



COMMUNICATION ARTS (M.A.)

School of Interactive Media and Design

GRADUATE ADMISSION (210) 829-6005

The Communication Arts Program

Communication Arts at the University of the Incarnate Word offers a unique blend of theory-driven and experientially based classes. In keeping with both the liberal arts approach and the mission of Incarnate Word, the department seeks:

- To cultivate the student's imagination and creativity in the implementation of theory content and technical application of effective communications;
- To foster exploration of diverse and alternative perspectives including critical interpretation of ideas, images, and symbols; and
- To encourage students to examine the role of media in our society so they may be prepared to participate confidently, ethically, and competently as concerned, enlightened citizens.

Classes integrate students' experience and knowledge with coursework to further their information base, abilities, and career goals. Small class size facilitates interaction between students and professors to maximize learning and encourage media enculturation. Class content centers on the various branches of communication theories, including media ethics, aesthetics of visual design, media skills (both analog and digital), television, film, computer, web design, desktop publishing, and the Internet. Communication Arts requires research and writing skills for media as well as for scholarly research.

In many cases, students learn by doing: Producing and writing newspaper or magazine articles, scripting film and television productions, researching and creating well-written essays and original research. Through exposure to new ideas and skills, the faculty guides students' focus on self-discovery, growth, and career direction.

Admission Criteria

See the Graduate Bulletin for complete information on admission requirements and program content.

- Students wishing to enter the Communication Arts graduate program must meet all University graduate admission requirements.
- Students should hold a baccalaureate degree in Communication Arts or a related field with a cumulative GPA of 2.5 or higher.
- GRE minimum scores of 400 Verbal, and a 3.5 Essay are required; Requirement waived for applicants who have a baccalaureate degree with a GPA of 3.5 or higher.
- Students must interview with the Director of Graduate Studies in Communication Arts and submit a writing sample.
- Students who lack the appropriate undergraduate degree may be required to take undergraduate level classes at the recommendation of the graduate faculty. At the discretion of the graduate faculty, experiences in the field may be substituted for undergraduate prerequisites.

Requirements for the Masters of Arts

The degree requires a minimum of 36 hours of graduate study, which includes 18 hours of Communication Arts core courses, 12-15 hours of elective coursework and 3-6 hours of Mastery level coursework.

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Core Requirements (18 semester hours)

- COMM 6301 – Communication Theory
- COMM 6302 – Media Ethics
- COMM 6303 – Principles of Writing for the Media
- COMM 6304 – Aesthetics of Visual Perception
- COMM 6308 – Writing and Research Techniques
- COMM 6309 – Research Methods

Core requirements should be taken in sequential order. This sequence ensures students will master the theoretical skills necessary for a progression of knowledge in the field.

Elective Coursework- Choose 12-15 hours of electives from the following courses:

- COMM 6311 – Media Production
- COMM 6312 – Applied Media Writing
- COMM 6315 – Seminar in Film
- COMM 6317 – Communications, Technology and Culture
- COMM 6318 – Seminar in Mass Communications
- COMM 6319 – Seminar in International Communications

Students must take elective coursework necessary to complete the 36 hour requirement for the masters of Communication Arts. Other Communications Arts offerings or classes selected from related programs may be taken with the approval of the graduate director.

Mastery Coursework Requirements

- COMM 63TP – Thesis Proposal (optional elective for capstone students)
- COMM 63TR – Thesis Research
- OR
- COMM 63CS1 – Communication Capstone

After completion of CORE coursework and elective classes, students are required to complete either a capstone course or complete a written thesis to demonstrate a cumulative mastery of Communication Arts knowledge and skills. Students may choose to complete their studies with a master's thesis comprised of COMM 63TP (thesis proposal) and COMM 63TR (thesis writing).

OR

Students may choose to complete their studies with a Capstone (COMM 63TP), which is usually project-driven work.

Contact Information Valerie Greenberg
University of the Incarnate Word
4301 Broadway
San Antonio, Texas 78209
(210) 829-3891
valprof@aol.com

Admissions office
(210) 829.6005
www.uiw.edu