

# MEDIA AND PUBLIC ENGAGEMENT - MASTER OF ARTS (MA)

The Master of Arts in media and public engagement (MAPE) trains critical advocates for social change. It is a two-year, interdisciplinary program that spans traditional boundaries between theory and practice, offering opportunities for critical study of the history, institutions, economics and social implications of the media, both nationally and globally. It also offers practice-based media training geared toward civic engagement and community building. In addition to completing courses in media theory and other fields of interest, students learn how to create thoughtful and engaging projects using a variety of media practices, including online platforms, multimedia documentary, social media campaigns and other kinds of tools both longstanding and cutting-edge.

During their two years in the program, MAPE students will collaborate with faculty, community leaders, nonprofit organizations and companies to devise innovative interventions for social change. They may also choose to complete one of several subject-area certificate programs available through the university.

The MAPE prepares students for entering and transforming a variety of professions, both at the national and international level, in government, media, public relations, cultural organizations and the nonprofit sector.

## Requirements

### Application Guidelines

Students are admitted to the program based on the quality of their proposed project and their commitment to social change and the public good. Applicants to the MA in media and public engagement must:

- Hold at least a baccalaureate degree or its equivalent from an accredited college or university.
- Have an undergraduate grade point average of at least 2.75.
- Have a GRE verbal score of at least 153 (62%). International applicants must also have a TOEFL score of at least 600 (IBT 100).
- Provide three letters of recommendation.
- Provide a 500-word statement of purpose.
- Provide a resume.

Graduate advising is available by phone (303-492-7977), email (cmcigrad@colorado.edu) or in person (Hellems 96D).

### Program Requirements

Students in the MAPE program take a total of 30 credit hours, comprised of:

- 24 hours of coursework selected from a range of courses offered by the Media Studies department and/or courses crosslisted with other departments inside and outside the College of Communication, Media, Design and Information (CMDI)
- 6 hours for a thesis project

### Required Courses and Credit Hours

Code	Title	Credit Hours
<b>Required Foundation Courses</b>		
MDST 5001	Connected Media Practices	3
MDST 5002	Media Activism and Public Engagement	3
MDST 6051	Media Theories	3
<b>Additional Requirements</b>		
Methods of media practice and/or research. <sup>1</sup>		6
CMDP 5100	Research and Methodologies Seminar	
CMDP 5370	Choreography, Cinematograph: Writing in Motion	
CMDP 5450	Contemporary Documentary Media	
CMDP 5500	Documentary Production Workshops	
CMDP 5600	Documentary Lab Seminar	
CMDP 5650	Documentary Field Work	
CMDP 5900	Documentary Production Topics	
IAWP 6000	Introduction to Practice-Based Research	
JRNL 5001	Media Technology Boot Camp	
JRNL 5011	Newsgathering and Multimedia Storytelling	
JRNL 5102	Photojournalism Portfolio	
JRNL 5344	Video Documentary Production	
JRNL 5502	Newsgathering 2	
JRNL 5512		
JRNL 5514		
JRNL 5521	Data Journalism	
JRNL 5552	Multimedia Editing	
JRNL 5562	Digital Journalism	
JRNL 5602	Opinion Writing	
JRNL 5684	The Art of Visual Storytelling	
JRNL 5702	Arts/Cultural Reporting and Criticism	
JRNL 5802	Feature Writing	
JRNL 5812	Science Writing	
JRNL 5822	Reporting on the Environment	
MDST 5871	Special Topics	
MDST 5931	Internship	
Electives in the student's area of emphasis. <sup>2</sup>		9
CMCI 6311	Freedom of Expression	
CMCI 6331	Political Communication	
CMCI 6661	Media Ethics and Responsibility	
CMCI 6861		
COMM 5225	Environmental Communication	
COMM 6340	Rhetoric and Civic Community	
JRNL 6651	Media Law	
MDST 5211	Asian Media and Culture	
MDST 5311	Mass Communication Criticism	
MDST 5331	Gender, Race, Class, and Sexuality in Popular Culture	
MDST 6071	Critical Theories of Media and Culture	
MDST 6201	Global Media and Culture	
MDST 6301	Communication, Media, and Concepts of the Public	

MDST 6341	Children, Youth and the Media	
MDST 6551	Media and Communication Policy	
MDST 6671	Media, Myth, and Ritual	
MDST 6711	Media and Popular Culture	
MDST 6771	History of Media and Communication: Selected Topics	
MDST 6781	Political Economy of Media	
<b>Master's Thesis</b>		
MDST 6951	Master's Thesis	6
<b>Total Credit Hours</b>		<b>30</b>

<sup>1</sup> May consist of an internship or practicum.

<sup>2</sup> Students may take a wide range of electives, including graduate seminars in media studies, hands-on courses throughout CMDI and topical offerings throughout the university.

## Learning Outcomes

By the completion of the program, students will be able to:

- Demonstrate familiarity with scholarly literature in media studies and related fields.
- Practice public scholarship through accountable community engagement.
- Develop media production skills appropriate to project goals.
- Design and produce a production-ready media project with collaborators.