The School of Journalism and Mass Communication offers an opportunity for students to expand their education and training within the mass communication field by earning an MA degree. The program is geared toward working professionals with or without a mass communication background to provide updated analytical and digital skills.

Students in the MA program take a variety of skills-based and theory courses. The curriculum provides students with the digital and analytic skills needed for the field of mass communication. Students can select to earn the general MA in mass communication, or they can decide to declare a concentration in the area of global media, digital media, or strategic communication and take nine hours of prescribed coursework in their area. Courses are offered face-to-face in the evening, online, or via a hybrid teaching model because a large percentage of students enrolled are working professionals.

Students complete an 18-hour core as well as electives. Students choose to create a professional project or write a thesis to graduate. Core courses focus on media writing, digital storytelling, law/ethics, digital media issues, mass communication, theory and research. Electives address a variety of topics such as: UX/UI, web design, media design, content management, strategic communication campaigns and crisis communication. Students can earn internship credit and also have the opportunity to study abroad.

Facilities

The School’s faculty offices, classrooms, Mi lab, media labs, and administrative offices are located in historic Old Main.

Financial Assistance

Graduate assistantships are offered with competitive stipends. Having a graduate assistantship also provides an out-of-state tuition waiver. Assistantship responsibilities include teaching fundamentals of digital media. Most assistantships are assigned in May for the fall term, but assistantships may be available for students who wish to begin the graduate program in the spring.

The department 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 (Digital Media Concentration Professional Project Option) (http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-digitalmedia-profproject-ma)
- Major in Mass Communication (Global Media Concentration Thesis Option) (http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-globalmedia-thesis-ma)
- Major in Mass Communication (Strategic Communication Concentration Professional Project Option) (http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-strategiccomm-profproject-ma)
- Major in Mass Communication (Strategic Communication Concentration Thesis Option) (http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-strategiccomm-thesis-ma)
- Major in Mass Communication (Thesis Option) (http://mycatalog.txstate.edu/graduate/fine-arts-communication/journalism-mass/mass-communication-thesis-ma)