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Old Main Building Room 102  
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[www.masscomm.txstate.edu](http://www.masscomm.txstate.edu) (<http://www.masscomm.txstate.edu/>)

The School of Journalism and Mass Communication offers opportunities for professionals and recent graduates to expand their education and training in digital media strategy and storytelling by earning a Master of Arts (M.A.) degree with a major in Digital Media Communication. The courses offered cultivate strong digital, analytical and storytelling skills that prepare students to advance their careers or to pursue a doctoral degree. The curriculum emphasizes digital and social media competencies across core and elective classes. The program enables students whose undergraduate major may not have been in digital media communication and those wishing to advance their careers to gain digital and social media storytelling, critical thinking, research and analytical skills for media and communication careers.

Digital media strategy and storytelling are at the heart of our graduate program. Today's media environment relies on analytics and storytelling to engage and communicate with various audiences. In addition to applied research, digital media issues and storytelling across platforms core courses, students can customize their degree by taking major elective courses (such as social media campaigns, digital media design and digital story production), and several experiential learning opportunities such as study abroad, the SxTXState class, internships and community partnerships. The degree is accessible to working professionals and full-time students with evening classes, a mix of in-person, hybrid and online courses and summer courses offerings.

### **Facilities**

The Schools' faculty offices, classrooms, the Media Innovation lab, the Digital Media & Everyday Life lab, and administrative offices are located in historic Old Main. Live Oak Hall, our film and television studio, features a state-of-the-art television studio and control room.

### **Graduate Assistantships & Scholarships**

Graduate assistantships are offered with competitive stipends. A graduate assistantship provides an out-of-state tuition waiver for non-resident students. Out-of-state students who receive a competitive scholarship of at least \$1,000 also receive an out-of-state tuition waiver.

The School of Journalism and Mass Communication offers limited scholarships for currently enrolled students. The College of Fine Arts and Communication and the Graduate College provide a variety of scholarships for new and returning graduate students. See the various web sites for details.

## **Master of Arts (M.A.)**

- Major in Mass Communication (Professional Project Option) (<http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-ma/>)
- Major in Mass Communication (Thesis Option) (<http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-thesis-ma/>)