

# PUBLIC MEDIA (M.A.)

## Admissions

### Application Requirements

- The successful candidate for admission typically has an **undergraduate GPA** of 3.0 or better.
- Statement of intent** that helps us understand your interest in our program (no more than three double-spaced pages, submitted via the online application. The statement should respond to the following prompt:
  - "With an ethos of, 'Media with a mission,' the Public Media M.A. (PMMA) program focuses on training multiplatform journalists and strategic communication professionals to use media as a force for social change. In what ways does this mission connect to your personal and/or professional interests? What experiences in your undergraduate and/or professional career have prepared you for the PMMA? What personal and/or career objectives will this graduate program help you pursue?"
- Resume/CV** (submit via the online application)
- Three **letters of recommendation**: academic and/or professional (submitted directly by referees via the online application. We suggest that at least one come from a professor on the full-time faculty of your undergraduate institution with whom you have studied.)
- Official **degree transcripts** confirming prior degree conferral are required for all applicants, regardless of matriculation status. These should be ordered at least one month prior to the application deadline for your program of interest, and should be sent directly to the Office of Admissions (fuga@fordham.edu) via secure electronic delivery.
  - If electronic delivery is not available, please request that your transcripts be submitted directly via post, in a sealed envelope, to: Graduate School of Arts and Sciences, Office of Admissions, Fordham University, 441 E. Fordham Rd., Bronx, NY 10458.
  - Please note: you may upload unofficial copies of your transcripts to your application while the Office of Admissions awaits receipt of your official transcripts.
  - Please ensure that all official transcripts from previously attended post-secondary institutions are submitted in English, or are accompanied by a certified English translation. Transcripts and credentials conversion information is available on the GSAS International Students page.
- One to three **writing samples**, submitted electronically. These may be analytical (like a paper for a course) or journalistic.
- Up to three samples from a **multimedia portfolio**. The portfolio offers applicants the opportunity to showcase multimedia, digital, visual, audio, written or web-based production materials as part of the application process (e.g., a website, short film or video, piece of multimedia journalism, audio piece or podcast, a data visualization or motion graphic).
  - If you are a non-native English speaking applicant, you must submit a video submission as one of your portfolio samples demonstrating your English language skills. This should be between two and five minutes in length and will ideally have you speaking directly to the camera, using either prepared remarks or speaking extemporaneously about a topic of your choice (for instance, your interest in the program or previous experience that has prepared you for the program).

- GRE scores are optional for M.A. in Public Media program for the 2023–2024 admissions cycle. Applicants who wish to submit GRE scores may do so, but scores are not required.
- English proficiency**: International applicants whose native language is not English are required to complete and submit to GSAS prior to matriculation their official scores from the Test of English as a Foreign Language (TOEFL). GSAS will also consider a student's International English Language Testing System (IELTS)—Cambridge English Proficiency Level language testing results.
  - Official TOEFL or IELTS scores should be sent directly by the testing service to the Office of Graduate Admissions, Fordham University, Graduate School of Arts and Sciences – Code No. 2259.
  - We will expect our most competitive applicants to have scores above 100 on the TOEFL and 7.5 overall (with 6.5 in each sub-score) or above on the IELTS. Please consult the English Proficiency page for additional information. A waiver can be requested by emailing fuga@fordham.edu, based on your educational history at a U.S.-based institution and if the official language of your country of origin/nationality is English.
  - If your native language is not English, an interview by video may be required.

### Merit Funding

Highly qualified applicants may qualify for:

- a graduate assistantship package which provides a stipend, a 50% tuition scholarship and an internship at WFUV
- two partial tuition scholarships of \$10,000 each
- paid internship at the Donald McGannon Communication Research Center

### CIP Code

09.9999 - Communication, Journalism, and Related Programs, Other.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.

## Requirements

Course	Title	Credits
<b>Two required Core courses:</b>		
PMMA 5001	Public Interest Media Theory and Practice	3
PMMA 5003	Strategic Communication <sup>1</sup>	3
	or PMMA 5002 Public Journalism	
<b>Two concentration courses in the student's chosen track: <sup>2</sup></b>		<b>6</b>
	Multiplatform Journalism	
	Strategic Communication	
<b>Two Fundamentals courses from the list below <sup>3</sup></b>		<b>6</b>
<b>Three electives courses chosen in consultation with your adviser <sup>4</sup></b>		<b>9</b>
PMMA 6619	Special Master's Project <sup>5</sup>	3
<b>Total Credits</b>		<b>30</b>

<sup>1</sup> Students take the core course that correlates with their concentration.

<sup>2</sup> More information on concentrations can be found on the concentrations tab (p. 3).

<sup>3</sup> A listing of Fundamentals courses is below.

<sup>4</sup> Information on elective options is below.

<sup>5</sup> More information and guidelines on the master's project can be found on our page of the Fordham website.

## Fundamentals courses

*Courses in this group have the PMTC attribute.*

These courses serve the students in both concentrations of the Public Media M.A. program by deepening understanding of media and communication in the public interest. A wide array of courses fall into this area, including those in media studies, communication studies, cultural studies, data analysis, media law, and media ethics. This area also includes courses focused on technical skills that can be used by communicators in the public interest.

Course	Title	Credits
PMMA 5101	Freedom of Expression	3
PMMA 5103	Environment and the Media	3
PMMA 5105	Digital Technology and Ethics	3
PMMA 5106	Race, Gender, and Digital Media	3
PMMA 5107	Media and Sexuality	3
PMMA 5201	Social Media and Civic Engagement	3
PMMA 5202	Digital Media and Social Responsibility	3
PMMA 5203	Technology & Public Comm.	3
PMMA 5204	Civic Media	3
PMMA 5206	Social Media and Political Campaigns	3
PMMA 5207	Mapping Injustice	3
PMMA 5208	Digital Media and Migration Justice	3
PMMA 6102	Video Narrative (Reporting and Production)	3
PMMA 6206	Persuasion and Public Opinion	3
PMMA 6207	Global Media and Communication	3
PMMA 6212	Digital Media and Advocacy	3
PMMA 6214	Codes and Modes of Communication	3

## Elective courses

Students may choose to enroll in an elective in GSAS related to public media and strategic communication (with the PMMA attribute listed below), take additional coursework within the PMMA program, or take a course outside GSAS in the Gabelli School of Business, Fordham Law School, the Graduate School of Education, or the Graduate School of Social Service. These courses should be selected in consultation with your adviser.

Students may also choose to take a PMMA internship: PMMA 6398 or PMMA 6399. Students can do an internship for three credits per semester, for a total of up to six credits for the program. The internship will be chosen by the student, working in conjunction with the graduate director and Fordham University's career center. This internship is to be supervised by an appropriate faculty member, and will involve regular meetings, bi-monthly reports, and a final written summary of the internship experience.

*Courses in this group have the PMMA attribute.*

Courses in other departments and graduate programs outside the Public Media M.A. have this attribute to indicate that they can be counted as

electives toward this program. Any class offered by the Public Media M.A. can also count as an elective, including the PMMA Internship course (PMMA 6398/PMMA 6399).

Course	Title	Credits
CEED 5050	Ethics and Society: Cross Disciplinary Perspectives	3
CEED 6100	Theories and Applications in Contemporary Ethics	3
CLGL 0204	Access to Justice Seminar	2-3
CMGB 7500	Media Systems and Markets	3
CMGB 7525	Cross Cultural Negotiation and Communication	3
CMGB 7534	Public Relations	3
CMGB 7537	Crisis Communication and Leadership Strategies	1.5-3
CMGB 7540	The Business of Music	3
CMGB 7554	Consumer Adopt of New Med	3
CMGB 759B	Sports Media& Promotional Comm	3
CMGB 759R	Social Media	3
CMGB 75AA	Media Executive Playbook	3
CMGB 75AG	The Business of TV	3
CMGB 75AJ	Financial Media	3
CMGB 75AK	Persuasive Corporate Communications	3
CMGB 75AN	Digital Media Sales Technologies and Strategies	3
HIST 5410	Race and Gender in Modern America	4
HIST 5731	History of Wealth & Poverty: U.S. and Comparative	4
HUST 5012	Contemporary Issues in Humanitarian Action	0-3
HUST 5013	Fundamentals of Humanitarian Action	0-3
HUST 5016	Monitoring and Evaluation in Humanitarian Response	0-3
HUST 5045	Humanitarian Advocacy: Communicating the Need and Motivating the Response	0-3
HUST 5075	Leadership and Management in Humanitarian Assistance	0-3
HUST 5200	Human Rights Protections for Vulnerable Groups	0-3
HUST 5205	Children in Armed Conflict	3
HUST 5215	Accountability for Sexual and Gender-Based Violence in Humanitarian Settings	3
HUST 5300	International Responses to Migration	3
HUST 5500	Mental Health in Complex Emergencies	0-3
ISGB 7978	Web Analytics	3
MKGB 6710	Responsible Marketing Management	3
MKGB 7720	Consumer Behavior	3
MKGB 7723	Strategic Branding	3
MKGB 7765	Sales Management	3
MKGB 77AN	Design Thinking	3
PMMA 6215	Interactive Digital Storytelling	3
POSC 5100	American Political Behavior	3
POSC 5140	Themes in Urban Public Policy and Power	3
POSC 5238	Strategies of Political Communication	3-4

POSC 5245	Political Communications: Earned Media In the Age of Digital and Social Media Boom	3
POSC 5246	Technology and Campaigns	3
POSC 5247	Data Analytics for Political Campaigns	1
POSC 5251	Political Survey Research	3
POSC 5255	Public Opinion Certificate Practicum	3
PSYC 6010	Research Ethics and Social Justice	3
PSYC 7890	Qualitative Methods	3
URST 5000	Issues in Urban Studies	3
URST 5020	Urban Political Processes	3
URST 5140	Themes in Urban Public Policy and Power	3

## Concentrations

Public Media master's students choose between a concentration in either Multiplatform Journalism or Strategic Communication.

The concentration section of the required curriculum consists of two courses in the concentration area, with a list of courses offered by our department in each area. Students are **strongly encouraged**, though not required, to choose courses related to their concentration of choice for their electives and when choosing their Fundamentals courses.

## Multiplatform Journalism

Multiplatform journalism includes the production and distribution of audio, video, and interactive web content. Concentrators will gain knowledge of the workings and history of commercial and nonprofit media, deep knowledge of journalistic norms and ethical standards, and a complete palette of multimedia reporting skills.

*Courses in this group have the PMMJ attribute.*

These are advanced courses in the Multiplatform Journalism concentration of the Public Media M.A. program. These courses may involve reporting in one medium like print—or they may involve multimedia production. The courses in this area include general reporting classes focusing on one medium (like audio reporting or video reporting) and also specialized reporting courses that address one specific subject area (like investigative journalism or criminal justice reporting).

Course	Title	Credits
PMMA 6101	Audio Narrative (Reporting and Production)	3
PMMA 6102	Video Narrative (Reporting and Production)	3
PMMA 6104	Alternative and Advocacy Journalism	3
PMMA 6107	Opinion Writing	3
PMMA 6108	Advanced Interviews and Profiles	3
PMMA 6111	Advanced Writing and Enterprise Reporting	3
PMMA 6208	Data and Communication	3
PMMA 6216	Communicating Criminal Justice	3

## Strategic Communication

Strategic Communication includes social media marketing, public relations, fundraising, and advocacy for nonprofits, the public sector, and social enterprises. Concentrators will gain knowledge of strategic communication theory and practice, skills to create and circulate cross-platform (audio, video, text, social) communication strategies, and the ability to engage emerging digital tactics—social media marketing, outreach and development, web analytics and mobilization strategies.

*Courses in this group have the PMSC attribute.*

These are advanced courses in the Strategic Communication concentration of the Public Media M.A. program. They cover subjects including marketing, branding, strategic messaging, public relations, reputation management, and political communication.

Course	Title	Credits
PMMA 5204	Civic Media	3
PMMA 5206	Social Media and Political Campaigns	3
PMMA 6104	Alternative and Advocacy Journalism	3
PMMA 6201	PR for the Public Interest	3
PMMA 6203	Marketing, Branding, & Fundraising in the Public Interest	3
PMMA 6204	Social Media Strategy for Non-Profits	3
PMMA 6206	Persuasion and Public Opinion	3
PMMA 6208	Data and Communication	3
PMMA 6209	Storytelling for Public Good	3
PMMA 6211	Public Relations and Strategic Communication for Nonprofits	3
PMMA 6212	Digital Media and Advocacy	3
PMMA 6213	Advanced Branding Practices to Drive the Public Interest	3
PMMA 6216	Communicating Criminal Justice	3
PMMA 6217	Messaging to Make a Difference	3