theory</td>
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<td>Philosophy of Mass Communication</td>
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<td></td>
<td></td>
<td></td>
<td>MCO 755</td>
<td>Research Apprenticeship</td>
</tr>
</tbody>
</table>

**Hours completed:** ________

## REQUIRED GRADUATE LEVEL QUANTITATIVE OR QUALITATIVE RESEARCH METHODS COURSE

<table>
<thead>
<tr>
<th>Sem</th>
<th>Grade</th>
<th>Hours</th>
<th>Course</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>MCO 792</td>
<td>Research</td>
</tr>
</tbody>
</table>

**Hours completed:** ________

## ELECTIVES (MUST BE GRADUATE LEVEL COURSES)

15 hours if entered with Master’s, 24 hours if entered without Master’s

<table>
<thead>
<tr>
<th>Sem</th>
<th>Grade</th>
<th>Hours</th>
<th>Course</th>
<th>Course Title</th>
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**Hours completed:** ________

## GPA TRACKING

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<th>Semester</th>
<th>GPA</th>
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**DEGREE MILESTONE**

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<th>DATE/NOTES</th>
<th>Select Adviser</th>
<th>Establish committee</th>
<th>Plan of Study</th>
<th>Comprehensive Exam</th>
<th>Dissertation Prospectus</th>
<th>Candidacy</th>
<th>Apply for Graduation</th>
<th>Schedule Defense</th>
<th>Oral Defense</th>
<th>Submit Dissertation to ASU Bookstore</th>
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**Additional Notes/comments:** ____________________________________________

__________________________________________

__________________________________________

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__________________________________________
A. Faculty
   i. Current Faculty

<table>
<thead>
<tr>
<th>Name</th>
<th>Rank</th>
<th>Highest Degree</th>
<th>Specialization</th>
<th>Level of Involvement</th>
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<tbody>
<tr>
<td>Allen, Craig</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>International mass communication; broadcasting; history</td>
<td>10%</td>
</tr>
<tr>
<td>Barrett, Marianne</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Media management and economics</td>
<td>10%</td>
</tr>
<tr>
<td>Bramlett-Solomon, Sharon</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Journalism, mass communication theory, race, gender and the mass media</td>
<td>25%</td>
</tr>
<tr>
<td>Brannon, Jody</td>
<td>Director, News21</td>
<td>Ph.D.</td>
<td>digital media</td>
<td>10%</td>
</tr>
<tr>
<td>Carpenter, Serena</td>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Citizen journalism, social networks, new media</td>
<td>25%</td>
</tr>
<tr>
<td>Casavantes, Michael</td>
<td>Lecturer</td>
<td>Ph.D.</td>
<td>History of mass media, radio reporting</td>
<td>25%</td>
</tr>
<tr>
<td>Cornell, Christopher-John</td>
<td>Entrepreneur in Residence</td>
<td>Ph.D.</td>
<td>Entrepreneurship, innovation, digital media</td>
<td>25%</td>
</tr>
<tr>
<td>Craft, John</td>
<td>Professor</td>
<td>Ph.D.</td>
<td>Media management, media and society, philosophy of mass communication</td>
<td>25%</td>
</tr>
<tr>
<td>Galician, Mary-Lou</td>
<td>Associate Professor</td>
<td>Ed.D.</td>
<td>Media and society, media literacy</td>
<td>10%</td>
</tr>
<tr>
<td>Gilpin, Dawn</td>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Complexity theory, social networks</td>
<td>25%</td>
</tr>
<tr>
<td>Godfrey, Donald</td>
<td>Professor</td>
<td>Ph.D.</td>
<td>Critical, historical, legal research methods, broadcast history</td>
<td>25%</td>
</tr>
<tr>
<td>Name</td>
<td>Rank</td>
<td>Highest Degree</td>
<td>Specialization</td>
<td>Level of Involvement</td>
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</tr>
<tr>
<td>Leigh, Frederic</td>
<td>Associate Dean</td>
<td>Ed.D.</td>
<td>Radio management, programming and history</td>
<td>25%</td>
</tr>
<tr>
<td>Matera, Fran</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Public relations research, diversity and elections</td>
<td>10%</td>
</tr>
<tr>
<td>McGuire, Tim</td>
<td>Professor</td>
<td>J.D.</td>
<td>Journalism ethics, business of journalism, law</td>
<td>10%</td>
</tr>
<tr>
<td>Russell, Dennis</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Popular culture, mass communication law</td>
<td>10%</td>
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<tr>
<td>Russomanno, Joseph</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>First Amendment law, press freedom theory</td>
<td>25%</td>
</tr>
<tr>
<td>Schwalbe, Carol</td>
<td>Associate Professor</td>
<td>M. A.</td>
<td>Visual communication, framing, new media</td>
<td>10%</td>
</tr>
<tr>
<td>Silcock, B. William</td>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Newsroom cultures, international mass communication, broadcasting</td>
<td>10%</td>
</tr>
<tr>
<td>Sylvester, Edward</td>
<td>Professor</td>
<td>M.A.</td>
<td>Print journalism, science and medical writing</td>
<td>10%</td>
</tr>
<tr>
<td>Thornton, Leslie-Jean</td>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Newsroom culture, new media</td>
<td>10%</td>
</tr>
<tr>
<td>Wu, Xu</td>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Cybernationalism, international communication, political communication, crisis management</td>
<td>25%</td>
</tr>
</tbody>
</table>
Hi Marianne, I have no objections to the program. I did find the number of students you intend to admit to be quite optimistic. There seemed to be no discussion of the market needs or placement.

Also, seems to me that your elective courses should be much more inclusive, given that the field of journalism bumps into so many areas. Why so narrow?

You might want to shore up the justification section. I always think professional schools need to be long on justification when establishing research degrees, MA degrees the worry is less clear. It lacks a theoretical justification.

Pat

---

Hello,
The Walter Cronkite School of Journalism and Mass Communication is proposing to launch a Ph.D. in Journalism and Mass Communication, effective with the 2010 academic year. The program is designed to be small and interdisciplinary with students taking courses from a variety of units across ASU. Because the JMC Ph.D. program is intended to be tailored very specifically to individual students’ interests, the expectation is at any given time there should be no more than one or two JMC Ph.D. students who will wish to enroll in the same non-Cronkite School course. As part of the program's approval process, we are required to receive impact statement letters from each of the units that have courses in which are students are likely to want to enroll. Attached is the degree proposal for your review and response. We expect the degree proposal to be on the University Graduate Council’s February meeting agenda and would like to include the impact statements with the proposal. I would be happy to answer any questions you have about the proposal.

Thank you for your consideration.

Sincerely,
Marianne
Marianne Barrett, Ph.D.
Senior Associate Dean
Solheim Professor
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, AZ 85004

PROPOSED NEW DOCTOR OF PHILOSOPHY IN JOURNALISM AND MASS COMMUNICATION

☐ I have no objections to the proposed Ph.D.
I object to the proposed Ph.D.

Reasons for objection:

Marianne Barrett, Ph.D.
Senior Associate Dean
Solheim Professor
Walter Cronkite School of Journalism &
Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, AZ 85004
Hi Marianne,

We have no objection. But... you might want to consider allowing our Qualitative Methods courses (JUS 521 at the master's level and 650 at the doctoral level) in addition to the course offered by the Hugh Downs School. Also, in addition to our master's level Research Methods course (JUS 500) which you list, we offer Statistics (JUS 508). Finally, we regularly offer some substantive courses (primarily by Professors Altheide and Cavender) that might be of interest to your students--particularly JUS 588 Justice and Mass Media (you can see all of our grad course offerings at http://ejs.clas.asu.edu/page/graduate/courses).

Good luck with the new PhD!
Best,
Marjorie

Dr. Marjorie S. Zatz, Director
School of Justice & Social Inquiry
Arizona State University
Tempe AZ 85287-0403
Phone: 480-965-6897 Fax: 480-965-9199
Marjorie.Zatz@asu.edu

---

From: Marianne Barrett
Sent: Monday, January 12, 2009 10:21 AM
To: Bud Goodall; Marjorie Zatz; Mark Von Hagen; Robert Denhardt; Patrick Kenney; Linda Essig; Neal Lester; Gary Birnbaum
Cc: Donald Godfrey; Lisbeth Dambrowski
Subject: Cronkite School Ph.D. Proposal

Hello,

The Walter Cronkite School of Journalism and Mass Communication is proposing to launch a Ph.D. in Journalism and Mass Communication, effective with the 2010 academic year. The program is designed to be small and interdisciplinary with students taking courses from a variety of units across ASU. Because the JMC Ph.D. program is intended to be tailored very specifically to individual students' interests, the expectation is at any given time there should be no more than one or two JMC Ph.D. students who will wish to enroll in the same non-Cronkite School course. As part of the program's approval process, we are required to receive impact statement letters from each of the units that have courses in which are students are likely to want to enroll. Attached is the degree proposal for your review and response. We expect the degree proposal to be on the University Graduate Council's February meeting agenda and would like to include the impact statements with the proposal. I would be happy to answer any questions you have about the proposal.

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Marianne Barrett, Ph.D.
Senior Associate Dean
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☐ I object to the proposed Ph.D.

Reasons for objection:

Marianne Barrett, Ph.D.
Senior Associate Dean
Solheim Professor
Walter Cronkite School of Journalism &
Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, AZ 85004
The School of Public Affairs has no objections to the proposed program and will welcome your student into our courses. We are, incidentally, in the midst of changing our core curriculum at the doctoral level. You might want to contact Janet, as our doctoral director, to get the latest titles and numbers, not only for our first year courses, but for our methods sequence, which you might find especially helpful.

Hello,
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Solheim Professor
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
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Phoenix, AZ 85004

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☐ I object to the proposed Ph.D.
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Senior Associate Dean
Solheim Professor
Walter Cronkite School of Journalism &
Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, AZ 85004
Marianne Barrett

From: Linda Essig
Sent: Monday, January 12, 2009 11:12 AM
To: Marianne Barrett
Cc: Tamara Underiner
Subject: RE: Cronkite School Ph.D. Proposal

The School of Theatre and Film has no objection to the proposed JMC PhD and looks forward to having its students in our classes.

Professor Linda Essig
Director, School of Theatre and Film
Herberger College of the Arts
Arizona State University
PO Box 872002
Tempe AZ 85287-2002
480.965.9547

From: Marianne Barrett
Sent: Monday, January 12, 2009 10:21 AM
To: Bud Goodall; Marjorie Zatz; Mark Von Hagen; Robert Denhardt; Patrick Kenney; Linda Essig; Neal Lester; Gary Birnbaum
Cc: Donald Godfrey; Lisbeth Dambrowski
Subject: Cronkite School Ph.D. Proposal

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Marianne Barrett, Ph.D.
Senior Associate Dean
Solheim Professor
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, AZ 85004

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Mass Communication
Arizona State University
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