

# Department of Communication Arts

---

*Dr. Nicole Cox, Interim Department Head  
Room 1001, Communication Arts and Curriculum Building*

The Department of Communication Arts offers a graduate program that leads to a Master of Arts in Communication (M.A.C.). Courses in speech communication and mass media are available, and the program offers a common core of four courses in theory and research methods. The M.A.C. prepares students for study at the doctoral level and for advancement in their professional fields. Students will be educated in the advanced theory and practice in the fields of communication and mass media. Thesis/project and non-thesis options are available. The program seeks to enhance students' communication, critical thinking, and problem-solving skills, as well as leadership potential and an appreciation for cultural diversity.

- Master of Arts in Communication (<http://catalog.valdosta.edu/archive/2023-2024/graduate/graduate-degree-programs/arts/communication-arts/mac/>)
- Certificate for Teaching College Communication/Media (<http://catalog.valdosta.edu/archive/2023-2024/graduate/graduate-degree-programs/arts/communication-arts/certificate-teaching-communication-media/>)

## **MAIC 5000. Communication Theory. 3 Hours.**

Review of theories of communication in a variety of contexts in the discipline. The use of theory construction, theory building, and theory analysis will be studied. Topics include rhetorical theories and artifacts, persuasion contexts, nonverbal communication theories, and organizational theories and strategies.

## **MAIC 5050. Mass Communication Theory. 3 Hours.**

The study of the evolution of mass communication from its origins to emerging media technologies.

## **MAIC 6000. Integrated Communication. 3 Hours.**

A study of the evolving marketplace and how to develop advertising/public relations/marketing plans for target audiences, including the use of analytics and other methods to measure the impact of Integrated Communication programs. This course includes mass and social media's role in Integrated Communication.

## **MAIC 6100. Media Process Management. 3 Hours.**

A study of the financial aspects of project development, including grant writing, research project recruitment and execution, crowd sourcing, and entrepreneurship. Other topics include management of human resources and legal/regulatory concerns relevant to the production and distribution of media projects in a global environment.

## **MAIC 6150. Media Entrepreneurship. 3 Hours.**

A study of strategies for funding and leveraging communication technologies in an ever-changing economy, including resource management, project timelines and workflows, legal and regulatory considerations, and communication with constituents from different sectors of the distribution process.

## **MAIC 6200. Intercultural Communication. 3 Hours.**

Survey of recent research in intercultural communication theory and practice; particular attention will be paid to language, the acquisition of intercultural communication competence, and related issues.

## **MAIC 6250. Theory and Design of Emerging Communication. 3 Hours.**

An examination of conceptual methodological issues and decisions underpinning the determination of communication campaign effects, planning, implementation and evaluation. The course includes practical and theoretical developments with information processing, media choice, technology and organizational design, and networks.

## **MAIC 6300. Communication in the Social Processes of Risk and Crisis. 3 Hours.**

An examination of the role of risk and crisis communication in managing times of crisis and the resulting psychological, sociological, and cultural effects.

## **MAIC 6350. Communication, Conflict, and Negotiation. 3 Hours.**

A survey of the role of communication in the management of conflict in interpersonal and professional contexts and analytical frameworks for understanding negotiations.

## **MAIC 6400. Organizational Communication. 3 Hours.**

Advanced study of the theories and practices that inform communication in organizations including the process of organizing, communication networks, and organizational culture.

## **MAIC 6450. Rhetorical Criticism and Theory. 3 Hours.**

A history of public discourse in media.

## **MAIC 6500. College Pedagogy and Instruction. 3 Hours.**

An introduction to teaching at the college level. Students will engage in inquiry, dialogue, reflection on pedagogical theory, active learning strategies, teaching goals, student learning outcomes, assessment, and developing a personal teaching philosophy.

**MAIC 6550. Communication Practicum. 3 Hours.**

Prerequisites: MAIC 5000, MAIC 5050, and MAIC 6500. A survey of methods designed to develop students' instructional skills and provide classroom experiences under the guidance and supervision of a faculty member. The course provides practical experience in classroom management, student engagement, activities, lecture/discussion, technology, and grading.

**MAIC 6600. Integrated Communication Metrics. 3 Hours.**

An examination of the impact of integrated communication in evolving digital communication environments.

**MAIC 7100. Quantitative Research Methods in Communication. 3 Hours.**

An advanced investigation of research methodologies used in the study of communication with in-depth study of research design and data management used to basic and applied research settings; study of descriptive, exploratory, and inferential statistical application; practical interpretations of computer-assisted data analysis.

**MAIC 7150. Interpersonal Communication. 3 Hours.**

Review of interpersonal communication theories and research with respect to personal and professional relationships including organizational, intercultural, and health care settings.

**MAIC 7200. Qualitative Research Methods in Communication. 3 Hours.**

Survey of qualitative research methods used to conduct systematic inquiry into communication topics including ethnography, interviews, focus groups, and textual analysis. The course provides practical experience in information-collection design and analysis.

**MAIC 7300. International Media. 3 Hours.**

An examination of the social, political, legal, and economic forces that influence and change the worldwide media information system.

**MAIC 7400. Directed Study. 3 Hours.**

Individual study of themes, applications, trends, and issues beyond that covered in other MAIC courses. The course may be repeated once for credit when topics vary.

**MAIC 7700. Special Topics. 3 Hours.**

Specialized course providing an opportunity to explore themes, applications, trends, and issues beyond the prescribed curriculum. May be repeated once for credit when topics vary.

**MAIC 7800. Communication Law. 3 Hours.**

A study of modern communication law in an increasingly diverse global environment. Topics include copyright, libel, regulations relating to distribution media via various channels, and legal issues raised by technological change.

**MAIC 7999. Thesis or Project. 1-6 Hours.**

Culminating research or creative project undertaken during the final semesters of study. Students may register for 1 to 6 credit hours. A total of 6 credit hours is required.