

## **M.S. in COMMUNICATION STUDIES**

### **GUIDELINES FOR COM 603: PROFESSIONAL PROJECT**

### **ELECTRONIC MEDIA or PRINT MEDIA FOCUS**

The electronic media project and the print media professional project provides students with a culminating program experience that will challenge them intellectually while providing service to a real-world client. The final project will contain an annotated bibliography, acceptable to the faculty advisor, which represents the current literature related to the topic as well as appropriate background information on the client's business area. The final project can be presented in one of the following formats:

- A. Series of articles submitted to a print media/internet publication
- B. Audio/video/internet production submitted for broadcast/publication
- C. Paper submitted for presentation at a professional meeting
- D. Journal article submitted for publication
- E. Client-directed in-house research project, with formal presentation to client and faculty advisor

The following list includes examples of topics that might be explored and prepared for the electronic or print media project:

- public policy (legislation formulation, economic policy, taxes, etc.)
- local government policy (environmental, budget, government bureaus, etc.)
- elections/politics/government and the media
- ownership and regulation of the media
- media effects on attitudes and behavior
- media and persuasion/advertising
- media criticism
- freedom of the press/privacy/indecency
- media ethics
- media technology
- future media trends
- global media issues
- client-specific issues/needs

The student will have access to all resources of the department in creating as professional a project as possible. The faculty advisor will assist the candidate in selecting an appropriate client for the project, determining if a problem or opportunity exists, and if adequate budget support would be available for implementation. The project should be completed three weeks before the end of the semester in which the student expects to graduate.

**To register for the professional project**, the student should download and print the form, "Request for Individualized Instruction/Independent Study" from the Comm/Journ website. With assistance from the faculty member selected to be the project advisor, complete the form and attach a typed project proposal. The proposal should include the following: a description of the client, a description of the problem to be addressed, a timeline of steps involved in the completion of the project, and the intended results. These should then be submitted to the Department Chair for approval.