

# School of Media & Communication

2018 - 2019  
Graduate Student Handbook  
For Students in the Certificate Programs in  
Media & Communication

Graduate Certificate in International/Intercultural Communication

Graduate Certificate in Social & Interactive Media

Graduate Certificate in Strategic Communication

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## Mission

The mission of the School of Media and Communication (SMC) at Bowling Green State University is to promote and extend the study of communication processes ranging from interpersonal transactions, development and health communication, rhetoric, social movements, to mass-mediated communication, emerging media, cyber culture and computer-mediated communication. The School endeavors to create a premier learning community for master's and doctoral students by promoting graduate student participation in regional, national and international conferences, forums, and journals. The School maintains numerous partnerships to nurture collaborative teaching, innovative research, and significant public service. With a tradition of excellence in graduate study dating back to the 1950s, the faculty, staff, and students of the School of Media and Communication look forward to contributing to today's media and communication scholarship as well as its education and practice.

The graduate program of the School of Media and Communication (SMC) is known for its excellent placement records; its balance in teaching, research, and service; and the diversity of its student body. The key commitment of the SMC faculty is to motivate and educate students to be independent intellectual leaders and professionals.

The coursework and faculty research in the School of Media & Communication is organized around three areas of emphasis. These areas are the basis for coursework offered by the School, and inform the different academic options in the MA program:

### **Global Communication and Social Change**

This area of emphasis draws together several key and complementary dimensions of humanistic research methods, substantive areas and theory. These include Intercultural and International Communication, Development Communication, Social Movements and Activism, Alternative and Activist Media, Political Economy, Rhetoric, Organizational Communication. The area is modeled on the "Global Communication & Social Change" division that exists at the International Communication Association. At ICA, Global Communication & Social Change is described as an emphasis "to encourage and debate research on issues of production, distribution, content and reception of

communications media at global, 'glocal,' transnational, transcultural, international and regional levels. Within this purview it encompasses work across a wide variety of theoretical and methodological approaches, concerning issues of media-mediated communication in cultural, economic, political or social contexts, including strategic mediated communication for development, social change or social justice." We adopt this approach to an integrated cultural-economic-political and critical engagement with social problems that often extend beyond localities to international and global processes.

### **Interpersonal Communication**

This area of emphasis examines interaction processes in a variety of social and personal relationships such as romantic relationships, family relationships and friendships in face-to-face and mediated settings. Research and coursework within the area focuses on relationship processes in contexts such as health, sexuality, identity negotiation, relationship maintenance, information management and technology. Varying theoretical (e.g., narrative, dialectical, social exchange, disclosure theories) and epistemological perspectives (post-positivist, social scientific, interpretivist, feminist, queer, critical) are explored.

### **Media Audiences & Processes**

This area of emphasis uses a social scientific approach to study the behavior of audiences and the process of how media content and technology influence the public agenda and individuals' attitude, emotion, knowledge and interpretation of society. These include Media Technology Adoption, Advertising and Social Media Consumption, Persuasion Process, Effects and Effectiveness of Advertising and Social Media, Effects of Media Narratives, Audience Theories, Audience Research Methods, Media Psychology, Media Sociology, Media Industry Analysis, Social Network Analysis, Public Opinion, and Media Effects on Race, Gender and Society. This emphasis includes both administrative applied research and theoretical research on these topics. The research orientation is based on a quantitative approach and emphasizes the provision of generalizable empirical evidence in answering pertinent issues in media audiences and processes.

## **Media & Communication Graduate Certificates**

The graduate certificates are a multi-purpose degree option for students who seek to add to an existing graduate degree program, or who would like to prepare for pursuing a higher degree (such as a Master of Arts). In addition, students seeking professional development will be able to add the graduate certificates to their resume.

**Graduate Certificate in International/Intercultural Communication:** This certificate is closely aligned with the School emphasis in Global Communication & Social Change. Students take coursework that provides theoretical and conceptual grounding concerning topics related to international and intercultural communication. Such courses can give students insight about the nature of international or international communication in the workplace, organizations, and the media.

**Graduate Certificate in Social & Interactive Media:** This certificate is closely aligned with the School emphasis in Media Audiences & Processes. Students take coursework that provides theoretical and conceptual grounding concerning topics related to social and interactive media. In addition, students in this certificate program may take some coursework associated with the Strategic Communication certificate, which provide insight concerning practical and commercial uses of those media.

**Graduate Certificate in Strategic Communication:** This certificate directly addresses the needs of professionals who wish to bolster their resume and credentials. Students take coursework that provides them up-to-date information about media, public relations, and advertising in the modern workplace. The coursework will help to expand students' knowledge about these topics, as well as provide valuable skills that they can take into the workplace.

### **Time to Complete Degree**

Certificate students must complete all their degree requirements in 6 years. After the passage of that time limit, courses taken before 6 years each for certificate students must be revalidated by the Graduate College.

### **Course Load & Online Courses**

Most Media & Communication (MC) classes are three credit hours. Students must take a

minimum of 8 credit hours in order to be considered full-time. Students are also free to take any graduate courses offered in the School of Media & Communication. However, as many of the courses offered are designed for PhD level study, certificate students should check with the instructor of record, graduate coordinator, strategic communication program coordinator, or graduate secretary to make sure that the course is right for their program. Students in the SMC certificate programs are free to take graduate courses offered online. However, international students may only take one such course each semester.

### **Transfer of Credits/Course Waiver**

Students are eligible to apply for up to 9 hours of transfer credit from another accredited master's program or from BGSU graduate-level classes completed as an Advanced Undergraduate or Non-Degree Graduate Student. Should a student receive a waiver for a particular course, s/he will need to complete an elective course to make up the overall credit hours required. Waivers must be requested in writing, which should be submitted with proper documentation of prior coursework to the Graduate Coordinator.

### **Graduate Orientation**

Incoming graduate students in the certificate programs are encouraged to participate in Graduate Orientation. This takes place one week before the fall semester starts. Returning students have participation obligations each year during orientation week within the school.

### **Graduate Policy Committee**

The Graduate Policy Committee (GPC) is comprised of five individuals: The Graduate Coordinator, Assistant Graduate Coordinator, Basic Course Director, Strategic Communication Director, and one at-large Level 1 graduate faculty member. If there is any overlap between any of these roles (e.g., Assistant Graduate Coordinator is also the Basic Course Director), then there are two at large Level 1 graduate faculty members.

The GPC handles all policies for GA assistantships, exams, and other aspects of the PhD program. In addition, the GPC handles appeals of courses or exams/dissertations. For more information about appeals process, please see the Graduate Handbook.

### **Style Guidelines**

Scholarly style and convention should be followed in all written work in Media and

Communication. The manual used should be appropriate to the subject matter. The latest editions of the *American Psychological Association's Publication Manual*, *Turabian's A Manual for Writers of Term Papers, Theses, and Dissertation*, the *Modern Languages Association Handbook* and *The Chicago Manual of Style* are acceptable manuals. However, if an instructor requires a specific style guide, students should follow as required by the instructor.

### **Forms**

All forms mentioned herein can be found on the BGSU Graduate College Website (<http://www.bgsu.edu/graduate/documents-and-forms.html>) or SMC website (<http://www.bgsu.edu/smcgrad>). Important forms for students to complete during their time in the School of Media and Communication include: Students must complete all forms before submitting them to faculty, advisors, and/or administrators for signatures. All forms that go to the Graduate College must go through the Graduate Secretary in the School office. Students are strongly encouraged to keep a copy of completed and signed forms in their personal records.

### **Degree Audit Proposal Report System (DARS)**

While completing coursework, graduate students need to make appointments with their advisor to go over their DARS report. Students should do this each semester (fall and spring). During their discussion with their advisor, students should go over the courses that they have taken, and which degree requirements that they fulfill. They should also discuss the courses that they will take in order to complete other degree requirements.

### **Academic Honesty Policy**

The graduate program of the School of Media and Communication is committed to the University's standards on academic honesty as expressed in the University Charter and Student Code. This statement supplements those provisions. As these documents note, cheating and plagiarism are destructive to the central purpose of the University and never tolerated.

### **Policy Definitions**

As defined in the charter and code, violations of academic honesty include:

**Plagiarism:** Representing the words or ideas of another as one's own in any academic exercise.

**Cheating:** Using or attempting to use unauthorized materials, information or study aids in any academic exercise.

**Fabrication:** Falsification or invention of any information or citation in any academic exercise.

**Facilitating Academic Dishonesty:** Helping or attempting to help another commit an act of academic dishonesty.

### **Policy Applications for Media and Communication Graduate Students**

- A. Students must always be very careful to acknowledge any kind of borrowing that is included in their work, not only in words but ideas. Acknowledgment of whatever is not one's own work is the proper and honest use of sources. Ignorance of citation style is no excuse. Style manuals provide extensive information on appropriate forms of citation.
- B. Unless explicitly permitted by the professor, students shall not submit any work that the student himself/herself prepared for any other purpose, including work prepared for other classes or for other degree programs.
- C. Unless explicitly permitted by the professor, students must work independently on take-home examinations. Consultations with other students or other individuals over the content of take-home exams are forbidden. All information provided in response to take-home examination questions that are not the student's own work must be fully credited to its source.
- D. The use of professional term paper services or research services is always forbidden.
- E. Students are always responsible for the data collection and analysis in works that they represent as their own, unless the work in question is explicitly credited to the source.
- F. Students should take great care to comply with professional standards in regard to submission of their work to professional conferences and journals.

### **Enforcement & Penalties**

Faculty members will report every instance of academic dishonesty to the Graduate College and keep the Graduate Coordinator informed in the process. At BGSU, students who plagiarize are subject to penalties described in the student code, ranging from failure on an assignment to dismissal from the University.

### **Probation & Dismissal**

Failure to make satisfactory progress normally results in academic probation and may lead to dismissal from the graduate program.

Satisfactory progress means that a graduate

student must maintain a cumulative GPA of 3.0 or higher. This GPA requirement applies to all graduate students at BGSU, including those who are currently enrolled as non-degree seeking students. Unsatisfactory progress is also indicated by the accumulation of two or more C's, a D, or an F. Students who are placed on or continued on probation will be notified in writing by the Graduate College.

In general, students should not remain on probation for more than two semesters; if satisfactory progress seems unlikely after one or two semesters on probation, the student is likely to be dismissed from the program.

### **Consensual Amorous Relationships Policy**

On June 22, 2007, the Board of Trustees of BGSU approved the statement below to cover all university employees:

"The university takes seriously its duty to provide a place to study and work free of situations that may be construed as abuse of authority, an inappropriate conflict of interest, preferential treatment, or other unprofessional and unethical conduct. The policy below is established in order to avoid such instances.

1. Within the University community, supervisors and faculty are not to have supervisory, evaluative, instructional, coaching, advisory, or other relationships with students or employees with whom they have or have had a consensual amorous relationship.

2. If an amorous relationship exists or develops, the faculty or staff member of superior rank must disclose the relationship to his/her immediate supervisor in a timely manner. The supervisor will then take steps to make alternate arrangements affecting one or both parties, to effectively discontinue any supervisory, evaluative, instructional, coaching, advisory, or other formal connections between them. If possible, such arrangements should be made in ways that respect the interest of all involved and will not be prejudicial toward or against either party.

3. The decision of an immediate supervisor may be appealed by either or both parties to the next higher administrative level.

4. Disclosure is the responsibility of those who engage in, or are about to engage in, amorous relationships within the University community. Failure to abide by this policy may result in disciplinary actions taken against any negligent party. The range of disciplinary actions would depend upon the circumstances and culpability of those involved. Disciplinary actions may include, but are not limited to, a verbal warning,

a letter of warning, temporary reassignment, temporary suspension or other measures, as the case may warrant. The imposition of faculty sanctions beyond the written warning should abide by the policy on sanctions contained elsewhere in the Academic Charter. Disciplinary actions regarding administrative staff and classified staff are administered by the Office of the Executive Vice President; disciplinary actions regarding faculty are administered by the Office of the VPAA/Provost." [Source: *A Handbook of Commonly Shared Employment Policies for BGSU faculty, Administrative and Classified Staff 10/07*]

### **Incomplete Coursework**

The School of Media and Communication follows the policy of the Graduate College regarding incomplete coursework. The policy, applied to both degree and non-degree seeking students, is as follows:

An INC (incomplete) may be given only when, for some justifiable reason, a student fails to take the final examination or to fulfill a specified requirement in a course.

An INC may be removed and a grade substituted if the student completes course requirements to the satisfaction of the instructor prior to the deadline established by the Graduate College. The Graduate College deadlines for removal of incomplete grades for the respective academic semesters are:

- Fall semester: June 1
- Spring semester: September 1
- Summer semester: January 1

However, an individual instructor may come to an agreement with his or her student for an earlier deadline for removal of an incomplete grade.

The graduate dean designee has the authority to extend the deadline for an incomplete. The student must petition the graduate dean designee for such consideration in writing and prior to the expiration of the deadline. The instructor's support is required for approval of the request.

For courses taken S/U, any mark of INC not removed by these deadlines will change to U. For courses taken for a letter grade, any mark of INC not removed by these deadlines will change to F. A student cannot graduate with a grade of INC.

### **Graduation**

Students must apply for graduation early in the semester they plan to graduate. Students file the form directly with the Graduate College.

Students are eligible for graduation if they have fulfilled all their academic program requirements and met all the Graduate College deadlines and have applied for graduation.

### **GRADUATE CERTIFICATE IN INTERNATIONAL/INTERCULTURAL COMMUNICATION**

This graduate-level certificate is designed to meet the increasing need of various individuals and organizations to communicate more effectively in international/intercultural contexts. It enhances students' capacity for effective communication by raising international/intercultural understanding and sensitivity.

#### **Degree Requirements**

The graduate certificate requires a minimum of 15 credit hours. In addition, students should maintain a minimum of 3.0 cumulative GPA and have no incomplete grades in all courses in the certificate. The degree must be completed within 6 years.

All coursework can be completed within 2-3 semesters. Students must take 2 required courses, 2 limited elective courses, and 1 completely elective course.

#### **Required (2 courses)**

MC 5090 International Communication  
MC 6570 Seminar in Intercultural Communication OR MC 5080 Intercultural Communication

#### **Limited Electives (Choose 2 courses)**

MC 5040 Communication & Conflict  
MC 5670 Gender, Media & Culture  
MC 5750 Global Journalism  
MC 7610 Race and Communication  
MC 7630 Communication for Social Change  
MC 7650 International Media

#### **Elective (1 course)**

MC 6XXX/7XXX

#### **Advising**

The Graduate Coordinator will serve as the academic advisor to the students during the first semester of study. Afterwards, they can stay with the Graduate Coordinator until graduation or change their advisors and file the *Change of Advisor form* to the Graduate Secretary for Graduate Coordinator approval.

### **GRADUATE CERTIFICATE IN SOCIAL & INTERACTIVE MEDIA**

This graduate-level certificate program is established to meet the needs of the rapidly changing media and communication industry while providing intellectual leadership to the study of social and interactive media. Founded primarily on social scientific knowledge, the strategic applications of social and interactive media are explored. This program also exposes students to the process of online and interactive media production to help them better understand the technology and apply it to their practice or research.

#### **Degree Requirements**

The graduate certificate requires a minimum of 15 credit hours. In addition, students should maintain a minimum of 3.0 cumulative GPA and have no incomplete grades in all courses in the certificate. The degree must be completed within 6 years.

All coursework can be completed within 2-3 semesters. Students must take 2 required courses, 2 limited elective courses, and 1 completely elective course.

#### **Required (2 courses)**

MC 5640 Practicum in Interactive Online Media Production

MC 6552 Social Media Seminar

#### **Limited Electives (Choose 2 courses)**

MC 5050 Mediated Cultures and Identities  
MC 5610 Audience Research  
MC 5630 Media Programming  
MC 5700 Electronic Surveillance and Privacy  
MC 6550 Organizational Communication  
MC 6551 Public Relations Research & Practice  
MC 6553 Advertising Research & Practice  
MC 7370 Seminar in New Media Research

#### **Elective (1 course)**

MC 6XXX/7XXX

#### **Advising**

The Graduate Coordinator will serve as the academic advisor to the students during the first semester of study. Afterwards, they can stay with the Graduate Coordinator until graduation or change their advisors and file the *Change of Advisor form* to the Graduate Secretary for Graduate Coordinator approval.

## **GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATION**

This graduate-level certificate is designed for people currently working or interested in working as communication officers in corporations, non-profit organizations, and media companies. By exposing them to up-to-date knowledge and skills in organizational communication, social media, advertising and public relations, this certificate enables them to stay current in the fast-paced media and communication industry.

### **Degree Requirements**

The graduate certificate requires a minimum of 15 credit hours. In addition, students should maintain a minimum of 3.0 cumulative GPA and have no incomplete grades in all courses in the certificate. The degree must be completed within 6 years.

All coursework can be completed within 2-3 semesters. Students must take 4 required courses and 1 completely elective course.

#### ***Required (4 courses)***

MC 6550 Organizational Communication

MC 6551 Public Relations Research and Practice

MC 6552 Social Media Seminar

MC 6553 Advertising Research and Practice

#### ***Elective (1 course)***

BGSU Graduate Course 6XXX/7XXX

### **Advising**

The Strategic Communication Program Coordinator will serve as the academic advisor to the students during the entire duration of study.

## **Important Dates & Deadlines**

### **September 1**

Spring semester incomplete grade due

### **January 1**

Summer semester incomplete grade due

### **Mid-February**

Awards application due

### **June 1**

Fall semester incomplete grade due

## Courses for 2018-2019 & 2019-2020

**(Courses are subject to change)**

### **Fall 2018:**

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 5610: Audience Research
- MC 5630: Media Programming
- MC 6000: Introduction to Media & Communication
- MC 6100: Philosophical Foundations
- MC 6400: Humanistic Research Methods
- MC 7530: Theory & Practice in Interpersonal Comm
- MC 7630: Global Development & Social Change
- MC 7290: Construct Conceptualization & Management
- MC 6551: Public Relations Seminar (e-campus)
- MC 6552: Social Media Seminar (e-campus)

### **Spring 2019:**

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 5640: Practicum in Interactive & Online Media
- MC 5700: Electronic Surveillance & Privacy
- MC 6300: Social Scientific Research Methods
- MC 6570: Intercultural Communication
- MC 7000: Relational Communication
- MC 7770: Advanced Social Science Research Methods
- MC 6550: Organizational Communication (e-campus)

### **Summer 2019:**

- MC 7010: Interpretive Research Methods in Media & Communication
- TBA
- MC 6001: Introduction to Media & Communication (e-campus)
- MC 6401: Humanistic Research Methods (e-campus)

### **Fall 2019:**

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 6000: Introduction to Media & Communication
- MC 6300: Social Science Research Methods
- MC 6400: Humanistic Research Methods
- MC 7110: Mass Communication Theory
- MC 6530: Interpersonal Communication
- MC 7xxx: Social Movements & Communication
- MC 6301: Social Science Methods (e-campus)
- MC 6553: Audience Research (e-campus)

### **Spring 2020:**

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 6100: Philosophical Foundations
- MC 7370: New Media Research
- MC 7290: Topics in Interpersonal Communication
- MC 6010: Rhetorical Criticism OR MC 7300: Critical Media Studies
- MC 6551: Public Relations Seminar (e-campus)
- MC 6552: Social Media Seminar (e-campus)

### **Summer 2020:**

- MC 7020: Descriptive & Inferential Statistics
- TBA
- MC 6001: Introduction to Media & Communication (e-campus)