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, such as the graduate certificate in environment, policy and society (catalog.colorado.edu/graduate/colleges-schools/arts-sciences/programs-study/environmental-studies/environment-policy-society-graduate-certificate) (EPS), which consists of 18 credit hours met by taking courses both inside and outside CMCI.

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 course work 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 Media, Communication and Information (CMCI)
- 6 hours for a thesis project

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**Required Courses and Semester Credit Hours**

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<th>Required Foundation Courses</th>
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<tr>
<td>CMCI 6051 Media Theories</td>
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<tr>
<td>MDST 5001 Connected Media Practices</td>
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<tr>
<td>MDST 5002 Media Activism and Public Engagement</td>
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**Additional Requirements**

- Methods of media practice and/or research. ¹ 6
- Electives in the student’s area of emphasis. ² 9
- MDST 6951 Master’s Thesis 6

**Total Credit Hours**

30

¹ Could consist of an internship or practicum.
² Students may take a wide range of electives, including graduate seminars in media studies, hands-on courses throughout CMCI and topical offerings throughout the university.