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UNIVERSITY *of*
INDIANAPOLIS.

ATHENS CAMPUS



M.A. in Media and Communication



GRADUATE PROGRAMS

M.A. in Media and Communication

Thank you for expressing interest in the Master of Arts Program in Media and Communication offered by the University of Indianapolis in Athens. Our objective is to train students to meet the challenges arising from the globalization of our contemporary cultural and political information exchanges. The field of media and communication examines how messages circulate within this environment, both reflecting and shaping our experiences. Within this M.A. program, students have the opportunity to develop new critical thinking skills, as it combines a study of current theories with practical application of these theories in a wide range of professional settings.

All classes are held at our convenient central Athens Campus near Syntagma Square. Courses are offered in the evening to minimize conflicts for those with demanding work schedules. M.A. students are also required to attend an intensive summer session at our home campus in Indianapolis, Indiana, USA.

We hope that you will find the M.A. in Media and Communication to be an interesting and challenging program. We look forward to discussing our program further with you in the context of your background and special interests.

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Aims and Philosophy of the Program

Mass communication has become a very important part of everyday life. We all watch the television, read the papers, listen to the radio, and make use of the World Wide Web; we are all informed and influenced by the messages conveyed by the media. The mass media have been described as both a powerful source of definitions of, and as a window to, the world. Indeed, either as a neutral mediator or as a selective filter, the mass media are engaged in the production, reproduction, and distribution of knowledge. The study of mass communication has therefore acquired a significant role in intellectual and professional life.

The focus of the Master of Arts in Media and Communication is the central position that the mass media occupy in society as well as the social, economic, cultural, and psychological implications of this position. The objective of the program is to provide an advanced understanding of mass communication processes and concepts, as well as to improve students' competence in dealing with media production and consumption. By the end of the

course, students will be able to comprehend media production, as well as to criticize media content in a constructive manner.

The Master of Arts program provides a curriculum which focuses on the social, economic, cultural, legal and public policy implications of the mass media rather than simply offering an advanced degree in journalism and broadcasting. It also provides opportunities for students to specialize in particular areas in order to prepare for careers in media research, public relations, journalism, media criticism, advertising, media management and media regulation. In addition, the program enhances career development for media practitioners, prepares

students for high-level employment in media-related professions, and provides a theoretical and methodological training route for students wishing to further their theoretical and analytical research competencies.

The program appeals to a market consisting of people willing to work or already working in the area of mass communication. It also pertains to a number of professions in which communication skills are essential, such as consultancy in large organizations and/or public institutions, communication research and analysis, media production, and cultural critique.



M.A. IN MEDIA AND COMMUNICATION PROGRAM OF STUDY

COMM 501	Introduction to Mass Communication Theory	3 credits
COMM 502	Public Opinion and Political Communication	3 credits
COMM 503	Media Effects	3 credits
COMM 504	Research Methods in Media & Communication	3 credits
COMM 511	Mass Communication Ethics and Law	3 credits
COMM 512	Media Management and Advertising	3 credits
COMM 513	News Production	3 credits
COMM 514	Public Relations Theory	3 credits
COMM 521	Communication, Culture and Society	3 credits
	or	
COMM 522	Theory and Criticism of Media Production	3 credits
COMM 530	Topics in Communication	3 credits
COMM 540	Practicum	6 credits
	or	
COMM 550	Thesis / Project	6 credits

TOTAL CREDITS REQUIRED

36



Course Descriptions

COMM 501 Introduction to Mass Communication Theory. Covers selected topics in modern media and communication research and addresses key concepts and debates at an advanced level. Topics include history and concepts in mass communication research; mass media and society; mass communication processes and effects; mass media and social problems (e.g. children, violence, advertising); media economics; and media and international relations.

COMM 502 Public Opinion and Political Communication. Focuses on the close relationship between politics and mass communication in our times. Relative topics include: political communication; opinion polls and media coverage; political socialization; political culture; election campaigning; party publicity; political communication in Britain and America; and agenda setting and political effects.

COMM 503 Media Effects. This course describes and analyzes the history and the theories of the impact mass media have on the public. It offers an advanced understanding of important issues: propaganda and rhetoric; social movements and public communication campaigns; advertising and political communication; theories of and types of audience; the psychology of the audience; theories of attitude change; and social information processing.

COMM 504 Research Methods in Media and Communication. Focuses on concepts and methods of research in media and communication and the application of various research techniques selected from both the quantitative and qualitative research paradigms: content analysis of the media; structural and semiotic analysis; media effects design; survey research and questionnaire design; descriptive and inferential statistics; focus group discussions; interviewing; audience measurement; and case studies.

COMM 511 Mass Communication Ethics and Law. Identification and analysis of ethical issues raised by the media. Relevant topics include the history and evolution of journalism and broadcast law, the ethical dimensions of art and entertainment; invasion of privacy; copyright; and ethics in cyberspace.

COMM 512 Media Management and Advertising. This course emphasizes the commercially operated media and includes an examination of marketing and promotion concepts and the pragmatic strategies and techniques used by media personnel to generate revenues through the sales of advertising. Advertising campaigns, including their design and implementation, are also a focus of the course.

COMM 513 News Production. Offers a complete understanding of the news production process. It covers the following topics: the genre of media news; social functions and relevant questions about facts and values; research and reporting; writing and editing; interviewing; broadcast news; documentary; magazine editing and design; editorial writing and news analysis; and language, law and free speech.

COMM 514 Public Relations Theory. A course designed to provide a complete understanding of the organization and implementation of public relations. It reviews in depth the following: the history of PR theories and methods; analyzing goals; setting objectives; designing messages; choosing channels; planning implementation (budgeting, staffing, timetables); crisis management and problem solving; evaluating effects; and marketing and advertising techniques.



COMM 521 Communication, Culture and Society. The aim of this course is to provide an advanced analysis of the social and cultural context of mass media. Relevant topics include: theories of literature, society, culture and ideology; popular and mass culture; media modernism and post modernism; cross-cultural communication and globalization; advertising and consumerism; cultural studies; political economy; and critical theory.

COMM 522 Theory and Criticism of Media Production. A course where basic production techniques are reviewed in order to analyze and evaluate the quality, intention, and effects of production strategies: production and post-production techniques; technological determinism; negotiation of control in media organizations; and public vs. private television.

COMM 530 Topics in Communication. A course covering a particular area of mass communication not covered comprehensively in one of the other advanced courses. The topic for a given semester is announced prior to registration for that semester. The topic is selected in response to student needs and wishes.

COMM 540 Practicum. Students may be assigned to on-the-job training positions with communication organizations. Supervision will be provided by an on-site professional as well as a faculty member. Students are involved in various aspects of the mass communication process (e.g. production of media content, management of public relations campaigns). The master's practicum consists of a minimum of 90 hours on site. At the end of the assignment students are asked to produce a report of 5,000 words accounting for and describing their involvement. A grade of Satisfactory or Unsatisfactory is assigned.

Non-Practicum Option
COMM 550 Thesis I Project. Students should submit a thesis or a research project of not more than 10,000 words on a topic in media and communication approved by the candidate's instructors.



M.A. in Media & Communication

Application for Admission

For office use only:

•Application Fee Paid:.....
•GRE Score:.....
Subject:.....
•TOEFL:.....
•GPA:.....
•Transcript Received: Yes <input type="checkbox"/> No <input type="checkbox"/>

Personal Information

Enter your full name. Please print or type:

Last Name First Name Middle Name Maiden Name

Mailing Address: Number Street City Postcode Country

ID / Passport No: Birth Date:

Business Telephone: Home Telephone:

Mobile Telephone:

Nationality:

Overall Undergraduate GPA: Major GPA: Field of Study:

Full-Time Part-Time

M.A. in Media and Communication:

Check Date of Admission Desired:

Semester I (Sept.) Semester II (Feb.)

Winter Session (Jan.) Summer Session II (June)

Graduate Record Exam (GRE):

Yes: Date: Subject:

No: Anticipated Date:

Academic Background

List chronologically every college, university or professional school you have attended whether or not credit was earned. Official transcripts must be sent directly to the Media & Communication Department Chair; University of Indianapolis, Athens Campus.

Name of Institution	City / State Country	From / To	Major Field	Degree Month / Year

Employment History & Certifications

List your employment chronologically for the past 5 years. Include military service.

Name and location of Employer	Description of Work	From / To

Use the space below to provide information about your self such as honours, publications, teaching or other professional experience, academic objectives, career plans and research interests.

I hereby certify that the information given in this application is complete and accurate.

Applicant's Signature

Date

Application Checklist

- Completed Application
- Two Letters of Recommendation
- Official Transcript(s)
- GRE Results (if required; see Academic Requirements)
- TOEFL Results (if required; see Academic Requirements)
- Application Fee

Please submit your application and documentation to:
 Graduate Programs Office, University of Indianapolis, Athens Campus, 7 - 9 Ypatias Street, Mitropoleos Square, Athens 105 57, Greece
 Tel: 210 32.39.740, 210 32.39.785, 210 32.36.647 - Fax: 210 32.48.502 - e-mail: graduate@uindygr
 All admissions decisions are made by the Office of Graduate Programs at the University of Indianapolis in the United States

SCHOOL OF BUSINESS

Baccalaureate Degree Programs

- Accounting/CMA or CPA
- Business Administration
- Economics and Finance
- Management
- Financial Services
- Human Resource Management
- Computer Information Systems
- Marketing
- International Business
- Production and Operations Management

SCHOOL OF PSYCHOLOGICAL SCIENCES

Baccalaureate Degree Program

- Psychology

CISCO NETWORKING ACADEMY

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- CISCO Certified Network Professional (CCNP™)

EXECUTIVE MBA

ACBSP Accredited (Baldrige Quality Standard)

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- Organizational Leadership
- Finance
- Technology Management

COLLEGE OF ARTS & SCIENCES

Baccalaureate Degree Programs

- Human Communication
- Computer Science
- Electronic Media
- English
- History
- Journalism
- Corporate Communication
- Theater
- Music
- Philosophy
- Political Science
- Corrections
- Law Enforcement
- Religion
- Sociology
- Public Relations
- International Relations
- Writing & Publishing

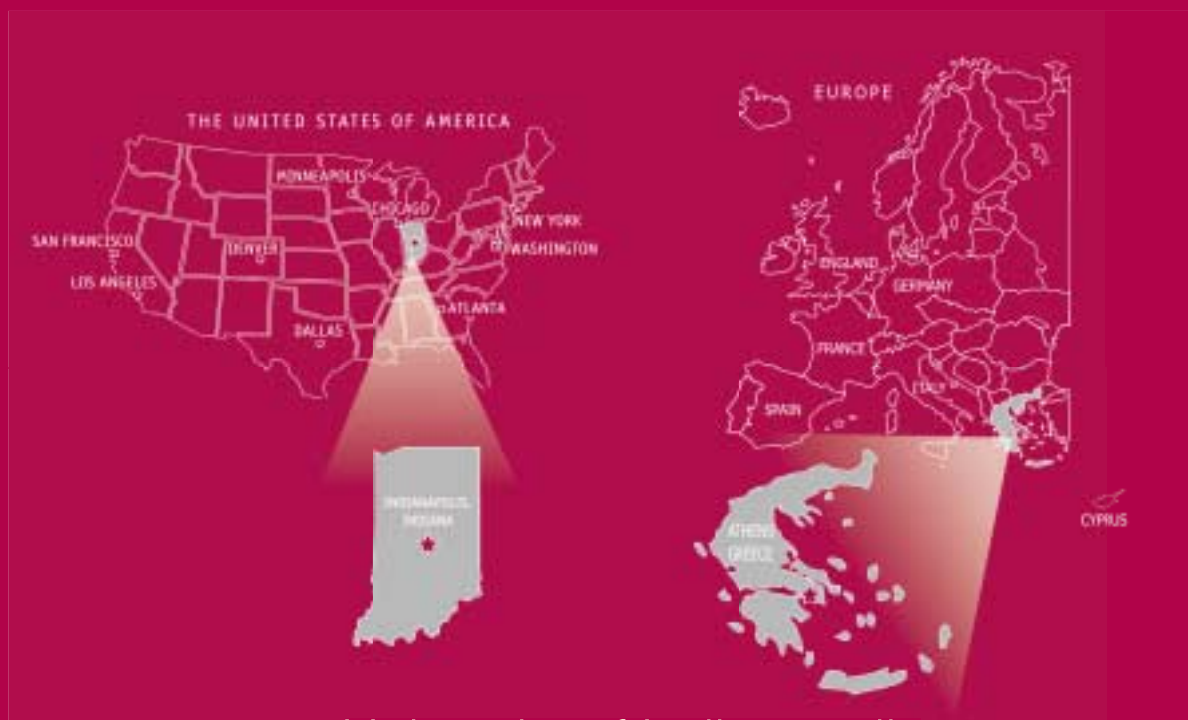
SCHOOL FOR ADULT LEARNING

Baccalaureate Degree Programs

- Liberal Studies
- Organizational Leadership
- Adult Development Certificates

MASTER OF ARTS

- Media & Communication
- International Relations
- Applied Sociology / Human Resource Management
- Clinical Psychology
- Mental Health Counseling
- English Language & Literature
- Music



University of Indianapolis

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• Tel.: 210 32.39.740, 210 32.39.785, 210 32.36.647 • Fax: 210 32.48.502

• Graduate Programs e-mail: graduate@uindy.gr • Undergraduate Programs e-mail: info@uindy.gr

CULTURAL CENTER: 5 Markou Avriliou / 2 Kiristou & Lysiou Street, Plaka, Athens 105 57

TRIPOLIS CENTER: 20 Dariotou & 1 Apostolopoulou St. (Behind Municipal Building)

www.uindy.gr

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