



Graduate Student Handbook 2023–2024

School of Journalism and Communication

The UO School of Journalism and Communication is a community dedicated to excellence in learning, research, and creative projects. We study issues that champion freedom of expression, diversity and equity, and democracy in service to current and future generations.

By integrating theory and practice, we advance scholarship and prepare students to become professional communicators, critical thinkers, and responsible citizens in a global society.

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**JCGSA - Journalism and Communication Graduate Student Association*

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SOJC Ph.D. students: sojc-phds@lists.uoregon.edu

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Advertising and Brand Responsibility Master's students: sojc-ABR@lists.uoregon.edu

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Academic Policies

SOJC graduate students are responsible for informing themselves regarding departmental, Division of Graduate Studies, and University policies and procedures.

Academic Deadlines

The academic calendar can be found at <https://registrar.uoregon.edu/calendars/academic/>. Please refer to this calendar for term dates, registration deadlines, deadlines to drop classes, and other important dates.

If you are a master's student, please refer to the master's degree calendar for degree completion deadlines: <https://graduatestudies.uoregon.edu/academics/completing-degree/masters-degree-deadlines>

If you are a doctoral student, please refer to the doctoral degree calendar for degree completion deadlines: <https://graduatestudies.uoregon.edu/academics/completing-degree/doctoral-degree-deadlines>

Registration Deadlines

Please refer to the academic calendar (<https://registrar.uoregon.edu/calendars/academic/>) for registration deadlines as well as deadlines for adding, dropping, and withdrawing from courses during fall, winter, and spring terms. Summer registration deadlines can be found on the summer class schedule at <https://classes.uoregon.edu>.

Once you have registered for a course, you are liable for the tuition whether you attend the course or not. Before each term's drop deadline, check your schedule in DuckWeb (<https://registrar.uoregon.edu/current-students/duckweb>) and verify that you are enrolled for all the courses you are attending and that all grading options are correct.

It is in your best interest to register for classes as soon as the registration period opens, as classes may fill up (particularly electives).

Graduate Courses




Graduate-only courses are 600-level; 500-level courses are graduate level but may also include advanced undergraduates. Do *not* register for 400-level classes, as you will *not* receive graduate credit for undergraduate classes. Doctoral students must receive their advisor's permission to enroll in 500-level classes, as these courses are geared toward master's students.

To view the class schedule, visit <https://classes.uoregon.edu>. To review a course syllabus, contact Faculty Services at Allen 219 or email Faculty Services office at: sojcfacultyservices@uoregon.edu.

Registration Procedures for Courses Requiring "Instructor Approval"

You will need to request permission to register for many SOJC graduate courses. When you review the class schedule, be sure to note if the course description specifies "Instructor Approval required."

Course Data

J 580 Top Crisis Comm		4.00 cr.					
Addresses a specific theory, method, or issue in the study and practice of public relations, such as international practice or strategic use of new media. Repeatable thrice when topic changes for a maximum of 16 credits.							
Grading Options:	Graded for all students						
Instructor:	Matthews K 	Office: 321 Allen Hall Phone: (541) 346-3565					
	Instructor Approval required						
<u>Course Materials</u>							
CRN	Avail	Max	Time	Day	Location	Instructor	Notes
	12720	0	30	1000-1150	tr	214 FR	Matthews K 

After you have received approval from the instructor, you will need to fill out the SOJC Graduate Course Preauthorization Form at <https://sojcstudent.uoregon.edu/graduate/forms/>. It is not necessary to forward the instructor's approval email to Graduate Programs staff.

Once the Graduate Programs Assistant clears your preauthorization (within two business days), you will receive an email indicating that you are now able to register for the class in DuckWeb (<https://registrar.uoregon.edu/current-students/duckweb>). Be prepared to supply your student ID number and Personal Access Code when you register.

Independent Study/Open-ended Courses

Adjunct or visiting professors are not authorized to supervise independent study classes (Reading J605; Terminal Project J609; Research J601; Internship J604; Special Problems J606; Thesis J605; Dissertation J603). Before registering in an independent study/open-ended course, you must get permission from the instructor and then fill out the SOJC Graduate Course Preauthorization Form at <https://sojcstudent.uoregon.edu/graduate/forms>.

Please note that most faculty members are not on contract during the summer and therefore may not be available to supervise independent study classes over the summer.

Degree Audits

SOJC graduate programs do not participate in the Registrar's "Degree Audits," which are listed in DuckWeb for undergraduate programs and some graduate programs. This has been a point of confusion for SOJC graduate students who attended UO as an undergraduates. As noted on DuckWeb, SOJC graduate degree requirements are listed in the Graduate Program Handbook. If you have questions about your degree plan, please contact the Associate Director for Graduate Affairs.

Continuous Enrollment Policy

Unless on-leave status has been approved, a student enrolled in an advanced degree or graduate certificate program must attend the university continuously until all program requirements have been completed. The student must register for 3 graduate credits each term, excluding summer session, to be continuously enrolled.

All students must be enrolled for a minimum of 3 credit hours in the term they plan to graduate, including summer term.

On-Leave Status

A graduate student interrupting a study program for one or more terms, excluding summer session, must register for on-leave status to ensure a place in the program upon return. Only graduate students in good standing (see "Grade Requirements & Satisfactory Progress" below)

are eligible.

Students must apply for on-leave status through the Division of Graduate Studies: <https://graduatestudies.uoregon.edu/academics/policies/general/on-leave-status>.

The Division of Graduate Studies must receive the application by the last registration day in that term, as noted in the schedule of classes. On-leave status is granted for a specified time period that may not exceed three academic terms, excluding summer session. Students with on-leave status do not pay fees. However, students must register and pay fees if they will be using university facilities or faculty or staff services during that term. Students are advised to work with their faculty advisor and the Associate Director for Graduate Affairs when considering taking leave.

Grade Requirements & Satisfactory Progress

In order to maintain academic standing as a graduate student, all students must meet the requirements specified by the Division of Graduate Studies and the SOJC:

- Graduate students must maintain at least a 3.0 grade point average (GPA) in graduate courses.
- Grades of D+ or lower for graduate courses are not accepted for graduate credit but are computed in the GPA. A grade of N (no pass) is not accepted for graduate credit.
- A grade of pass (P) must represent work equal to or better than a B-.
- A GPA below 3.0 at any time during a graduate student's studies or the accumulation of more than five credits of N or F grades—regardless of the GPA—is considered unsatisfactory.
- If found to be making unsatisfactory progress, the student may be placed on academic warning or probation, or may be dismissed from the program. See the Division of Graduate Studies's **Satisfactory Progress** policies for more information: <https://graduatestudies.uoregon.edu/academics/policies/general/on-leave-status>.

Doctoral students should review program-specific requirements regarding maintaining satisfactory progress on pages 41-48 of this handbook.

Incompletes

For graduate students, there are two sets of policies regarding incompletes on the student record—the first is departmental, the second involves the Division of Graduate Studies. The SOJC policy requires that graduate students not have incompletes in more than two classes.

Division of Graduate Studies policies are described below.

Note: Accumulation of more than 7 credits of Incomplete is considered unsatisfactory. More information about satisfactory academic progress requirements is available on the Division of Graduate Studies website at <https://graduatestudies.uoregon.edu/academics/policies/general/satisfactory-progress>.

Division of Graduate Studies Policy for Incompletes Assigned Beginning Fall 2022

Effective Fall 2022, the following policies apply to both undergraduate and graduate courses:

What is an Incomplete and When is it Appropriate?

A grade of "I" (Incomplete) represents an agreement between an instructor and a student to extend the deadline for coursework completion. Incompletes shall be granted when the instructor determines that the student meets all the following criteria. The student:

- has been making satisfactory progress on coursework as determined by the criteria in the syllabus;
- has been active in the course; and
- is able to independently complete the remaining requirements without attending additional classes beyond the term or receiving additional instruction;
- is unable to complete a portion of the course requirements due to extenuating circumstances beyond their control that occurred after the last day to drop a class (end of Week 7 of Fall/Winter/Spring terms; variable dates for summer courses);
- requests an Incomplete by the published deadline

If additional class attendance or instruction is required to complete course requirements, the instructor shall not issue an Incomplete. Lack of engagement, poor performance, or a desire to repeat the course are unacceptable reasons for issuance of the "I" mark.

Instructors shall provide to the student access to course materials necessary to complete the missing work.

Incomplete grades can only be granted by instructors and instructors are under no obligation to grant students an incomplete grade if in their judgment the criteria stated above are not met. An Incomplete shall not be recorded by the instructor unless a contract between the instructor and student has been completed and filed appropriately.

General Process for Incompletes

- Incompletes are initiated by the student
- Student contacts instructor and requests Incomplete by 5:00 pm on the last day of finals week.
- If the instructor agrees that the student meets the criteria, the instructor and the student complete and file a contract outlining how the Incomplete can be resolved, the deadline for resolving the Incomplete, and the default grade should the student not complete the agreed upon work. The default grade is the grade the student would receive according to the syllabus grade guidelines with no credit for the missing work.
- The missing work indicated on the form must be completed by the earlier of:
 - Grading deadline of the term the student applied to graduate, or
 - Deadline stated on the Incomplete Request Form (can be extended at the discretion of the instructor), or
 - The day grades are due one academic year later

For students with Incomplete contracts, the instructor will record the grade of "I" in Duckweb that indicates an Incomplete has been agreed to. The instructor will also record, in Duckweb and/or the contract form, the grade the student would have received in the course if they received no credit for the missing work. This becomes the default grade that replaces the Incomplete mark should the student not complete the work outlined in the contract by the appropriate deadline (either the grading deadline of the term the student applied to graduate or the day grades are due one academic year later). If the student completes the work defined in the contract by the agreed upon date, the instructor calculates and updates the grade via the grade change process.

Student Conduct Code

The Student Conduct Code establishes community standards and procedures necessary to maintain and protect an environment conducive to learning and in keeping with the educational objectives of the University of Oregon. All students enrolled at the University of Oregon are affected by the Student Conduct Code, which you can access at <https://studentlife.uoregon.edu/conduct>.

A dark gray vertical bar is located on the left side of the page, extending from the top margin down to the middle of the page.

Master's Programs

Advertising and Brand Responsibility

This one-year, full time program is for recent graduates and young professionals interested in the idea that successful brands in the 21st century must be authentic, courageous, and committed to social good. Diverse brands such as Nike, Patagonia, Cheerios and Yoplait have successfully addressed social issues while building brand equity. These brands are recognizing the power that persuasive communication has to make the world a better place, one message at a time. Students in the program generally have a bachelor's degree in a related area (e.g. communication, advertising, public relations, marketing).

Coursework examines the theory and practice of persuasive communication and brand responsibility; students will also participate in a three-term Brand Responsibility Seminar that showcases and trains students in best practices in brand management, creative, and planning. The course of study concludes with a professional project that allows the student to develop a project about brand responsibility—a campaign, a research paper, a case study, or some other effort—under the guidance of an advisor.

This program is offered in Eugene and leads to a master of arts or master of science degree in advertising and brand responsibility.

Degree Requirements

Fall Term

J611 Mass Communication & Society	(4)
J607 Brand Responsibility Seminar	(4)
J560 Design, Technology and Culture	(4)
Electives	(4)

Winter Term

J607 Brand Responsibility Seminar	(4)
J594 Strategic Communication Research	(4)
J557 Curiosity for Strategists	(4)
Electives	(4)

Spring Term

Electives	(4-8)
J607 Brand Responsibility Seminar	(4)
J609 Terminal Project	(2-6)

Summer or Fall Term

J609 Terminal Project	(credits TBD)
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Cumulative

- Cumulative GPA of 3.0 or better. Courses that do not carry graduate credit are not included in the GPA.
- At least 46 graduate credits (500 or 600 level) with at least 6 credits of J609 Terminal Project.
- This program awards an MA degree.

Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while working on the project. A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Division of Graduate Studies will approve graduation (see the following pages for detailed information about project requirements). Proposals for a project must be submitted in writing and approved by the advisor and the MABR director. Students may undertake an internship (20 hours per week for 8 weeks) that includes a brand responsibility component if that component can be submitted as a project.

Brand Responsibility projects could include a complete strategic campaign for a brand to start a brand responsibility advertising campaign, a case study of how a brand successfully implemented a brand responsibility campaign, or a comparative analysis of how a product category manifests brand responsibility or how a specific responsible aspect (such as diversity) is expressed by different brands.

Graduation checklist

- _____ Terminal project proposal approved by advisor
- _____ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Enrolled for at least 3 graduate credits during graduating term (J609)
- _____ Oral presentation completed
- _____ One electronic copy of terminal project submitted to SOJC graduate office

Communication and Media Studies

While our professional master's programs aim primarily to teach advanced skills in preparation for employment and leadership in the media and communication industries, the Communication and Media Studies M.A./M.S. program is aligned with our doctoral program in exposing students to research methods and a wide range of ideas concerning the structure, function and role of media in society. Areas of overlapping faculty and program strength that students may study include: media institutions; science, health, and environmental communication; technology and society; game studies; global media; critical/cultural approaches to communication; persuasion and media psychology; media and public life; media ethics and law; journalism studies; and visual communication. Goals for individual students vary. Some seek preparation for doctoral work either in the SOJC Communication and Media Studies program or elsewhere; others may seek to return to the professions as leaders and innovators who actively contribute to improving the quality of media and communications.

Overview of Requirements for the Communication and Media Studies Program

Candidates for the Communication and Media Studies Master's degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. The Division of Graduate Studies requires that all master's candidates complete a minimum of 30 credits (24 of which must be graded) at the University of Oregon and all work for the master's degree be completed within seven years. Courses that do not carry graduate credit (400-level and lower) are not considered in determining the graduate GPA. The program concludes with either a thesis or a project. Students typically take five or six terms to complete the program. Specific requirements follow:

- Required graduate-level courses taken in the first year of graduate studies: J611 Mass Communication & Society, J612 Media Theory I, J613 Media Theory II, and either J641 Qualitative Research Methods or J642 Quantitative Research Methods.
- Additional conceptual courses in the School of Journalism and Communication. Courses numbered J601-609 do not count toward this requirement, except for J607 Seminars or by petition to the student's advisor and the Doctoral Program Director. Certain 500-level courses may be considered for this requirement.
 - Skills courses do not fulfill this requirement
 - Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement and must be reviewed by the student's advisor and Doctoral Program Director.
 - The additional methods course (see below) may count toward this requirement if taken within the School.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken within the School, it may count toward the additional conceptual course requirement (see above). If taken outside of the School, it may count toward the outside credits (see below).
- At least eight, but no more than sixteen graduate credits (500- or 600- level) outside the SOJC. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment in the courses.
- A graduate thesis (nine credits in J503) or terminal project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members

supervise the research and writing of the thesis or project. A written proposal must be approved by the committee before work begins. Proposal Approval Forms are available online; see Appendix for samples. A student should register for Thesis (J503) or Terminal Project (J609) during the terms in which they are researching and writing the thesis or project.

Conditional Master's Students

Some Communication and Media Studies students are initially admitted with "conditional master's" status (for example, if undergraduate GPA was below 3.00). Students are evaluated at the end of their second term of coursework. If they have maintained a 3.25 GPA or better for their first two terms of graduate coursework and are otherwise making satisfactory progress toward the degree, they will be upgraded to full major status. A change of graduate major/classification form must be filled out by the student and approved by the department. The form is available online in PDF format at: <https://graduatestudies.uoregon.edu/academics/forms>.

Thesis or Terminal Project Options (see also Thesis and Project information on page 29)

Master's students may complete either a thesis or a project as the culminating experience in the master's program.

If you want to pursue doctoral study or a career requiring scholarly research, you should complete a thesis. The terminal project is an option if you plan to pursue a career more focused on creative or professional expertise than traditional research.

Remember, a project is much more than a class assignment and requires as much research as a thesis. Final projects have included magazine or newspaper article series, video and multimedia productions, practical guides for working journalists or media professionals and applied research projects.

A written proposal is required for both a thesis and a project, and must be approved in writing by your committee before you begin work/research. Proposal Approval forms are available online (also see Appendix).

Admission to Doctoral Program

Please contact the SOJC graduate programs office if you are interested in applying to the doctoral program.

Communication and Media Studies M.A./M.S. Checklist

Required Core (18 credits)

J611 Mass Communication & Society	(4)
J612 Media Theory I	(5)
J613 Media Theory II	(5)
J641 Qualitative Research Methods	(4)
OR	
J642 Quantitative Research Methods	(4)

Additional methods course, either inside or outside SOJC (4 credits)

Additional 600-level, or approved 500-level, SOJC conceptual course(s) (at least 4 credits)

J_____

J_____

At least 8, but no more than 16 graduate level credits outside the SOJC (2 courses minimum)

Other graduate level credits:

Thesis/Terminal Project Credits

J503 Thesis (at least 9 credits total)

OR

J609 Terminal Project (at least 6 credits total)

Cumulative

- At least 46 graduate (500- or 600-level) credits (at least 24 graded, at least 9 at 600 level).
- Cumulative GPA of 3.00 or higher.
- This program awards an MA degree for students who have completed two years of foreign language within the past seven years. For students who have not completed this foreign language requirement, the program awards an MS. No foreign language background is required to receive an MS.

Thesis or Project Checklist – Should be completed in order:

_____	Advisor selected
_____	Chair (usually your advisor) and two additional committee members selected
_____	Thesis or project proposal approved and completed, and filed with SOJC no later than end of fall term of second year
_____	Human Subjects Research Compliance Approval completed (if needed)
_____	Applied for graduation on GradWeb by second week of term in which you plan to graduate
_____	Enrolled for at least 3 graduate credits during graduating term (at least 1 of J503 or J609)
_____	Oral defense completed by Division of Graduate Studies deadline
_____	Electronic copy of terminal project <i>submitted to SOJC</i> OR <i>electronic copy of thesis to Division of Graduate Studies</i> by Division of Graduate Studies deadline

Thesis and Project Information for Communication and Media Studies Master's Program

Thesis vs. Project

Students in the Communication and Media Studies master's program typically complete master's theses (9 credits of J503), though some choose to do projects. A thesis requires original research to address questions about media and society and contributes to the scholarly literature of journalism and media and communication studies. A review of relevant literature, mastery and use of an appropriate research method, and analysis of findings typically are involved.

A project, in contrast, contributes to the media and communications professions via applied research and/or creative accomplishment. Both a thesis and a project are the culmination of your studies here and should reflect what you have learned in the program.

A project may take many forms, though all projects must be noteworthy for substance and artistic or professional quality. Past projects have included: documentary films and videos, photo essays, feature or investigative article series, handbooks for professionals (e.g., the result of synthesizing and translating scholarly research), or magazine design and layout projects, either print or digital, or works of multimedia journalism.

The project could be a well-conceptualized feature article series (for example, three 2,500-word stories) targeted to a specific publication. Such projects must show both greater depth and breadth (conceptually, stylistically and in terms of quality of research) than any single assignment completed in a single course.

While a project does not necessarily constitute original research, it nonetheless requires research that contributes to content substance and delineates the project's unique contribution to the professions. This research, as well as the project work itself, certainly involves methodologies — e.g., of interviewing, of library research, of examining similar projects, and of carrying out the project. Therefore, each project must be accompanied by a paper that describes

or documents the research involved, the methodological procedures used, and lessons learned in the process.

Reminder: Project students sign up for a minimum of six credits in J609. Thesis students sign up for a minimum of nine credits in J503. Students usually sign up with their advisors for project or thesis credits.

The Proposal

Students preparing a project or a thesis must write a proposal and gain approval from three committee members using the SOJC Proposal Approval Form, which is available online at <https://sojcstudent.uoregon.edu/graduate/forms/>. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project. Most students have approval by the end of spring term of their first year.

All committee members (see also Thesis and Project Committee below) receive and approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work. Don't forget to obtain human subjects compliance approval if you are planning a thesis or project involving human subjects. See <https://research.uoregon.edu/manage/research-integrity-compliance/human-subjects-research/clinical-trials> for details.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project. Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Guidelines for Theses

The Division of Graduate Studies has guidelines pertaining to style, margins, footnotes, etc. You can find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Division of Graduate Studies website (https://graduatestudies.uoregon.edu/sites/default/files/etd_style_manual_2015-2016final032016.pdf). It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Division of Graduate Studies and you will not graduate on time.

Thesis Proposal Structure

Typically, a thesis proposal includes a number of sections, described below. Of course, the content and subheads under each section will vary depending on the problem you are researching, your theoretical framework and the methodology you envision.

I. Introduction. This should consist of a brief summary of the problem you are proposing to investigate, what question(s)/hypothesis(es) you intend to address, and how you envision doing it. While this section is the first presented, it is advisable to write this after you have completed the rest of the proposal.

II. Review of Literature and Theory. Here you review relevant theory and literature that will enable you to make a case for the significance of your research. This is an interdisciplinary field. It is likely you will review more than one area of literature. If so, you will probably begin with a statement similar to this: "This research draws on four areas of literature: feminist media theory; scholarship on gender roles in India; prior studies of gender and media in India and South Asia; and global studies examining gender representations in news." You should then proceed to summarize pertinent scholarship in each category (and their interconnections). You may use subtitles to organize this review. Following this review, you should summarize the rationale for your research question(s) or hypothesis(es) drawn from all the area(s) of literature you have reviewed. Finally, you should clearly state your main research question(s) or hypothesis(es).

III. Methodology. Here you describe your

methodological plans as specifically as you can. Of course, the considerations you discuss here will vary depending on the nature of your research, e.g., whether quantitative, qualitative, or multi-method. The following are considerations you may need to discuss in a quantitative thesis proposal: unit of analysis; population; sampling procedures; research instruments (questionnaire, coding categories); and reliability and validity. For a qualitative thesis proposal, you should discuss your planned protocols for methods such as interviews or qualitative analysis, as well as how you will establish trustworthiness and credibility. Everyone — regardless of method — will need to discuss the resources to be drawn upon and how they will be analyzed or interpreted. Include discussion of the potential limitations and contributions of your research.

IV. Outline of completed thesis. Outline the chapters you anticipate will compose your completed thesis with a sentence or two describing each chapter. Typical chapters are: Introduction; Review of Literature; Methodology; Results; Discussion; Conclusions. Often a chapter on Historical (or other) Context of the Problem also is included and precedes (or sometimes follows) the Review of the Literature. Presentation and discussion of results should be organized in consultation with the committee.

Project Proposal Structure

The organization of a project proposal typically parallels that of a thesis proposal, including the following:

I. Introduction. A brief summary of what problem, topic(s) or issues you intend to address, and how you envision doing it. A couple paragraphs to a page should be sufficient. Even though this section is the first presented, it is best to write this after you have completed the rest of the proposal.

II. Background research. Report any research and theory that help make a case for the significance of your project and provides professional context. At least two types of background research are relevant here: research that contributes to content substance,

and research to delineate the project's unique contribution to the professions.

III. Methodology or Procedures. Describe the procedural decisions and plans that will enable you to carry out the project. Obviously, different types of projects will require very different kinds of procedures. A student doing applied research (e.g., for an advertising or public relations campaign) may use essentially the same methods as a student carrying out a social scientific thesis. Creative projects will involve completely different types of procedures and methods, depending on the project. The methodological decisions involved in planning and writing a work of literary nonfiction, for instance, will usually be very different than for making a video documentary.

IV. Description of completed project. Describe what you anticipate your completed project will look like, and what you expect to accomplish with the project.

Your Advisor

For both doctoral and master's students, when you arrive at the SOJC, you will be assigned an advisor by the Doctoral Program Director based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with them soon after beginning the program, and they will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to stick with your original advisor through completion of your thesis or project, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the

original advisor is notified of any changes.

Your advisor is the chair of your thesis/project committee and will help guide your proposal and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, someone who is interested in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute expertise in some areas.

Thesis or Project Committee

For Communication and Media Studies students, the master's committee is made up of a minimum of three members, including the advisor/chair. At least two members must be regular SOJC faculty. Your chair is a tenure-track faculty member; other SOJC faculty on your committee may or may not be tenure-track. Aside from the minimum of two SOJC faculty, the third member may be someone from outside the SOJC — faculty from another department, or a professional, an expert, etc.

The thesis/project committee is student-chosen and based on faculty expertise. Members should be selected for their ability to contribute to your work. You should also make sure committee members will be available to serve on your committee during the terms you intend to do your work; be sure to ask potential committee members about future plans (fellowships, sabbaticals, Fulbrights, etc.). This is especially important if you plan to graduate during the summer quarter, as many faculty hold a nine-month appointment and are not available summer term. Because of this, the Division of Graduate Studies does not guarantee graduation summer term.

Students generally choose committee members after the advisor is chosen but before the proposal is written. Your advisor — the committee chair — should be involved in selecting other committee members. Beyond approving your project proposal, the role of members varies from committee to committee. You may have one who was selected for their expertise in your method or another outside area; you can then rely on that person for help in that area. Others may be general readers

who read your chapters as you complete them. Based on discussions with your committee, you may submit draft chapters to all members, or you may submit them only to your chair and have other members read only your final draft before you defense.

In any case, the role of your committee members should be discussed early in the process between the student and advisor; your advisor should help you determine a way to make the committee function smoothly. Additionally, committee members should be told up front what you expect from them. Your entire committee reads your finished work and gathers for your oral defense to approve your thesis or project.

How to begin your Thesis or Project

The topic is your choice. You may come up with it through courses, conversations with faculty, your own interests, etc. Talk with faculty and other students to determine whether your idea is feasible. You should have a working idea at least by the end of winter term of your first year and obtained proposal approval by the end of spring term your first year.

Oral Defense

All students must hold a public oral defense. The oral defense takes place after you've completed your thesis or project. If you've completed all appropriate steps, a defense is a lively conversation between you and your committee about your work. The key is to make sure your committee supports your work prior to your oral defense. Your committee members must not agree to the defense if major revisions will be necessary. Expect your committee to find minor problems and make suggestions at the oral defense. At the end of the defense, your committee must either approve or disapprove your work; approval is necessary before you can graduate. It is common for committees to approve with changes and list changes that need to be made.

Consistent with School of Journalism and Communication policy, the oral defense is intended to be a public discourse and, as such, will be announced prior to the event.

Important: As soon as you have agreed upon a date and time with your committee, you must schedule the defense with the Graduate Programs Office using the online scheduling form: <https://sojstudent.uoregon.edu/graduate/forms/>

Thesis or Project Approval; Graduation

An Application for Advanced Degree form must be filed online with the Division of Graduate Studies by the second week of the term you plan to graduate. You can locate the application on the Division of Graduate Studies web site. Specific dates and deadlines are listed on the Division of Graduate Studies web page.

Projects are not subject to Division of Graduate Studies approval; theses are. Therefore, theses require more paperwork. Overall, the SOJC Graduate Office staff tries to work with you to ensure all appropriate forms are submitted on time, but it is advisable to keep in close contact with them to make sure your file is kept up to date.

Remember that students completing theses do not have the entire term they intend to graduate to complete their work. In order to meet deadlines for scheduling oral defenses and obtaining approval from the Division of Graduate Studies, students should plan to dedicate only one-half to two-thirds of the term they intend to graduate to completing their thesis. The student must also allow time for the committee to review the thesis before the oral defense (a minimum of 10 working days recommended) and time for corrections to be made after the oral defense (a minimum of five days recommended).

Projects: Submit one electronic copy of your final project, in PDF format, to the SOJC Graduate Office. You do not need to submit a copy to the Division of Graduate Studies.

Theses: Upload an electronic copy of your thesis to the Division of Graduate Studies by the stated deadline. A copy of your final thesis must be received by the stated deadline (check Division of Graduate Studies website for dates and submission instructions in order for you to graduate).

Journalism

The Journalism master's program is designed for students with little or no academic or professional media background who want to acquire professional skills within an intellectual context. The program begins with a summer of background and preparatory work and is followed by three quarters of course work, the final quarter of which is devoted to the creation of a professional project or completing an internship. This program is offered on our main campus in Eugene.

Degree Requirements

Summer Preparatory Experience

J508 Reporting and Information Gathering	(4)
J508 Visual Journalism	(4)

Fall Term

J611 Mass Communication & Society	(4)
J562 Reporting II	(4)
Elective	(4)
J609 Terminal Project	(2)*

Winter Term

J563 Story Development	(4)
J561 News Editing	(4)
Elective	(4)
J609 Terminal Project	(2)*

Spring Term

J563 Advanced Story Development	(4)
J589 Media Entrepreneurship	(4)
J609 Terminal Project	(2)*

Summer or Fall Term

J609 Terminal Project or J604 Internship (*if not completed Spring term*)

** If you are completing an internship instead of a terminal project, you'll need to take six J604 Internship credits before you graduate. The Internship Tracking form must be completed each term you are participating in the internship.*

Cumulative

- At least 46 graduate (500 or 600 level) credits (at least 24 graded)
- At least 6 credits of J609 Terminal Project or J604 Internship
- At least 9 credits at 600 level
- Cumulative GPA of 3.00 or higher
- This program awards an MA degree for students who have completed two years of foreign language within the past seven years. For students who have not completed this foreign language requirement, the program awards an MS. No foreign language background is required to receive an MS

Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while working on their project.

Students preparing a project or a thesis must write a proposal and gain approval from two committee members using the SOJC Proposal Approval Form, which is available online at <https://sojcstudent.uoregon.edu/graduate/forms/>. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project.

All committee members must approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work.

A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Division of Graduate Studies will approve graduation. Proposals for a project must be in writing and approved by advisor and program director.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project. Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Additional proposal and project information will be distributed to students during Fall term.

Internship

Students must be entrepreneurial and research their own internship opportunities. The internship must be approved by the student's advisor and program director and typically requires 20 hrs/week for at least eight weeks. Students register for J604 while working on their internship. Students typically begin their internships in Spring or Summer term, but it is possible to start them earlier if an appropriate opportunity is available. Once an internship site has been identified, students must submit an Internship Tracking Form signed by their faculty advisor. The Internship Tracking Form can be found on the SOJC Graduate Student Forms webpage (<https://sojcstudent.uoregon.edu/graduate/forms/>). Completion requirements include a letter of evaluation from the internship supervisor, a student self-evaluation, and often a portfolio of work completed, if applicable.

Graduation Checklist

- _____ Terminal Project/Internship proposal approved by advisor
- _____ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Foreign language requirement completed (MA students only)
- _____ Enrolled for at least 3 graduate credits during graduating term (J609/604)
- _____ Oral defense completed (terminal projects only)
- _____ One electronic copy of terminal project/internship portfolio submitted to SOJC Graduate Office

Immersive Media Communication

The Professional Master's Degree in Immersive Media Communication is the first of its kind – focusing on the strategic use of immersive technologies to achieve communication goals.

The program consists of a core of required four-credit communication and immersive strategy courses, complemented by two-credit, shorter-term classes, culminating with the option of a capstone project, an internship, or related approved immersive work. The required coursework falls into the three categories listed below, which were established in consultation with communication and immersive industry professionals and following an examination of the current job opportunities in immersive media nationally.

Students may have the option of completing additional course work in lieu of completing a capstone project. You must meet with the program director if you would like more information about this option.

Degree Requirements

- Cumulative GPA of 3.00 or higher **(46 credits total)**
- At least 46 graduate (500- or 600-level) credits (at least 24 graded)
- At least 6 credits of J609 Terminal Project or J604 Internship
- At least 9 credits at 600-level
- This program awards an MS degree

Immersive Media Communication Core – Required (24 credits total)

J664 Foundations in Immersive Media Communication	(4 cr.)
J665 Media Psychology	(4)
J667 User Experience and Design (UX)	(4)
J610/J668 Experiential Marketing	(4)
J610/J669 Creating for Immersive Platforms	(4)
J627 Current Topics in Immersive Media	(4)

Mass Communication Core – Required (18 credits total)

J594 Qualitative Research Methods	(4)
J611 Mass Communication and Society	(4)
J629 Communication Ethics in the Digital Age	(4)
J609 Terminal Project	(6)
OR	
J604 Internship	(6)

Professional Specialization Elective Core (no less than 4 credits)

J610/J624 Immersive Media Communication Topics/Electives	(2–4)
<i>Topics may include:</i>	
• Understanding the Metaverse	
• AI in Communication	
• Social Media Strategy	
• Building Communities in VR	
• Digital Identities	
• Intro to Game Studies*	

**Courses from the Game Studies minor can also serve as elective credits. Check the schedule and with the instructor to confirm availability of online courses. Students in the Portland metro area can also take any of the building classes offered in the Oregon Reality Lab to satisfy elective credits.*

Sample Program Timeline

Course and Non-Course Requirements

Fall Term

J611 Mass Communication and Society	(4)
J621 Foundations of Immersive Communication	(4)
J665 Media Psychology	(4)
J610/J624 Electives	(2–4)

Winter Term

J629 Communication Ethics in the Digital Age	(4)
J667 User Experience and Design (UX)	(4)
J610/J668 Experiential Marketing	(4)
J669 Creating for Immersive Platforms	(4)

Spring Term

Select and confirm committee members and project proposal approved by committee and submitted to Graduate Programs Office

J594 Research Methods	(4)
J670 Immersive Media Seminar	(4)
J610/J624 Optional Electives	(2–4)
J609 Capstone credits	(3–6)

OR

J604 Internship	(3–6)
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Summer or Fall Term

J624 2-credit Topics Class	(2–4)*
J609 Capstone credits	(3–6)

OR

J604 Internship	(3–6)**
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** Students are required to take at least two 2–4 credit elective classes.*

*** At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation. More than 6 credits may be taken if work on the project extends beyond the expected timeline. For example, if the project is not finished in time for Summer/Fall quarter completion, the student may extend completion into Fall/Winter quarter, requiring enrollment in an additional 3 credits of J609. No more than 6 credits of J609 may be taken in any one quarter and students must be registered for at least 3 credits the term they graduate. Students who need to be full time must enroll for additional classes and/or independent study credits. If you are completing an internship instead of a terminal project, you'll need to take six J604 Internship credits before you graduate.*

Terminal Project

If choosing a terminal project, students typically complete this step during the quarter in which

they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while work-ing on their project. Students also have the option to complete an internship in lieu of a project and should be registered for J604 during their internship.

Checkpoints in the Immersive Media Communication Master's Program

1. After completion of 24-30 credits, the student should start work with their advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.
2. Students may select a different advisor for their final project than their original advisor. Please contact Donna Davis if you desire to switch your advisor.
3. Once a student is nearing completion of required coursework and the student and advisor determine it is time to write the project proposal and the project itself, the student should register for J609 (Terminal Project) credits to reflect this work. It is recommended that the proposal be completed by the end of Winter term and no later than Spring term if planning to graduate by Summer/Fall. A total of at least six credits of J609 are required for graduation; students typically register for three credits the term before they graduate and another three credits the term they graduate, though students may take more than six credits or may divide the credits up differently if appropriate. If choosing the internship option, students should work with the program director to identify an appropriate internship and establish expected outcomes for presentation at the completion of the internship. This would also then require the student take no less that six J604 credits prior to graduation.
4. The final term is devoted to completing and defending the terminal project or internship. Students should work with their advisor to determine what type of project they want to complete.

***If you are completing an internship instead of a terminal project, you'll need to take six J604 Internship credits before you graduate.*

Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while work-ing on their project. Students also have the option to work in an approved internship (J604 - 20 hours per week for 10 weeks) that includes an immersive media focus that can be submitted as a portfolio and presented as a final "project."

Students preparing a project or a thesis must write a proposal and gain approval from two committee members using the SOJC Proposal Approval Form, which is available online at <https://sojcstudent.uoregon.edu/graduate/forms/>. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis

or project. Be certain that all committee members approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work.

A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Division of Graduate Studies will approve graduation. Proposals for a project must be in writing and approved by advisor and program director.

Projects can be designed and developed to address any communication challenge or opportunity for an organization, an industry, or an independent entity. This may include (but is not limited to) developing a virtual platform for industry events or brand community building, developing an XR/Web3 policy for an organization, a complete XR communication plan for an organization, an AR marketing strategy, and more. When you begin working on your proposal, you should work closely with your advisor/committee chair for additional information and guidance on the expectations of research, content, and delivery of your project.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project.

Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Additional proposal and project information will be distributed to students during Fall or Winter term.

Internship

Students must be entrepreneurial and research their own internship opportunities. The internship must be approved by the student's advisor and program director and typically requires 20 hrs/week for at least eight to ten weeks. Students register for J604 while working on their internship. Students typically begin their internships in Spring or Summer term, but it is possible to start them earlier if an appropriate opportunity is available. Once an internship site has been identified, students must submit an Internship Tracking Form signed by their faculty advisor. Completion requirements include a letter of evaluation from the internship supervisor, a student self-evaluation, and a portfolio of work completed, if applicable.

Graduation Checklist

- Terminal Project/Internship proposal approved by advisor – typically winter/spring term - Project Approval form: <https://sojcstudent.uoregon.edu/graduate/forms/>
- Enroll for at least 3 J609/J604 credits the term you plan to graduate
- Project Defense Scheduling Form (to book defense): <https://sojcstudent.uoregon.edu/graduate/forms/>
- Apply to Graduate: <https://graduatestudies.uoregon.edu/academics/forms/> on Grad Web by the second week of the term in which you plan to graduate
- Submit an electronic copy of final projects or internship portfolio to the SOJC Graduate Office after gaining final approval from your committee
- Additional forms as needed can be found at: <https://graduatestudies.uoregon.edu/academics/forms>

Multimedia Journalism

The master's degree in Multimedia Journalism blends the best of journalism's past with the promise of its future. In today's fluid media landscape, successful journalists must be able to report and tell compelling non-fiction stories across multiple platforms while employing the ethics and integrity that have distinguished the industry.

Our program focuses on journalistic storytelling in video, audio, photography, writing, data visualization, and virtual reality. Classes typically meet on Tuesdays and Thursdays during the evening as well as on Saturdays and Sundays during the day. The program can be completed in five terms, but you have the option to negotiate a slower pace.

Degree Requirements

- Cumulative GPA of 3.00 or higher
- At least 9 credits at 600 level
- This program awards an MA degree
- 48 total credits including:
 - At least 10 credits of electives
 - At least 6 credits of required J609 capstone project. Students may have the option of completing additional course work in lieu of completing a capstone project. You must meet with the program director if you would like more information about this option.

(Note - The following is the typical course progression. With approval from your academic advisor, students may attend the program on a part-time basis and extend the total length of the program.)

Fall Term

J627 Foundations of Multimedia Journalism	(4 cr.)
J635 Thinking Story	(4)
One or more elective course(s)	(2 or 4)

Winter Term

J654 Reporting within Communities	(4)
J628 Multimedia Practices	(4)
J639 Foundations of Explanatory Journalism	(4)
One or more elective course(s)	(2 or 4)

Spring Term

J656 Producing the Story	(4)
J629 Digital Ethics	(4)
One or more elective course(s)	(2 or 4)
J609 Terminal/Capstone Project (if project work has begun)**	

Summer Term

J604 Internship	(1-4)*
J609 Terminal/Capstone Project (if project work has begun)**	

Fall Term

J611 Mass Communication and Society	(4)
J609 Terminal/Capstone Project**	

Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded)

* Internships are optional; students are responsible for making arrangements.

**** At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation.**

Elective Courses

A total of 10 elective credits, chosen in consultation with your advisor, are required. Students may take either 4-credit classes or 2-credit classes to fulfill elective requirements. 2-credit MMJ class topics vary from term to term and are generally taught by top professionals from the Portland area. Recent and upcoming topics include Audio Production, Podcasting, Story in Stills, 360 Video, Business Practices, Drone Cinematography, Visualizing Information. Additionally, you may arrange professional Internships, take 2- or 4-credit electives from the Strategic Communication program in Portland, take other SOJC courses at the UO Eugene campus, or take courses at Portland State University.

Terminal/Capstone Project

You will produce a capstone project that incorporates some combination of video, audio, photography, writing or data visualization for web or other multimedia platform. The project, which will be reviewed by a committee composed of two faculty members and an outside expert, allows you to bring together the skills and concepts, art and craft you have been studying to produce a professional-quality multimedia project under the guidance of an MMJ advisor. A work of journalism is preferred and students are encouraged to find subject matter within the immediate region. Students may have the option of completing additional course work in lieu of completing a capstone project. You must meet with the program director if you would like more information about this option.

Capstone projects can take many forms. We encourage you to choose a project that will push you to expand your skills and lead you toward a new path in your career. Some general guidelines:

- **Quality** - Your project should exhibit a level of craftsmanship that you could not have achieved prior to entering our program.
- **Scope** - Your project should be substantial - at a minimum, double what you would produce in a typical one-quarter class. We would not expect a full-length documentary film, for example, but a polished and substantial first chapter might make sense.
- **Media** - Multimedia means some combination of: video, audio, photography, writing, data visualization, web publication and/or community engagement. You should work closely with your committee to find the best combination for your project.
- **Approach** - We are primarily a Journalism program. Storytelling that falls outside of journalism/ documentary / fact-based storytelling should be negotiated with your committee.
- **Subject matter** - Local subject matter is preferred. Projects that require substantial travel must be approved in advance.
- **Impact** - Community engagement, audience building and distribution/publication of your work are strongly encouraged. Consider pursuing work that makes the world a better place.

Pro Tip

Successful students keep in regular communication with their committee and “manage up.” Group emails and online group meetings can be an efficient way to receive feedback and keep everyone on the same page. Committee members should see all work *before* the defense—therefore, send work samples to your committee early and often.

Several mandatory guidelines and information can also be found here:

(Please make sure you thoroughly read this)

<https://sojcstudent.uoregon.edu/graduate/masters-program-thesis-terminal-project-information/>

Suggested Timeline

I. First year: Brainstorming and research. Hopefully you have gotten well underway during your first three quarters in the program.

II. First year: It is never too soon to begin putting your committee together. You should begin early in the program thinking about who should be on your committee, and reaching out to get their commitment.

Your Committee should consist of these three members:

- A. Committee Chair (an SOJC faculty member)
- B. A second SOJC faculty member
- C. One outside expert - an expert on your subject matter, or a professional storyteller able to give feedback on your work. Please consult with your committee chair.

III. Typically around the winter or spring term: Prior to the first time you enroll for any terminal project credits, you need to file your Proposal Approval form along with a 1-2 page written proposal. The form can be found here: <https://sojcstudent.uoregon.edu/graduate/forms/>.

The written proposal should include three sections:

- A. What your story is about and why it is important
- B. An overview of other coverage of your topic (local and/or national)
- C. Explain what form your project will take (video, podcast, web page, magazine, article, etc.), and tell us about how you hope to distribute it.

IV. End of first year: Field production: 1-2 quarters (often summer + fall)

V. Final term(s): Post-production and defense (3-credit minimum enrollment)

- A. Wrap up all reporting & production prior to start of your final quarter
- B. File graduation paperwork by the second week of the quarter
- C. **Week 1-5: complete post-production work**
- D. **Week 5: submit an excellent rough cut to your committee**
- E. Week 6: Receive feedback and make revisions
- F. If everything is proceeding smoothly: schedule a capstone project defense date with your committee, and submit the Thesis/Project/Dissertation Defense Scheduling Form at <https://sojcstudent.uoregon.edu/graduate/forms/>. Most defenses take place during week 10 and are scheduled to take 90 minutes.
- G. **Week 7-8: submit final cut to your committee**
- H. **Week 8: make any final minor revisions and receive a final "thumbs up"**
- I. Week 9: prepare your presentation
During your defense, please address these questions: What did you learn? What obstacles did you overcome? What are your plans to distribute your project and make an impact with your work?
- J. **Week 10: project defense.** The last possible defense date is always the final day of classes (never during finals weeks).

PROGRAM CHECKLIST

Required Courses (4 credits each)

Date Completed

Year 1: Fall Term

- Foundations of Multimedia Journalism
- Thinking Story

Year 1: Winter Term

- Multimedia Journalism Practices
- Reporting within Communities
- Foundations of Explanatory Journalism

Year 1: Spring Term

- Producing Story
- Digital Ethics

Year 2: Fall Term

- Mass Communication & Society

Elective Courses (Need to take at least 10 credits of electives*)

Number of Credits and Date Completed

Offered every fall term

- Audio Storytelling I (2 cr.)
- Motion Graphics (2)
- 360 Video (2)

Offered on a rotating basis during winter term

- Story in Stills (2)
- Other Elective(s)

Offered on a rotating basis during spring term

- Audio Storytelling II (Podcasting) (2)
- Drone Cinematography (2)
- Photogrammetry for Immersive Media
- Other Elective(s)

** Additionally, as electives, you may take courses from the Strategic Communication program in Portland, courses from the SOJC or other departments at the UO Eugene campus, or at Portland State University. Please talk with your advisor about these options before registering.*

TERMINAL PROJECT - 6 credits (minimum)

To be taken after spring quarter of the first year

Strategic Communication

The Professional Master's Degree in Strategic Communication is designed for working professionals in the Portland area.

The program consists of a core of required four-credit communication courses complemented by two-credit, shorter-term classes, culminating with a capstone project. The required coursework falls into the four categories listed below, which were established in consultation with communication professionals and following an examination of the curricula of successful programs nationally. This focus also is consistent with a report from the Public Relations Society of America's Commission on Public Relations Education and with PRSA guidelines for accreditation. Students may have the option of completing additional course work in lieu of completing a capstone project. You must meet with the program director if you would like more information about this option.

Degree Requirements

Cumulative GPA of 3.00 or higher

This program awards an MS degree

Strategic Communication Core (14 credits total)

J629 Communication Ethics in the Digital Age	(4 cr.)
J623 Creativity in Strategic Communication	(4)
J621 Foundations of Strategic Communication	(4)
J624 Project Management and Planning	(2)

Business Core with emphasis on marketing and management (10 Credits Total)

J616 Intro to Strategic Communication Marketing	(4)
J618 Strat Comm Management & Leadership	(4)
J624 Finance for Strategic Communication	(2)

Mass Communication Core (12 credits total)

J641 Qualitative Research Methods	(4)
J642 Quantitative Research Methods	(4)
J611 Mass Communication and Society	(4)

Professional Specialization Elective Core (6 credits total)

J610 Strategic Communication Topics	(4)
J624 Strategic Communication topics classes	(2)

Select at least one. Topics may include:

- Crisis Communication
- Social Media Strategy
- Branding
- Social Change Communication
- Marketing with Immersive Tech
- Political Communication
- Foundations in Immersive Media
- Build for Immersive Media
- Digital Portfolios
- Writing for Grad School (1 credit)

Sample Program Timeline

Course and Non-Course Requirements

Year One

Fall Term

J611 Mass Communication & Society	(4 cr.)
J621 Foundations of Strategic Communication	(4)
J624 2-credit topics class	(2)**

Winter Term

J642 Quantitative Research Methods	(4)
J629 Communication Ethics in the Digital Age	(4)
J624 2-credit topics class	(2)**

Spring Term

<i>Select and confirm committee members</i>	
J641 Qualitative Research Methods	(4)
J616 Intro to Strategic Communication Marketing	(4)
J624 Campaign Management and Planning	(2)*

Summer Term (optional)

J624 2-credit topics class	(2)**
and/or Strat Comm Elective	(4)

Year Two

Fall Term

<i>Project proposal approved by committee and submitted to Graduate Programs Office</i>	
J623 Creativity in Strategic Communication	(4)
J610 Strat Comm Elective	(4)
J624 Finance for Strategic Communication	(2)*

Winter Term

<i>Continue work on final project</i>	
J618 Strat Comm Management & Leadership	(4)
J624 2-credit topics class	(2)**
J609 Terminal Project	(3)***

Spring Term

<i>Apply for graduation; complete final project; defend at least 2 weeks before end of term</i>	
J609 Terminal Project	(3)***
J624 2-credit topics class	(2)**

* Required 2-credit classes

** Students are required to take at least one 2-credit class in addition to the required 2-credit classes

*** At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation. More than 6 credits may be taken if work on the project extends beyond the expected timeline. For example, if the project is not finished in time for Spring quarter completion, the student may extend completion into Summer quarter, requiring enrollment in an additional 3 credits of J609. No more than 6 credits of J609 may be taken in any one quarter and students must be registered for at least 3 credits the term they graduate. Students who need to be full time must enroll for additional classes and/or independent study credits.

Checkpoints in the Strategic Communication Master's Program

1. After completion of 24 credits, the student should start work with their advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.
2. Students may select a different advisor for their final project than their original advisor. Please contact Donna Davis if you desire to switch your advisor.
3. Once a student is nearing completion of required coursework and the student and advisor determine it is time to write the project proposal and the project itself, the student should register for J609 (Terminal Project) credits to reflect this work. It is recommended that the proposal be completed no later than the end of fall term of the second year. A total of at least 6 credits of J609 are required for graduation; students typically register for 3 credits the term before they graduate and another 3 credits the term they graduate, though students may take more than 6 credits or may divide the credits up differently if appropriate.
4. The final term is devoted to completing and defending the terminal project, which consists of an applied research project (see the next page for Guidelines for Applied Communication Plans). Students sign up for three J609 credits this term, for a total of six credits of terminal project.

Guidelines for Applied Communication Plans

1. The final project for the Strategic Communication master's degree consists of an Applied Communication Plan, in which the student will develop a complete communication plan to address a problem or issue in the field of strategic communication that is directly applicable to improving the marketing of a process, service, procedure, idea, or product.
2. The candidate will clearly define the problem or issue they wish to address or solve through the applied project.
3. The candidate will investigate and report past and current methods or practices used to solve the problem.
4. Since the Applied Communication Plan involves a systematic study, candidates will need to access and report adequate review of literature related to their inquiry.
5. If adequate research does not exist, the student will need to collect pertinent data that will lead to the plan development. Activities of the research performed by focus groups, long interviews, and/or other qualitative techniques involving human subjects will require the candidate to develop the question guides, collect the data, analyze the data, report the findings, and offer conclusions, limitations and recommendations.
6. The plan will include the actual materials to be used in either concept or final form, as well as a plan for tracking the results of the plan.

Steps to Completing the Applied Communication Plan

Step 1: Eligibility

Before beginning the Applied Communication Plan, the candidate must have:

- A 3.0 GPA or better
- Completed or be in the process of completing all required coursework.

Step 2: Establish a Committee and Select a Topic

A topic should be determined at the beginning of fall term of the second year. The candidate's advisor must approve the topic. The candidate should also invite a second instructor or another qualified individual (selected in consultation with the advisor) to serve as a consultant for the project. These two members make up the capstone committee.

Upon choosing a topic, a realistic scope of the project must be established in consultation with the advisor. The student should submit a proposal of no less than five and no more than ten pages of the applied communication plans to the advisor by the end of fall term (or two terms before the term the student plans to graduate).

The proposal will have the following identifying information:

- An introduction to the project, and a brief literature review on the topic.
- Main points that will be researched in the project.
- Scope of work to be developed (including a list of the possible communication elements that will be created).
- Expected outcomes of the work (i.e. the potential for implementation).

Past topics have included:

- Developing a brand and communication plan for a non-profit organization.
- Developing a social media policy for first-person shooter incidents for the FBI.
- Developing a rebranding schema for a healthcare company.

Candidates may choose to create the Applied Communication Plan as part of their responsibilities in their current place of employment. In this case, it is possible that elements of the plan will be developed in collaboration with coworkers. If this is the case, the candidate should identify elements under their supervision and which elements they will be directly responsible for on the Topic Approval Form. The candidate's advisor will review work allocation and advise on additions to the project that may be made because of the collaborative nature of the project. The work on the communications plan may begin before approval, but should not begin more than three months before the approval of the topic.

Step 3: Project Development

The student will develop a timetable of planned completion dates for all activities related to completing the Applied Communication Plans (see Step 4 for required elements).

Step 4: Prepare the Draft

An initial draft of the work should be developed as the candidate is pursuing work toward completing their project. Beyond the initial draft, the candidate's committee may require several more drafts of the paper. This step serves to ensure both a high-quality paper and appropriate consultation with the members of the committee throughout the Applied Communication Plan process. Organization and content of the paper should be as follows:

- Title Page (required)
- Copyright page (optional)
- Acceptance/Approval page (originals required)
- Acknowledgements (optional)
- Table of Contents (required)
- List of Tables with page references (required if present)
- List of Figures with page references (required if present)
- Body of Report:
 - Section 1: Introduction
 - Section 2: Situation Analysis and Review of Relevant Literature
 - Section 3: Research (including target audience analysis)
 - Section 4: Goals and Objectives
 - Section 4: Strategy Recommendation
 - Section 5: Tactical Recommendations (including sample tactics such as press releases, storyboards, etc.)
 - Section 6: Recommended budget
 - Section 7: Recommended timeline for implementation
 - Section 8: Evaluation plan
 - Section 9: Summary and Conclusions
- References
- Appendices

Step 5: Process

A candidate should expect to submit multiple drafts or revisions of their work to their committee. Careful time management should be exercised to prepare the revised drafts and allow for the committee to review and respond with comments. The editing process should be included in the timetable and approved by the candidate's advisor. A suggested timeline will be provided to the students at the beginning of their second year. This timeline should be approved and in agreement with their advisor and second reader. It is the candidates' responsibility to ensure that the applied communication plan conforms to the style and format established.

Step 6: Presentation and Defense

The committee should, at a minimum, receive a near final draft of the Applied Communication Plan no later than two weeks prior to the project defense date. The student should plan to defend the plan at least two weeks before the end of finals week for that term; the date should be agreed upon by both committee members. Keep in mind faculty commitments during the last two weeks of the term. Once you and your committee have agreed on a date, complete the online scheduling form at <https://sojcstudent.uoregon.edu/graduate/forms/>.

The candidate will present their work in a short (15- 20 minute) presentation to the committee, followed by a question and answer session. The committee will then deliberate and provide feedback to the candidate regarding the project. At this time, the project may be approved in its entirety, or the committee will request specific revisions to the project.

Step 7: Completion

Upon receiving the final draft, the committee will evaluate the paper and, if approved, the committee chair will email the Graduate Programs Assistant to signal that the final version has been approved by the committee. The candidate should submit an electronic version of the completed Applied Communication Plan to the Graduate Programs Assistant no later than the last day of finals week of the term in which they intend to graduate. If you do not wish for your project

to be shared as an example, please have “do not share” in the title of your project.

Students who intend to complete the Applied Communication Plan in the summer should contact the committee members to discuss their summer schedules. It should not be assumed that faculty members are available during the summer.

Graduation Checklist

- Project Approval form: <https://sojcstudent.uoregon.edu/graduate/forms/>
- Project Defense Scheduling Form (to book defense): <https://sojcstudent.uoregon.edu/graduate/forms/>
- Apply to Graduate: <https://graduatestudies.uoregon.edu/academics/forms/>
- Additional forms as needed can be found at: <https://graduatestudies.uoregon.edu/academics/forms>

Concurrent JD and Master's Degree Program

Concurrent JD and Master's Degree Program

Description:

This degree program offers concurrent Juris Doctorate (JD) and Master of Arts or Master of Science (MA/MS) in Communication and Media Studies degrees, allowing students to condense the time frame for achieving both degrees and enjoy the advantage of an interdisciplinary focus in the journalism and communication field. The School of Journalism and Communication (SOJC) draws upon the strengths of the campus community and our connections to the professional area of the Pacific Northwest. Students have the opportunity to take SOJC coursework in the social sciences and humanities, in addition to the professional coursework of the School of Law. The MA/MS in Communication and Media Studies introduces students to the social, cultural, international, and ethical aspects of journalism and communication issues through completion of two areas of concentration, completion of a thesis or terminal project, and the possible opportunity to complete a communication internship.

This concurrent degree program provides students who have the time, qualifications, and commitment:

- a broad base of legal and communication skills supporting an expanded range of career paths;
- exposure to an array of professionals in the legal and communication communities;
- a wide range of complementary course work and skills development not otherwise available;
- opportunities for both legal and communication internships (communication internship is not guaranteed, but is possible, contingent on resources, time, and the needs and interests of the individual student); and
- opportunity to complete a master's thesis, demonstrating an ability to complete an original research project combining knowledge of the fields of both law and communication studies. A terminal project option may be appropriate in some cases.

The program allows students to receive 2 degrees in 4 years rather than the standard 5. To obtain the JD, a concurrent student need complete only 75 semester hours in law courses (a reduction

from the requirement of 85). To obtain the MA/MS degree in Communication and Media Studies, a concurrent degree student will need to complete the full 46 quarter hours of SOJC coursework, which can include up to 16 quarter hours (up to 12 semester hours) of credit from other schools or departments in relevant coursework.

The two degrees are separate, with each school maintaining the academic probation, course, and grade requirements for its own degree program. Note that for the Communication and Media Studies MA/MS degree, students in the concurrent program must take at least one of the three required SOJC conceptual seminars in a graduate level media law or media ethics course approved by the student's advisor.

The order in which concurrent degree students complete their coursework may vary. Although in all cases the first two years of the concurrent degrees program comprise core coursework for both the JD and the MA/MS, some students will complete one year of Law School coursework and then begin their core master's coursework in their second year. Others will start with core master's coursework and then enter Law School in their second year.

After the first two years, students ideally should arrange their remaining coursework such that SOJC and Law School coursework are not taken at the same time. The School of Law and the SOJC operate on different academic calendars, the former being on a semester system, and the latter on a quarter system. In addition, tuition rates may differ between the two units, although University policy will determine applicable tuition and fee charges.

After the first two years a student will still need to complete a master's thesis or terminal project. Those credits should be taken during the spring and summer, immediately following required SOJC coursework or during a subsequent summer. Note that it is possible for a student in the joint program to complete all SOJC coursework, including the thesis, during one full academic year and summer. The outside Law coursework required for the MA/MS ideally should be done while the student is taking other Law coursework.

Specific Course Requirements

Concurrent degree students in the Communication and Media Studies MA/MS program must complete the following:

- 18 credits of required core coursework (see page 22)
- At least one SOJC 600-level conceptual course in law or ethics, as approved by the student's advisor. Graduate seminars (J610) may count toward this requirement; other courses numbered J601-J609 and J600-level skills courses do not count toward this requirement.
- Certain 500 level courses may be considered for this requirement, but the student must petition their advisor and the chair of the Graduate Affairs Committee for permission.
- Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement with advisor and GAC approval.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken outside of the School, it may count toward the outside credit (see below).
- At least 8, but no more than 16 quarter (or up to 12 semester) graduate (500- or 600- level) credits in the Law School or other units. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
- A graduate thesis (nine credits in J503) or terminal project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. The committee must approve a written proposal before work begins. Proposal Approval Forms are available on-line. Students should register for Thesis (J503) or Project (J609) during the terms in which they are researching and writing their thesis or project

If a student fails to complete the MA/MS degree, only 5 semester hours of non-law course

work can be applied toward the JD degree. If a student fails to complete the JD degree, the entire program in the Communication and Media Studies must be completed before the MA/MS degree can be awarded.

As the academic year for the SOJC runs into June and the Law students finish earlier, students intending to graduate with the concurrent degree must plan to complete requirements for the Communication and Media Studies MA/MS by winter term of the graduation year.

Admission to the Program

Students must apply separately to, and be admitted by, both the School of Law and the Communication and Media Studies Master's program of the School of Journalism and Communication.

For the law school, applications are accepted beginning in September with the priority deadline being March 1. Applicants will be notified in writing of the committee's decision between February 7 and April 15 depending on application volume. Applicants must submit the following items to the School of Law before being considered for admission:

- Application form
- Application fee
- Law School Admission Test (LSAT)
- LSDAS report
- Recommendations
- TOEFL (international students only)

For the MA/MS in Communication and Media Studies Program of the SOJC, applications will be accepted until March 1, consistent with the Law School deadline. However, applicants wishing to apply for a Graduate Teaching Fellowship or scholarship should apply by February 1.

SOJC admits students for fall term only. Applicants must submit the following items to the MA/MS in Communication and Media Studies Program before being considered for admission:

- Online application form (we receive this automatically when you apply online)

- Résumé
- Statement of purpose
- 3 letters of recommendation
- Official transcripts from all universities/ colleges you have attended
- TOEFL or IELTS (non-native English speakers only)
- UO Admissions Office must receive a \$70 application fee (\$90 for international applicants) submitted with your online application and an official transcript from any university/college where you received a degree.

For further information on application requirements and procedures:

- Communication and Media Studies Master's Program web page at <https://journalism.uoregon.edu/academics/graduate-programs/media-studies-masters/> or contact Amy Boutell, Associate Director of Graduate Affairs, 541-346-6304, aboutell@uoregon.edu.
- School of Law web page at <https://law.uoregon.edu/> or contact the School of Law Office of Admissions, 541-346-3846 **or toll free at** (800) 825-6687.

Communication and Media Studies Doctoral Program

Ph.D. Program in Communication and Media Studies

Description

The doctoral program prepares students to do research on a broad array of interdisciplinary questions related to communication and media studies. SOJC faculty are leading scholars who explore the cultural, economic, ethical, political and visual analysis of media and society through a range of theoretical approaches. The Ph.D. program emphasizes an appreciation of both quantitative and qualitative methodologies. We also place a strong emphasis on preparation for teaching in the context of higher education. Faculty in departments and schools outside Journalism and Communication have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

Doctoral Program Strengths

The doctoral program in Communication and Media Studies requires a broad overview of theory and research in the field of communication and media studies and exposure to both qualitative and quantitative methods. Our program requires each student to develop an inside and outside area of specialization. Each student's program is closely monitored to assure adequate preparation for comprehensive exams and dissertation research, and students work with advisors and other faculty in small seminar settings and via independent study.

To prepare students for teaching in higher education, all CMS students are required to take a course on Teaching and Professional Life. In addition, doctoral students have opportunities to serve as primary instructors in undergraduate courses, according to their areas of professional and conceptual expertise. The University of Oregon's Teaching Effectiveness Program (TEP) offers numerous workshops as well as a Teaching Certificate that supplement this emphasis in our doctoral program.

Alongside an emphasis on theoretical and methodological breadth, and a teaching focus, the doctoral program in Communication and Media Studies provides opportunities to study with internationally recognized faculty. They are leading scholars in a range of overlapping

specialties, including media institutions; science, health, and environmental communication; technology and society; game studies; global media; critical/cultural approaches to media and communication; persuasion and media psychology; media and public life; media ethics and law; journalism studies; and visual communication. These topics are neither mutually exclusive nor exhaustive. For instance, dissertation topics have examined issues of policy within institutions, and diversity in the context of international communication.

A number of our faculty have expertise in political economy of media and communication; media history; newsroom sociology; community media; new technologies and management of technological change; media management; government/media relations; organizational-public relations; consumer behavior; social effects of media; and media literacy, journalism studies, science and communication, game studies, visual communication, advertising, and public relations. The interdisciplinary New Media and Culture Certificate supports these areas. Resources outside of the SOJC include many departments but especially Cinema Studies, Political Science, Sociology, Psychology, History, the Lundquist College of Business, the School of Law, and the College of Education.

Some of our faculty have expertise in the areas of communication ethics, visual ethics, philosophy of communication, media law, media regulation, online privacy, public policy, and communication and democracy. Our graduate certificate in Communication Ethics complements this area of strength. Resources outside of the SOJC include many departments but especially Philosophy, Psychology, Political Science, Religious Studies, Sociology, Planning, Public Policy & Management, and the School of Law.

We view international and multicultural communication as intertwined and inseparable. Areas of international expertise include development communication, international political economy, globalization, international advertising, international public relations and compara-

tive law, policy and ethics. Areas of expertise on multicultural diversity include feminist media studies; gender, race, ethnicity and media; and alternative media. Resources outside of the SOJC include many departments and programs such as International Studies, Comparative Literature, Peace Studies, Native American and Indigenous Studies, Black Studies, Latin American Studies, Asian Studies, European Studies, Scandinavian Studies, and Russian and East European Studies. Additionally, the Center for Latino/a and Latin American Studies, the Center for Asian and Pacific Studies, the Canadian Studies Committee and the African Studies Committee, among others, encourage research and may provide financial support. Resources on multiculturalism include many departments but particularly English, Philosophy, Sociology, and Anthropology, and programs in Ethnic Studies, Women's and Gender Studies, and Cinema Studies. Women's and Gender Studies offers a graduate certificate program that several of our doctoral students have found valuable. The History Department has provided expertise and assistance to our students pursuing historical analyses related to media and diversity. The Center for the Study of Women in Society may provide opportunities for dialogue as well as financial support. The Center on Diversity and Community also may offer financial support.

Degree Requirements

Candidates for the Ph.D. degree typically take 81 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's prior graduate study experience. The program concludes with a dissertation. The Division of Graduate Studies requires that doctoral students spend at least one academic year (three consecutive terms of full-time study with a minimum of 9 completed graduate credits per term) in residence on the Eugene campus after being accepted into a doctoral program. All coursework leading to the doctoral degree must be completed within seven years. Specific requirements are:

Core sequence. Within the first three terms of study, students complete the core sequence of courses: Teaching and Professional Life (J619), Media Theory I (J612), Media Theory II (J613), Qualitative Research Methods (J641), and Quantitative Research Methods (J642). Advanced

Doctoral Seminar (J643) is taken during the Spring term of the second year of study.

Methodology Courses. At least one additional methodology course must be taken. These courses may be taken outside the School.

Communication/Media Studies Specialty. Each student must specify an area of expertise within the SOJC. An area of specialization may coincide with the current areas of faculty expertise or may represent another area within the field of communication/media studies. The area of specialization must be supported with relevant course work, which typically includes 3-4 courses (12 credits minimum) in the SOJC, although courses outside the school may also be appropriate.

Outside Field. In close consultation with their advisor, each student designs an integrated outside-related field component consisting of 3-4 courses (12 credits minimum) for their course of study. The Ph.D. program stresses the interconnectedness of communication/media studies with other disciplines; therefore, the outside field may involve more than one outside department.

Methodological Tool Requirement. A student may be required to take additional methods courses depending on the student's specific research aims within and/or outside the SOJC.

University Teaching. All students are required to take J619 Teaching and Professional Life during their first term in the program. After completing this course, appropriate teaching experience in the SOJC will be arranged and coordinated by the Doctoral Program Director in coordination with other SOJC leadership.

Comprehensive Examination. After course work is complete, the student, the advisor, and the student's comprehensive examination committee will schedule an examination that synthesizes what the student has learned. Student will register for 9 credits of 601 Research and 605 Readings credits while they study for the comprehensive exam.

Proposal Approval. Within one or two terms

of the comprehensive exam, the student must complete a dissertation proposal in consultation with their chair and committee members. Once the proposal is complete, the student must arrange a meeting with the committee to discuss the proposal and agree on any changes. The student should notify the Graduate Programs Assistant with the date and time of the meeting. The student should bring proposal approval forms to the meeting. Once the proposal has been approved by all committee members, the student may advance to candidacy and begin work on the dissertation. It is expected that doctoral students will advance to candidacy within two terms of passing the comprehensive exam.

Dissertation. The dissertation is a substantial document presenting independent research that makes a contribution to the current body of knowledge in a scholarly field. Students must enroll for at least 18 credits of J603 after passing the comprehensive exams.

Advisors

When you arrive at the SOJC, you will be assigned an advisor by the Doctoral Program Director based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with them soon after beginning the program, and they will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to continue with your original advisor through completion of your dissertation, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

Your advisor is the chair of your dissertation

committee and will help guide your proposal and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, someone who is interested in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute experience in some areas.

Graduate Certificates

The University offers several graduate certificates that may be of interest to SOJC graduate students. For example, our students have taken certificates in Communication Ethics, New Media and Culture, and Nonprofit Management. The full list of certificates is available at <https://graduatestudies.uoregon.edu/academics/programs>.

Program Statement

At the end of the first year, each student submits a Program Statement to the Doctoral Program Director. The program statement tells what courses the student has taken or intends to take, how they fit together and where they lead. The statement should specify the student's inside specialty and outside field. Program Statement guidelines and deadline for submission (typically toward the end of spring term) will be distributed to each student early in Spring quarter of the first year (see Appendix for a general outline of the statement). Students will be asked to update their program statements for review at the end of their second year of study.

Satisfactory Progress

In order to retain GE funding and continue in the PhD program, students must be making satisfactory progress toward the degree. This is defined as: no more than seven credits of Incompletes; comprehensive exams passed by end of fall term of 3rd year; approved dissertation proposal by end of spring term of 3rd year.

Comprehensive Exams

The comprehensive exams are undertaken by the doctoral student after completing all Ph.D. coursework. Most students complete their exams by Fall term of their 3rd year. The student and their advisor confer and agree that the student is ready to take the exams.

Students also must be enrolled for at least nine graduate credits a quarter to be considered full-time students; typically these credits are split between J601 Research and J605 Reading when studying for comprehensive exams.

Students may choose one of two ways for taking the exams: four hours for native English speakers and six hours for non-native speakers, taken in a designated space; or eight hours for English speakers and ten hours for non-native speakers, taken in location of student's choice. Some students prefer the shorter, closed-book exams for their synthesistic efficiency. A student may come to the shorter exam with a two-page bibliography, but otherwise no notes, books, journals, disks, or other ancillary materials. Other students prefer the longer exams in order to be in a chosen setting where they can draw on reference materials. Students are encouraged to discuss the options with their advisors, committee members and students who have completed their exams before confirming with the advisor and committee and notifying the Graduate Office of their preferred process for taking exams.

Exams may be scheduled in any order by the student but must all be administered within a two-week period. The exams cover four knowledge areas: overview of communication and media theory; media studies research methods; a designated in-SOJC specialty (e.g., international communication); and an approved outside-the-School area of study.

The student, in consultation with the advisor, chooses an exam committee. The committee will be composed of three SOJC faculty (including the advisor as chair) representing theory, methods, and inside specialty, and one member from outside the School representing the outside area. To prepare for the exams, students develop reading lists in consultation with each committee member and the advisor. Each committee member is responsible for creating one exam. The student's Program Statement should help guide the exam committee in devising the comprehensive exams. The advisor is responsible for overseeing the creation of the exams, arranging for their administration, discussing results with the exam committee and calling for the oral

exam.

Each student, regardless of performance on the written exam, will participate in an oral exam, which should be scheduled 1 to 2 weeks after the last written exam. A student whose performance on any part of the written exam falls short of expectations will have the opportunity to better their performance at the oral exam. However, the oral cannot in every case make up for poor written response.

A student may receive a pass, conditional pass or no pass on the exams. A conditional pass is given when the committee's assessment of the student's exam performance is that additional work is required to pass the exams. The committee determines what additional work will be required and the timeline for completion. If a student does not perform satisfactorily on the additional work or does not pass the oral exam and/or written exams, the student must meet with their advisor and PhD director to discuss a path forward, which could include either retaking the exams or applying for the Master's Option (see separate Master's Option Policy below). Students will be permitted to retake any portion of the exam no more than once. If a student does not pass the comprehensive exams on the second attempt, the PhD Advisory Committee will recommend to the Division of Graduate Studies that the student be dismissed from the CMS PhD program. Students may appeal to the UO Graduate Council in accordance with the University's established grievance procedures. *Students may elect to follow the handbook policies for their entering year or the new policy if it is helpful to them.*

Guidelines for the CMS Master's Degree Option for CMS PhD Students

Students in the Communication and Media Studies PhD Program may request to complete the CMS Master's Degree instead of completing the CMS PhD. The request may be made either before or after taking comprehensive exams for the first time. In order to complete the CMS Master's Option, students must meet all course requirements for the CMS Master's and either pass comprehensive exams or successfully defend a thesis.

Students who decide to take a second round of comprehensive exams and fail may not apply for the CMS Master's Degree Option.

These official steps are required:

1. With advisor approval, student requests the change in status by completing and sending the appropriate form to the doctoral director and the SOJC Graduate Office. The form must include both the student's and the advisor's signatures.
2. The SOJC Graduate Office confirms the student's coursework and exam status.
3. Student applies for the CMS Master's Degree.
4. SOJC Graduate Office processes a fee waiver.
5. PhD Advisory Committee reviews and approves or denies the application.
6. If accepted into the CMS Master's Program, the student will be classified as a CMS Master's student in the following term. This may result in a loss of GE funding.
7. After advisor and doctoral director review, student requests approved courses from the CMS PhD Program be applied to the CMS Master's degree.
8. A student who completes requirements for the CMS Master's Degree must apply for graduation in the appropriate term.

Dissertation Proposal

The dissertation topic is the student's choice. You discover your topic through courses, conversations with faculty, your own interests, etc. Talk to faculty and other students to determine whether your idea is feasible.

You should work with your advisor and committee members to write a proposal. Typically, but not always, the dissertation committee is composed of the same faculty as the comprehensive exam committee. Students should confirm committee composition with advisors. Proposal approval is a required step and should include what you want to study, what theory and research grounds it, how you plan to study it, and why it should be studied.

Proposals vary in length (though are usually no longer than 30-40 pages) and can contribute to the content of your finished dissertation.

Your proposal must be approved in writing at a meeting of your dissertation committee, using the Proposal Approval Form available from the SOJC website <https://sojcstudent.uoregon.edu/graduate/forms/> (also see Appendix). The student should notify the Graduate Programs Assistant with the date and time of the meeting. Upon approval of the proposal, you formally advance to candidacy. Note that dissertation credits may not be earned until you have advanced to candidacy. Therefore it is advisable to complete your proposal and hold a proposal meeting within a term of completing the comprehensive exams.

If the written portion of the comprehensive exams is very strong, it is possible that there will be time during the oral exam to discuss the dissertation proposal. It is a good idea for students to submit a 1-3 page topic idea prior to the oral exam, so that the committee members are prepared to discuss the tentative dissertation topic if time allows.

Some advisors recommend that students circulate a 1-3 page topic idea even earlier, at the time that they are discussing comprehensive exam questions with committee members. This allows committee members to include question components related to the student's research interests. It is important to realize, however, that the comprehensive exams and the dissertation are two separate exercises. The comprehensive exams cover broad areas of literature in the four areas described above and also addressed in the program statement. *Students should not expect that questions will focus narrowly on their dissertation interests.*

Advancement to Candidacy

Once the student passes the written and oral exams and has an approved dissertation proposal, Graduate Programs Office staff will process your advancement to candidacy.

Dissertation Committee

Your advisor serves as your dissertation advisor, and your exam committee typically serves as your dissertation committee, although there are exceptions. Dissertation committees are made up of at least four people: three faculty members from the SOJC and one

tenure-track faculty member from outside the SOJC. The UO Division of Graduate Studies has specific rules regarding dissertation committees. Consult their website to ensure that your committee members are eligible to serve on your committee. Dissertation committees should be chosen and the names of committee members submitted to the SOJC Graduate Programs Office, who will then file the committee with the Division of Graduate Studies. The committee should ideally be formed within one month after completing comprehensive exams; the absolute deadline is six months before the oral defense of the dissertation. You will not be allowed to hold an oral defense or graduate unless this six-month requirement is met.

Writing the Dissertation

Each student's experience in researching and writing a dissertation is different depending on many factors, including: the nature of the research; the student's relationship with advisor and committee; and individual styles and preferences.

As noted above, it is required that each student arrange a meeting with the dissertation committee after the proposal has been circulated. Such a meeting can be extremely valuable in: making sure all committee members agree on the research plans; identifying areas of reservation and concern; discussing a tentative timetable for completion; and agreeing on procedures for feedback (e.g., whether all committee members want to see chapters as they are written or whether the advisor will provide feedback prior to broader distribution). Once the proposal has been approved, it is generally preferable that the advisor provides feedback on chapters prior to circulation among all committee members. This usually helps minimize confusion that can result from conflicting suggestions. Certainly there are exceptions, however, e.g., when a committee member has greater expertise in a particular area than the advisor does.

Getting timely feedback from advisors and other committee members can sometimes be a challenge, given faculty members' many responsibilities. Issues often can be prevented or addressed via frank and early discussions

to agree on how much time committee members need for reading and responding and what times of the year members may be unavailable. If the problem becomes extreme or seems unresolvable, you should talk to the Doctoral Program Director.

Guidelines for Dissertation

The Division of Graduate Studies has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Division of Graduate Studies website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Division of Graduate Studies and you will not graduate on time.

Applying for Graduation

An application for advanced degree form must be submitted online via the Division of Graduate Studies website by the second week of the term you plan to graduate. This signals to the Division of Graduate Studies and the Registrar's Office that you intend to complete your degree that term. If your plans change, contact the Division of Graduate Studies to withdraw your application.

Oral Defense

An oral defense takes place after you've completed your dissertation. You must apply for your oral defense in GradWeb at least 2 weeks prior to the defense date and fill out the Thesis/Project/Dissertation Defense scheduling form at <https://sojcstudent.uoregon.edu/graduate/forms>. See the Division of Graduate Studies website for oral defense date deadlines and application procedures.

Dissertation Approval & Submission

Upon successful completion of your oral defense, your committee members must log into GradWeb to indicate that your defense was successful and that only minor revisions remain on the dissertation itself. The Associate Director of Graduate Affairs will process your Statement of Completion. Once you have made all the revisions requested by the committee, you must upload a PDF copy of your dissertation, along with final approval forms, to the Division

of Graduate Studies no later than two weeks after your oral defense. Procedures, forms, and exact deadlines are available on the Division of Graduate Studies website. That office will review the dissertation to ensure compliance with formatting requirements; nearly all dissertations require at least minor formatting corrections after initial submission.

Teaching Opportunities

Most doctoral students and some master's students serve as Graduate Employees (GEs) during their studies because this program places a strong emphasis on training candidates to be effective teachers. There are several types of appointments, including research and editorial assistance and for combined responsibilities; however, most GEs involve teaching assistance. Initial GE assignments for teaching are made by matching students' intellectual and professional backgrounds with needs in the SOJC's schedule. As GEs become more familiar with the curriculum and also enhance their areas of knowledge, they are strongly encouraged to consult with their advisors and the Doctoral Program Director about new assignments that will diversify their teaching portfolios. Every effort will be made to accommodate reasonable requests and to provide varied GE experiences. However, not all requests can be granted because of scheduling difficulties, curricular needs, or multiple requests for the same course. Note that doctoral students' GE requests generally have priority over master's students' requests.

Regardless of course assignment, GEs are encouraged to work closely with faculty supervisors to identify what the GE will assist with, including expanding the curriculum and/or in giving guest lectures. Of course, these initiatives should be taken within the hours agreed to in the GE contract. The SOJC makes an effort to provide interested candidates with an opportunity to be the primary instructor for a course during their residency in the program. This is not a guarantee, however, and is based in large part on the doctoral candidate's performance in assisting classes and in their program of study. The faculty must have ample evidence that the candidate is ready to be a primary course instructor. Additionally,

all undergraduate teaching assignments are based on an evaluation of the overall needs of the undergraduates in the program. A qualified doctoral student will be assigned a class when there is a need for the class and the doctoral student's services are not otherwise needed for teaching assistance.

Doctoral students are asked to delineate their teaching goals when they develop their program statements in spring of their first year. Candidates should work closely with advisors to evaluate their teaching experience thus far and establish realistic goals for obtaining additional experience in preparation for faculty positions. Following the approval of the program statement, candidates are urged to communicate frequently with their advisors and the graduate director, to assure that teaching goals are honored, as feasible in the schedule. It is important to emphasize that doctoral candidates vary greatly in their preparation to teach undergraduate courses offered in our program as well as in their desire to teach. Some come to the program with substantial teaching and/or professional experience, whereas others have had very little. Some have had substantial experience, but not in areas of need in our program. Some with substantial teaching experience choose to focus their attention primarily on research, as they do not need to enhance their teaching portfolios.

Hence, GE assignments and decisions about becoming primary course instructors are necessarily individualistic. The doctoral director and SOJC staff and other leadership make every effort to be fair and to maximize doctoral students' opportunities to grow as teachers, while also making appropriate assignments and considering resource constraints.

Summer Teaching

While faculty members have first priority for summer teaching, there are typically limited opportunities for doctoral student teaching in the summer.

GE Terms

SOJC Graduate Employees (Master's and Ph.D. students) generally receive two or four *consecutive* years of funding, respectively. If a

graduate student accepts outside funding that substitutes their teaching/research in the SOJC in a given term, that term cannot be reclaimed in SOJC at a later date.

GE Duties, Expectations, and Evaluation

A successful GE experience requires clear and open communication between the GE and supervising instructor. GEs and supervising instructors should jointly fill out a GE Duties and Responsibilities form [here](#) (also see Appendix) at the beginning of each term. This helps assure agreement on the division of labor. It also helps assure that the GE's responsibilities will not consume more hours than required in the GE contract.

GEs are evaluated in two ways. At the end of each term, supervising professors are asked to evaluate GEs using an evaluation form. Copies of those evaluations are returned to the GEs for review. Signed copies are filed. Additionally, GEs teaching their own courses are evaluated by students via the University's online course evaluation system. Both evaluation processes can be helpful to potential employers, if the student decides to share the documentation, during the job application process.

The Graduate Teaching Fellows Federation (GTFF) is an excellent resource for Graduate Employees. The GTFF can be reached at <https://gtff3544.net>.

Ph.D. Checklist (Course Requirements)

Core Sequence:

_____ J619 Teaching and Professional Life (4) Fall of first year
_____ J612 Media Theory I (5) Fall of first year
_____ J613 Media Theory II (5) Winter of first year
_____ J642 Quantitative Research Methods (4) Winter of first year
_____ J641 Qualitative Research Methods (4) Spring of first year
_____ J643 Advanced Doctoral Seminar (5) Spring of second year

Communication/Media Studies Specialty (minimum 12 credits):

J_____	_____	J_____	_____
J_____	_____	J_____	_____
J_____	_____	J_____	_____

Outside Field (minimum 12 credits):

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Additional Methodology (at least 1 course):

_____	_____
_____	_____
_____	_____

Dissertation:

_____ J603 Dissertation (at least 18 credits)

Total credits: 81 graduate level (500- or 600-level) with a cumulative GPA of 3.00 or higher. GEs must complete a minimum of 9 credits per term.

Ph.D. Checklist (Non-Course Requirements)

Program Statement

- _____ Consulted with Advisor about statement
- _____ Advisor has approved and signed statement
- _____ Signed statement submitted to Graduate Program Office by end of first spring quarter
- _____ Feedback received from Doctoral Program Director (by end of first summer)
- _____ Program Statement on file by end of first spring quarter

Comprehensive Exams:

- _____ Select committee in consultation with Advisor and notify Graduate Program Office
- _____ Work with committee members and Advisor to determine exam reading lists
- _____ Determine form of exam (shorter, closed-book or longer, open book), discuss with Advisor and notify Graduate Program Office
- _____ Determine dates for exams and notify Graduate Program Office
- _____ In consultation with Advisor and Committee, determine time/date for oral exam
- _____ Enrolled for at least 3 credits during quarter while taking exams—GEs typically enroll in 9 credits of J605 Reading and J601 Research
- _____ Take written exams (4 exams during 2 week period)
- _____ Take oral exam (within 2 weeks of completing written exams)

Dissertation Proposal:

- _____ Confirm dissertation committee
- _____ Work on proposal with Advisor
- _____ Submit proposal to committee members for review and feedback
- _____ In consultation with Advisor and committee members, determine time/date for proposal defense
- _____ Proposal completed
- _____ Proposal meeting with committee and approval forms submitted
- _____ Advance to Candidacy form filed with the Division of Graduate Studies (ideally within a term of completing comprehensive exams)

Dissertation and Graduation:

- _____ Research compliance approved (if human subjects involved)
- _____ Research and write dissertation
- _____ Obtain feedback from Advisor and committee members
- _____ Submit final dissertation draft to committee members no later than three weeks before defense
- _____ Obtain committee members' approval to defend dissertation
- _____ Apply for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Confirm defense date with committee and apply in GradWeb at least two weeks prior to defense (see Division of Graduate Studies website for instructions)
- _____ Defend dissertation
- _____ Complete revisions (if required by committee) and prepare final version of dissertation, making sure the document complies with Division of Graduate Studies style guide
- _____ Upload PDF copy of final dissertation to the Division of Graduate Studies by Division of Graduate Studies deadline

Ph.D. Flow Chart

Admission
Advisor A temporary advisor is assigned at the beginning of the first year. Confirm advisor selection by end of first spring term.
Coursework The bulk of students' coursework is ideally completed during their first and second years of graduate study and finished during the second year. Doctoral students are required to complete the core sequence during their first year and take J643 Advanced Doctoral Seminar in Spring term of second year.
Choose committee and take comprehensive exams Students typically complete this step by fall term of third year of study.
Dissertation Proposal Ideally students complete this step no later than the end of spring quarter of their third year. Proposals must be in writing and approved by dissertation committee members at a meeting.
Advance to Candidacy Students advance to candidacy after they have passed their comprehensive exams and their committee has approved their proposal.
Dissertation research and writing Students should expect to spend at least a year researching and writing the dissertation. Students should be registered for J603 while working on their dissertation.
Dissertation defense Students apply for their defense through the Division of Graduate Studies at least 2 weeks before their planned defense date, and should be registered for at least 3 credits of J603 during the quarter of graduation.

Graduate Certificate in New Media and Culture

Graduate Certificate in New Media and Culture

About New Media and Culture Certificate

The New Media and Culture Certificate (NMCC) is a transdisciplinary program open to graduate students working at the intersection of new media and culture in any master's or Ph.D. program. This certificate blends scholarly research on new media topics with hands-on experience creating new media content and using digital research tools. Taking advantage of the creative opportunities possible within existing degree programs across campus, the certificate features an array of courses in the history, criticism, aesthetics, and production of new media technologies. The certificate program trains scholars, designers, and media practitioners in the skills and credentials appropriate for 21st century workplaces in academia and beyond.

The New Media and Culture Certificate serves as a hub for new media scholarship and activities across campus—coordinating courses, posting professional development activities, and connecting a community of scholars and practitioners engaged in like-minded work. The certificate program is a collaborative venture among the College of Arts and Sciences, the School of Architecture and Allied Arts, and the School of Journalism and Communication.

What should NMCC students expect?

- To understand theoretical, historical, and aesthetic contexts pertaining to the study and practice of new media
- To grow as active and engaged practitioners of new media technologies
- To obtain professional development and related skills for 21st century workplaces in academia and beyond

Program Requirements

Students must complete a minimum of 24 credits in approved courses. Among these, 12 credits must come from a series of required core courses: one course (4 credits) in Theories

and Histories of New Media (this is known as the core Common Seminar required of all NMCC students); one course (4 credits) from the list of Methods courses; and one course (4 credits) from the list of Topics courses. The remaining 12 credits are devoted to Electives.

With permission of the program director, other relevant courses may be substituted for pre-approved courses as they are developed or are considered germane to an individual student's program in new media and culture. Also note that students may petition to have non-new media courses count toward the Electives requirement if the majority of the student's research in the course involves the production of new media content (websites, databases, blogs, digital arts, creation of new digital tools, etc.).

At least 8 of the 24 credits must be taken outside of the student's home department or program.

- Common Seminar (4 credits)
- Methods Course (4 credits)
- Topics Course (4 credits)
- Electives (12 credits)

We have designed the curriculum to best take advantage of new, cutting-edge courses in new media across disciplines. The topics in new media course, for example, will permit the program's students to take a range of new and developing courses.

Application Procedure

After reviewing our program requirements, please download and complete the following three forms from <https://newmediaculture.uoregon.edu/>:

1. NMCC Application Please note: You are welcome to apply to the Certificate program at any point in your studies. Effective Winter 2014, however, a maximum of 8 credits taken prior to acceptance into the Certificate program may count toward NMCC requirements. The Division of Graduate Studies requires that students be

accepted and enrolled in the NMCC by week 5 of the term in which the student officially joins the program.

2. NMCC Preliminary Study Plan (Useful references: Sample Study Plan and Courses) Please keep in mind that this document is indeed merely a “preliminary” plan of NMCC coursework. Your projected study plan can and likely will change as you move through the program due to the vagaries of course scheduling and so on.

3. Division of Graduate Studies Declaration of Graduate Certificate Form (Declaration of Graduate Certificate form is near bottom of the page and requires Adobe Acrobat or other PDF viewer.)

A decorative vertical bar on the left side of the page, consisting of a thin line extending from the top and a thicker, dark gray rectangular block below it.

General Information

General Information

Deadlines

Check the Division of Graduate Studies web page for term specific deadlines for filing for graduation, oral exams, etc. For UO academic deadlines, go to <https://registrar.uoregon.edu/calendars/> and click on Calendars.

Petitions

Changes, waivers, or alterations in SOJC degree requirements must be approved by the student's advisor, and submitted to the Doctoral Program Director in writing with accompanying support for the change/waiver.

Commencement (Graduation)

If a student has not yet finished their project/thesis/dissertation, the student's committee will decide whether they may participate in the commencement ceremony. If the committee believes the student is close to completion and that work-to-date clearly demonstrates the project/thesis/dissertation will be completed in a timely manner, they will most likely allow the student to participate.

Human Subjects Review

Compliance and Clearance

"Research Compliance" refers to the process by which the University, in accordance with federal law, certifies that research activity is conducted in a legal and ethical way. "Clearance" is the process by which the University proves your compliance.

Human Subjects

You must have approval by the Committee for the Protection of Human Subjects/Institutional Review Board (CPHS/IRB) prior to engaging in any research project involving human subjects. Before submitting your application to the Review Board, you must first have approval from your thesis/project/dissertation advisor. Guidelines, deadlines and forms for preparation of the human subjects protocol are available online at <https://research.uoregon.edu/manage/research-integrity-compliance/human-subjects-research>. You should allow ample time for the approval process, which can sometimes take several weeks to complete before you can begin your research with human subjects.

Funding Opportunities

GE Awards

GE opportunities also exist outside the SOJC and are listed on the Division of Graduate Studies website. Students who have a GE award for two consecutive academic years are eligible for a summer tuition waiver for the summer session that falls between those years (known as a "Summer Tuition Waiver"). Forms are available online from the [Division of Graduate Studies website](#).

Scholarship Awards

First tier priority:

- Ph.D. recruitment
- Recurring commitments to current students (as mandated by Division of Graduate Studies recruitment fund policies that dictate language, criteria and amounts)
- 1st to 3rd year Ph.D. students in good standing according to need (particularly international students)

Second tier priority:

- Master's student recruitment
- Recurring commitments to current students

SOJC Research and Travel Funding¹

The SOJC has limited funding for graduate research and travel expenses. Travel funding is awarded competitively for travel to conferences to present papers. Research funding is awarded to support assorted research-related expenses. Both Travel and Research Fund Request Forms are available online at <https://sojcstudent.uoregon.edu/graduate/forms/> and must be approved by your advisor and program director and submitted to the Graduate Program Office. The SOJC accounting office will process your disbursement; please contact them if you have any questions. You should also speak with them before booking airline flights to ensure that you follow proper University procedure. Distribution of graduate travel and research funds is based

¹ Note that the procedures outlined here may change. We will keep you informed of any upcoming changes.

on the following priorities:

Conference Travel Funds

A. Peer reviewed academic conferences

- *Priority #1:* First to fourth year Ph.D. students in residence
- *Priority #2:* First to second year master's students and Ph.D. students beyond their 4th year

B. Number of requests

First requests will be favored over previously funded students' requests. Students may submit more than one travel request during a one-year period. However, each student is granted up to \$900 per year for travel, subject to availability of funds. For Ph.D. students beyond their fourth year and master's students beyond their second year, travel/research funds will be considered on a case-by-case basis.

Research and Project Funds

Students may apply for up to \$300 per year, subject to availability of funds. Thesis, project and dissertation research is given priority consideration.

Combining Fund Requests

With advisor approval, students may combine the fund request for up to \$1,200 a year for either travel or research.

If funds remain at the end of the fiscal year, students will be notified that they may apply for additional funds on a first-come, first-served basis.

Other Funding Opportunities

Additional SOJC funding opportunities can be found at <https://sojcstudent.uoregon.edu/graduate/funding-opportunities/>. Funding opportunities elsewhere on campus include thesis/dissertation grants from the Center for the Study of Women in Society, the Division of Graduate Studies, the Humanities Center, and others. These opportunities are competitive; you should contact the awarding department or center for more information. The Division of Graduate Studies maintains a Graduate Funding & Awards webpage and will help students locate grants and fellowships in their field.

Students should begin their funding search early to allow time to complete the application process and meet application deadlines.

Job Opportunities and Financial Aid

The Career Center keeps a listing of jobs available on campus and in the community. See <https://career.uoregon.edu> for more information. Work-study eligibility and other financial aid awards are determined by the Office of Financial Aid in Oregon Hall.

SOJC Communication and Technology

Mailboxes & GE Bulletin Board

On the Eugene campus, every GE has a mailbox, located in Allen Hall Room 220. A graduate student bulletin board is located near the mailboxes, with announcements about special seminars, conferences, calls for papers, fellowships/grants, and job opportunities.

University Computers and E-mail Accounts

Visit the Information Technology website at <https://is.uoregon.edu> to learn about the services they offer students, including how to set up your University email account. Among other services, they offer a number of online trainings and resources to help students learn about email and the internet. The mandatory incidental student fee covers the use of computer centers around campus.

DuckID (Email Account)

New students automatically have an email account set up for them through the University of Oregon. Unless otherwise prohibited by law, the University may send official communications to students by e-mail to an account assigned by the University with the full expectation that such e-mails will be read by the recipient in a timely fashion.

Students are expected to review messages received through their UO e-mail account on a frequent and consistent basis. Communications may be time-critical. Some students choose to have their UO emails forwarded to a personal

email address to help ensure receipt of important emails. However, students should send messages from their UO e-mail accounts for all University-related email communications.

SOJC student listservs (both Eugene and Portland) include only uoregon email accounts. To activate and start using your DuckID (this includes your UO email account), follow the instructions listed at <https://duckid.uoregon.edu>. For help with University DuckID and systems, go to: Information Services Technology Service Desk at <https://service.uoregon.edu>.

SOJC Technical Resources

- The UO Service Portal: <http://service.uoregon.edu/TDClient/2030/Portal/Home/>.
- Logins in Labs: Students, faculty, and staff log in with Duck ID username (first portion of your email address) and password.

Equipment Checkout

All classrooms are equipped with basic video display systems. Miscellaneous adaptors or peripherals can be checked out on an hourly basis from the SOJC.

- Eugene Students: Please see this page for additional information equipment and production checkout--<http://sojcemployee.uoregon.edu/creative-central/gear/>
- Portland students: Please see p. 59 for information on Portland equipment checkout.

Other Support at the UO

There are many campus offices and organizations that serve students. A few that are especially worthy of note are:

The Accessible Education Center works with students who qualify for accommodations such as "extended test times, more flexible class policies, note taking, or in-person assistance to aid their learning styles." Contact info: 541-346-1155; Oregon Hall 360;

<https://aec.uoregon.edu/>.

National Association of Black Journalists, University of Oregon Chapter works to strengthen the voice of BIPOC students on campus by providing a safe space for collaboration and a platform to share their stories and experiences. Email: uoregonnabj@gmail.com; <https://www.uonabj.com>.

Nontraditional Student Engagement and Success strives to enhance the educational and interpersonal experiences of nontraditional students while supporting and promoting their degree attainment. Nontraditional Student Programs promotes college access and lifelong learning through collaboration with the university community to provide services and support that address the unique needs and life experiences of nontraditional students. Contact info: 541-346-1160; Oregon Hall; <https://dos.uoregon.edu/nontrad>.

The Division of Equity and Inclusion

promotes inclusive excellence by working to ensure equitable access to opportunities, benefits, and resources for all faculty, administrators, students, and community members. Contact info: 541-346-3175; Willie and Donald Tykeson Hall; <https://inclusion.uoregon.edu/>.

Multicultural Education, Engagement and Student Success supports the academic mission of the University by enhancing the educational, personal, cultural, and social development of students with a special emphasis toward the unique needs of students of color and historically underrepresented and marginalized student populations. This division acknowledges, celebrates, and promotes the diverse cultural experiences of each member of the University community and strives to build collaborative relationships, advocate for and promote social justice. Contact info: 541-346-3661; Oregon Hall; <https://dos.uoregon.edu/multicultural>

The Women's Center advocates for the best educational and working environment for the women at the University of Oregon. They

accomplish this by working toward societal change and the end of oppression and by supporting personal growth. Contact Info: 541-346-4095; womenctr@uoregon.edu, EMU Suite 12; <https://blogs.uoregon.edu/women/>.

Campus Media

The SOJC publishes *FLUX* magazine, created, written and designed by a competitively chosen group of advanced students. Students also produce *OR Magazine*, documentaries, multimedia, a weekly news program and a weekly program called Duck U.

SOJC students also work for other media not officially connected with the School. *The Daily Emerald* is UO's independent campus daily newspaper. Many journalism/communication students work there as reporters, editors, photographers, or advertising sales representatives. More information and applications can be obtained at the appropriate ODE office on the third floor of the Erb Memorial Union. Other student-produced publications include *Ethos* and *The Insurgent*. Each is partially funded by student fees and provides UO students with work opportunities in writing, editing, design and advertising.

The student-run radio station *KWVA* offers UO students the opportunity to gain experience in a variety of broadcast jobs.

If Things Go Wrong

If you're having academic problems that are not specific to a single course, you should consult your faculty advisor, your program director, or the Associate Director of Graduate Affairs.

Additional resources available to you are:

The Student Advocacy Program, whose services are supported by ASUO (Associated Students of the University of Oregon, UO's student government). Contact info: 541-346-3722; EMU Room 337, <https://asuo.uoregon.edu/advocacy>

Student Conflict Resolution Services provides free, voluntary, and confidential services to UO students. Contact info: 541-346-0617; scrc@uoregon.edu; 1691 Columbia Alley; <https://scrc.uoregon.edu/services>

Graduate Teaching Fellows Federation is the union representing all graduate employees. Contact info: 541-344-0832; 609 E. 13th St. Eugene, OR 97401; stafforganizer@gtff.net; <https://gtff3544.net/>

Journalism and Communication Graduate Student Association (JCGSA)

JCGSA is an informal organization for the graduate students of the SOJC, including both Eugene and Portland students. There are no dues or membership fees. The organization helps keep members apprised of school information by reporting on faculty searches and graduate program decisions, and communicating graduate student concerns to SOJC leadership at faculty meetings. You are encouraged to take an active role in the JCGSA as well as the GTFF. The SOJC's GTFF representatives are also an invaluable resource.

Portland Center Facilities and Support

Information for Portland students (building access, parking, computer equipment, equipment checkout etc.) is provided to students at orientation during the first term of study. Additional information is available here: <https://journalism.uoregon.edu/portland>

Affirmative Action and Sexual Harassment

UO Equal Opportunity, Non-Discrimination, and Affirmative Action Policy Statement

The University of Oregon affirms and actively promotes the right of all individuals to equal opportunity in education and employment without regard to any protected basis, including race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity and gender expression or any other consideration not directly and substantively related to effective performance.

The university is committed to providing a respectful environment for all members of the campus community. Prohibited discrimination and discriminatory harassment, including any form of sexual harassment, which subvert the mission of the university and jeopardize the educational or employment experience of students, faculty, and staff, will not be tolerated.

The university's EEO policy, as well as its affirmative action program, has the full and complete support of the university, including its president. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

The university will recruit, hire, train, and promote persons in all job titles, and ensure that all other personnel actions are administered, without regard to disability, protected veteran, or any other protected status. All employment decisions are based only on valid job requirements, except that a preference in hiring and promotions is granted to veterans and disabled veterans who qualify under Oregon Statute 408.230 (Veterans' Preference in Public Employment).

Reasonable accommodations will be made for qualified protected veterans and individuals with known disabilities unless doing so would result in an undue hardship.

Any harassment or discrimination on the basis of race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity or gender expression is prohibited by university policy and federal and state law. Students and employees with questions or concerns about any type of discrimination or harassment, including any form of sexual harassment, are encouraged to bring these issues to the attention of the University of Oregon Office of Investigations and Civil Rights Compliance (AAEO) or their supervisor.

For information regarding the university's internal policies for addressing complaints of harassment, please refer to the resources available on the AAEO website.



Appendix: SOJC Forms

Other Graduate Forms:

<https://sojcstudent.uoregon.edu/graduate/forms>

Program Statement - 1st- and 2nd-year Ph.D. Students

Student's Name:

Advisor's signature:

I. Brief opening paragraph introducing what follows:

II. Core courses completed (list courses and grade):

III. Area of communication specialization

Name and briefly describe it. List courses completed and planned supporting your area of specialization (minimum 12 credits):

IV. Outside Field

Name and briefly describe it. List courses completed and planned supporting your outside area (minimum 12 credits):

V. Methodological Tools:

List completed and planned courses

VI. Teaching interests:

- Briefly describe your teaching interests
- List courses and experiences thus far
- Briefly describe your teaching goals for the next two years

VII. Planned schedule for the coming year

Do the best you can to list likely courses term by term.

VIII. Statement of Purpose:

3-5 pages explaining how II-VI above represents a unified plan of study. Explain the rationale for your choices in sections III-VI. Be sure to include reference to prior professional/teaching/research experiences and to relevant master's work. Include your career goals for after completing your degree.



UNIVERSITY OF OREGON

Graduate Employee Workload Allocation Form

Course: _____ Term: _____ FTE: _____

GE: _____ Instructor: _____

Time Commitment Breakdown

Hours/Term

In-Class Contact Hours (e.g. 2/hr @ 2.5 hr x 20 wk = 30)

Outside-Class Contact Hours (Office Hours) (30 is .40 FTE; minimum of 3 office hr/wk = 20)

Other Duties

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	<input type="text"/>

Maximum hours by FTE:

.05 = 4, .10 = 8, .20 = 16, .30 = 24, .40 = 32, .45 = 36

Total Hours:

0

Comments:

--

The above time budget represents approximate times expected for each of the major components of the course work. Times will need to be adjusted by the GE assistant as needs dictate. Although the instructor will always attempt to avoid making requests of the GE that would cause the hours worked to exceed the total required hours per quarter, the instructor expects the GE to inform him/her if the sum of the effort asked seems likely to exceed or to fall short of the total hours required. It is understood that hours are likely to be distributed so that work in some weeks may be much heavier than in others due to the requirements of when midterms, finals, and other assignments are due.

Instructor Signature

Date

GE Signature

Date



Thesis/Project/Dissertation Proposal Approval

Name of Student:

Degree Program:

☐ Thesis ☐ Project ☐ Dissertation

Proposal meeting date:

Working title of thesis/project/dissertation:

Committee Approval

Chairperson (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Return this form to the SOJC Graduate Programs Office

SOJC Graduate
Programs Office
revised Feb. 2017

**University of Oregon
School of Journalism and Communication
Faculty Graduate Employee Evaluation**

Name of Supervising Professor _____

Name of Graduate Employee _____

Number/Name of Course _____ Term _____

Please complete all applicable categories and comment on the GE's work below. As indicated in SOJC's Graduate Student Handbook, share and discuss your completed evaluation with the GE being evaluated. Send a copy signed and dated by both you and the student to sojcad@uoregon.edu no later than two weeks after end of the term. The signed form will be put in the GE's personnel file.

	Excellent	Good	Average	Below Ave.	Poor	N/A
Accepts responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Works independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is dependable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promptly completes tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rapport with students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness to students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative/easy to work with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contributes ideas/suggestions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional comments (please continue below or second page as needed):

Faculty signature

Printed Name

Date

GE signature

Printed Name

Date