Introduction to the M.A. in Communication Degree Program
Emphasis: Health Communication

Welcome to the East Carolina University School of Communication M.A. in Communication overview. Our program is devoted to critical, interpretive, and social scientific approaches to studying human and mediated communication. We provide students with in-depth knowledge of communication while emphasizing both conceptual and applied information.

After graduating from this program, students should be able to:
- Apply concepts and theories that guide communication research and practice.
- Utilize research methods common in communication research.
- Analyze the role of individuals and institutions in framing communication issues.
- Recognize the ethical components related to communication in numerous contexts.
- Interpret the effects of communication on interpersonal relationships, organizations, and mass audiences.

Program Description
East Carolina University School of Communication currently offers a 30-hour Master of Arts degree in communication with an emphasis in health communication. Students may select a thesis option or a project option (COMM 6999 Applied Communication Capstone) within the degree program. The program consists of courses that provide students with wide-ranging knowledge of the theory and practice of communication in general and of health communication in particular.

The core of the Master of Arts in communication with an emphasis in health communication addresses how individuals interact in a variety of relationships and contexts. Our program addresses the dynamics of communication from perspectives such as the influence of interpersonal communication (e.g., physician-patient communication and its relationship to health outcomes); the media, (e.g., how people use the media to learn about health issues and how the media influences decision-making regarding health); and organizational communication (e.g., the effects of organizational structures and cultures on health communication processes). With a background in health communication, our graduates may pursue a variety of opportunities within the healthcare arena.

The program has two primary goals for students: 1) to integrate communication theory and research with practice in a variety of environments and 2) to influence the direction and focus of the field of health communication.

Within health communication specifically, students will develop knowledge and skills designed to address at least two of the following areas:
- Evaluate the role of communication in health-related decision-making.
- Address communication issues that exist between and among patients, providers, and family members.
- Explain the dynamics of social support through health communication.
- Create and disseminate health information.
- Evaluate communication within health care organizations.
- Interpret the multiple influences of culture on health communication.
- Design a strategic health campaign including messaging

For additional information about our school and the graduate program, please visit the School of Communication website at [http://www.ecu.edu/comm/](http://www.ecu.edu/comm/).
Introduction to the Graduate Certificate in Health Communication

Welcome to the East Carolina University School of Communication Graduate Certificate in Health Communication overview. The graduate certificate in health communication provides students with the knowledge and skills necessary to analyze, evaluate and apply effective communication in health contexts. The courses in the certificate program examine research, theory and practices of communication.

The program requires 12 s.h. of health communication course work with a minimum grade of B from courses related to:

- Media and Health Communication
- Interpersonal Health Communication
- Intercultural Communication in Health Contexts
- Communication and Health Organizations
- Communication Approaches to Health Advocacy
- Health Communication Campaigns
- Family Communication and Health
- Special Topics in Health Communication

Educational objectives of the program
The certificate program addresses the dynamics of communication from perspectives such as the influence of interpersonal communication (e.g., physician-patient communication and its relationship to health outcomes); organizational communication (e.g., the effects of organizational structures and cultures on health communication processes); media (e.g., how people use media to learn about health issues and how media influence decision-making regarding health); and culture (e.g., how intercultural communication influences health outcomes). With a background in health communication, professionals may pursue a variety of opportunities within the healthcare arena.

Students will develop knowledge and skills designed to address at least two of the following areas:
- Evaluate the role of communication in health-related decision-making.
- Address communication issues that exist between and among patients, providers, and family members.
- Explain the dynamics of social support through health communication.
- Create and disseminate health information.
- Evaluate communication within health care organizations.
- Interpret the multiple influences of culture on health communication.
- Demonstrate the ability to analyze and audience in terms of a health campaign.

Deadlines for admission to the certificate program are June 1 for Fall admission and October 15 for Spring admission.

For additional information about our school and the graduate certificate program, please visit the School of Communication website at http://www.ecu.edu/comm/.
Admission to the M.A. Program

Application
To apply to the Master of Arts program in the School of Communication, please follow the application process described by the East Carolina University Graduate School. The following webpage will provide you with the necessary information about the application process, as well as the related application documents (http://www.ecu.edu/gradschool/).

Prerequisite
The applicant must hold a baccalaureate degree to be considered for admission into the graduate program.

Admission Criteria
Along with the ECU Graduate School application form, a resume or curriculum vitae, two (2) letters of recommendation, a statement of purpose, and official transcripts. TOEFL is an additional requirement for the applicants whose native language is not English. Your statement of purpose should include your goals, experiences, and reasons for applying to the graduate program in the School of Communication and should be no longer than 750 words. Submit all materials to the ECU Graduate School by the deadline set by the School of Communication. Admission to the program is competitive. The following materials are used in making decisions regarding candidates’ appropriateness for the program:

• ECU Graduate School application form
• Resume / C.V.
• Statement of Purpose
• Two (2) Letters of Recommendation from academic or professional sources
• Official Transcripts
• TOEFL (Test of English as a Foreign Language / www.toefl.org) scores (if applicable)

Application Deadline
Applications are accepted on a continuing basis; however, for full consideration, semester guidelines are as follows: submit a complete application package by June 1 for Fall admission and October 15 for Spring admission. You must enroll in a course during the semester you are admitted. A limited number of assistantships are available within the School of Communication, and these are awarded on a competitive basis. Therefore, early submission of your application packet is highly recommended if you wish to receive full consideration for an assistantship.

• Applicants seeking admission into the School of Communication should apply through the ECU Graduate School’s online application portal. The ECU Graduate School will then forward the required documents to the School of Communication.
• Students are admitted into the M.A. program for the Fall and Spring semesters.
• Non-degree seeking students must apply to ECU’s Graduate School as well as receive the Graduate Program Director’s approval prior to taking courses. Non-degree students are only eligible to take a maximum of 6 hours of Communication graduate courses pending course availability. Priority registration is reserved for degree seeking students. Non-degree students must maintain good academic standing in communication courses, which is defined as a 3.0 or above, to continue coursework.

Graduate Assistantships
The Graduate School offers highly competitive merit assistantships, which typically go to students with exceptional qualifications. Assignments vary according to the needs of the school and the faculty, and the interest of the students.

Students who accept and hold merit assistantships must:
• be a full-time student
• make adequate progress toward the degree
• complete course work with a minimum 3.0 grade point average
• work a specified number of hours, under the supervision of a faculty member

Failure to meet these standards will result in cessation of funding.

Interest in applying for an assistantship may be conveyed with the initial graduate application or by contacting the Graduate Program Director once the student has been accepted into the program.
M.A. in Communication Requirements

30 total credit hours (minimum requirement)

1. Core - 6 s.h.*
   COMM 6000 Communication Theory
   COMM 6030 Research Methods

2. Electives - 12 s.h.
   COMM 6210 Media and Health Communication
   COMM 6211 Health Communication Campaigns
   COMM 6215 Communication Approaches to E-Health
   COMM 6216 Community Engagement and Health Communication
   COMM 6220 Interpersonal Health Communication
   COMM 6221 Intercultural Communication in Health Contexts
   COMM 6222 Family Communication and Health
   COMM 6224 Communication and Health Organizations
   COMM 6226 Communication Approaches to Health Advocacy
   COMM 6240 Special Topics in Health Communication

3. Options - 12 s.h.
   A. Comm 6999- Applied Communication Capstone
      Electives** - 9 s.h.
   
   B. Thesis
      COMM 7000 Thesis - 3-6 s.h.
      Electives** - 6-9 s.h.

* s.h. = semester hours

**Electives are chosen in consultation with the graduate program director. Courses in related areas (outside of COMM) must be at the 5000 level or above. A maximum of 3 s.h. may be taken at the 5000 level.
Formation of Committees

Students in the M.A. program may elect to complete a thesis. Students must form a supervisory committee composed of ECU faculty members who hold graduate teaching status (see SOC Graduate Faculty section). Students are encouraged to form their committees no later than 20 credit hours into their coursework (thesis students are advised to form their committees earlier). The committee requirements for are defined below.

**Thesis option committee**
The thesis committee must consist of the following ECU faculty members:
- One (1) faculty advisor/chair selected from the SOC graduate faculty
- Two (2) SOC graduate faculty members
- One (1) outside faculty member (i.e., from another academic discipline).
Thesis Overview and Timetable

The thesis option allows students to conduct original research in their areas of interest under the direct supervision of a faculty advisor and an advisory committee. The student works closely with the advisor and committee to plan and implement a comprehensive research project that includes: forming research questions and/or hypotheses; selecting appropriate theory or theories to guide the study; determining the most appropriate method(s) of data collection and analysis; interpreting findings; and producing a formally written and approved report that is submitted to the ECU Graduate School as part of the degree requirements.

Thesis students undergo an oral defense of their research proposal in the presence of their committee members to obtain approval for their proposed thesis project. The date for the proposal defense needs to be set at least a semester prior to proposed date of defense of the finished thesis. During the proposal defense, students are notified of any thesis revisions or changes that the committee may require.

Thesis students are also required to defend their thesis in the presence of their committee members before receiving approval to submit the thesis to the ECU Graduate School. During the thesis defense, students are notified of any thesis revisions that the committee requires.

Thesis students are not required to complete Comm 6999 Applied Communication Capstone.

The thesis option is highly recommended for those students who intend to pursue doctoral studies.

Suggested Thesis Timetable Guidelines

Note: Students need to work proactively with their thesis chairs to tailor this suggested timetable to the specific requirements of their projects and their desired date of program completion. Following this timetable is also no guarantee that a student will complete the thesis in four semesters. Writing a thesis is a huge scholarly endeavor requiring a significant investment of time and work—please consider this carefully before choosing the thesis option.

First semester:
- Take classes, meet faculty and talk to them about their research, begin figuring out what interests you in the area of health communication.

Second semester:
- Begin developing a research idea. Set up meetings to talk with faculty members about your idea.
- Start reviewing the literature in your area of interest to see what has been done and where the gaps in knowledge are. Begin collecting references in a citation management program such as RefWorks, Endnote, etc.
- By mid-semester finalize a faculty member who will chair your thesis committee and establish a timetable for thesis completion.
- Before the 3rd semester starts, begin your literature review in consultation with your thesis chair.
- Before the 3rd semester starts, select potential committee members in consultation with your chair.
- Sign up for thesis hours for your third semester.

*Third semester:
- At the start of the semester finalize your thesis committee members and complete Graduate Program Handbook Form 4A.
- Write your thesis proposal under the guidance of your thesis chair. Your thesis proposal will contain the literature review and a methods section.
• Defend your thesis proposal by the mid-point of the semester. Distribute the proposal to your committee members two weeks prior to your defense date to give members enough time to read and comment on your work.
• Use the second half of this semester for data collection.
• Sign up for thesis hours for your fourth semester.

Fourth semester:
• At the beginning of this semester schedule your thesis defense date. Your date should be at least two weeks prior to the University-established due date for submission of theses. (This will give you time to complete any revisions required by your committee.)
• Analyze data and/or write any remaining sections of the thesis during the first half of this semester.
• Distribute a draft of your complete thesis four weeks prior to the defense date to give members time to read and comment on your work.
• Distribute a final copy of your thesis two weeks prior to the defense date.
• Defend, make any needed revisions, and submit your thesis to the Graduate School by the deadline set by the University.

*Students on the thesis track are encouraged to use their summer to work on developing the proposal, conducting research, or writing the thesis.*
Additional Graduate Information and Requirements

**Academic Probation, Disqualification, and Time Limits**
Students must complete the M.A. program within six (6) calendar years.

According to the East Carolina University graduate catalog, in order to remain in good academic standing, all graduate students must maintain a minimum cumulative GPA of 3.0 once they have a total of 9 credit hours attempted. Students who fail to meet this criterion will be placed on probation or dismissed from the M.A. or certificate program.

Further, the School of Communication has the following policy:
- Any certificate student earning 2 grades of C or below in any COMM courses will be dismissed from the certificate program.
- Any M.A. student earning 2 grades of C or one grade of F in any COMM courses will be dismissed from the M.A. program.

**Incomplete Coursework**
Incomplete coursework must be completed in accordance with the East Carolina University calendar deadlines or in the timeframe established by the instructor of record.

**Application for Graduation**
Refer to the East Carolina University calendar.
Academic Integrity

ECU’s Principle of Academic Integrity
Academic integrity is a cornerstone value of the intellectual community at East Carolina University. Academic integrity ensures that students derive optimal benefit from their educational experience and their pursuit of knowledge. Violating the principle of academic integrity damages the reputation of the university and undermines its educational mission. Without the assurance of integrity in academic work, including research, degrees from the university lose value, and the world beyond campus (graduate schools, employers, colleagues, neighbors, etc.) learns that it cannot trust credits or a diploma earned at ECU. For these reasons, academic integrity is required of every ECU student.

ECU’s Definitions of Academic Integrity Violations
An academic integrity violation is defined as any activity that exhibits dishonesty in the educational process or that compromises the academic honor of the university. Examples of academic integrity violations include, but are not limited to, the following:

- **Cheating.** Unauthorized aid or assistance or the giving or receiving of unfair advantage on any form of academic work.
- **Plagiarism.** Copying the language, structure, ideas, and/or thoughts of another and adopting the same as one’s own original work.
- **Falsification/Fabrication.** The statement of any untruth, either spoken or written, regarding any circumstances related to academic work. This includes any untrue statements made with regard to a suspected academic integrity violation.
- **Multiple submission.** The submission of substantial portions of the same academic work for credit more than once without authorization from the faculty member who receives the later submission.
- **Violation assistance.** Knowingly helping or attempting to help someone else in an act that constitutes an academic integrity violation.
- **Violation attempts.** Attempting any act that, if completed, would constitute an academic integrity violation as defined herein. In other words, it does not matter if a student succeeds in carrying out any of the above violations—the fact that a violation was attempted is itself a violation of academic integrity.

Your Responsibilities
As a graduate student at ECU, it is your responsibility to read and understand the university’s policy on academic integrity. If you don’t understand the policy or its terms, it is your responsibility to seek answers to your questions. The full policy can be found at: [http://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/part6section2.pdf](http://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/part6section2.pdf)

In general, our courses require that you conduct scholarly research and writing using the APA Style Manual to properly cite sources and avoid plagiarism. If you have questions over whether work you will be submitting for a particular course will be considered plagiarized, you should work proactively by speaking with your professor regarding the assignment prior to submitting your work. Multiple submissions of any academic work without expressly granted authorization by the professor(s) receiving the later submission will be viewed as academic integrity violations. If you are working on an extended research project such as a Master’s thesis and wish to use work generated during your coursework, you must seek approval in writing from the chair of your Master’s thesis committee. If you are using work in a course that was generated from work in your thesis research you must receive the consent of the professor receiving the latter submission.
SOC Graduate Course Offerings

COMM 6000. Communication Theory (3) P: Admission to M.A. in communication or consent of graduate program director. Examination and analysis of principal communication theories, including interpersonal, intercultural, organizational, small group communication and media.

COMM 6030. Research Methods (3) P: Admission to M.A. in communication or consent of graduate program director. Qualitative and quantitative methodologies used in the field of communication.

COMM 6031. Communication Pedagogy (3) P: Admission to M.A. in communication or consent of graduate program director. Focuses on communication education, research, theory, and application.

COMM 6110. Media Effects (3) P: Admission to M.A. in communication or consent of graduate program director. Survey of psychological and sociological effects that media has on attitudes, knowledge, values and behaviors.

COMM 6120. Interpersonal Communication (3) P: Admission to M.A. in communication or consent of graduate program director. Impact of research and theory on academic and pragmatic issues in communication and relationships.

COMM 6124. Organizational Communication (3) P: Admission to M.A. in communication or consent of graduate program director. History of organizational communication with emphasis on current research and practice.

COMM 6131. Social Influence (3) P: Admission to M.A. in communication or consent of graduate program director. Examination and application of social influence communication theories, practices, effects and ethics.

COMM 6140. Special Topics in Communication (3) P: Admission to M.A. in communication or consent of graduate program director. Examination of new or advanced topics in communication.

COMM 6141. Independent Study (3) P: Admission to M.A. in communication or consent of graduate program director. May be repeated for a maximum of 6 s.h. Directed study of communication research and practice.

COMM 6210. Media and Health Communication (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Theory and research of issues involving media and health.

COMM 6211. Health Communication Campaigns (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Focus on theory and skills needed to plan and execute health communication campaigns, including media analysis, message design, and research and assessment.

COMM 6215. Communication Approaches to E-Health (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Theoretical and practical foundations of communication technologies within health contexts. Focus on patient/provider communication, online social support groups, online health information seeking, and contemporary E-Health issues.
COMM 6216. Community Engagement and Health Communication (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Community engagement principles and practices applied to health communication contexts. Students create community-based projects with a community partner to address health-based needs and issues.

COMM 6220. Interpersonal Health Communication (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Theories and practices in various health care contexts, with emphasis on relationships among patients and health care providers.

COMM 6221. Intercultural Communication in Health Contexts (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Intercultural communication theory and research as they apply to health contexts.

COMM 6222. Family Communication and Health (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Investigation of communication among family members about practices that impact health and wellness. Includes family decision-making and interactions with health professionals.

COMM 6224. Communication and Health Organizations (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Analysis and practice of communication in health care settings.

COMM 6226. Communication Approaches to Health Advocacy (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Theories and practices of advocacy in health contexts.

COMM 6240. Special Topics in Health Communication (3) P: May be repeated for maximum of 6 s.h. with change of topic. Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Examination of new or advanced topics in health communication.

COMM 6999. Applied Communication Capstone P: Admission to M.A. in communication or consent of graduate program director. May be repeated once. Students plan, implement, and evaluate an individual project of applied communication.

COMM 7000. Thesis (3-6) P: Admission to M.A. in communication or consent of graduate program director. May be repeated. May count a maximum of 6 s.h. toward the degree.

Note: Please consult the ECU Graduate Catalog for your respective year to obtain additional information about these and other graduate courses.
Guided Curriculum for Completing the M.A. in Communication

Sample Full Time One-Year Plan

Fall (12 s.h.)
COMM 6000: Communication Theory (3 s.h.)
Health Comm Elective (3 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.): for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Summer (6 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)

Spring (12 s.h.)
COMM 6030: Research Methods (3 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)
General Elective (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Sample One and One-Half-Year Plan

Fall 1 (9 s.h.)
COMM 6000: Communication Theory (3 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)

Spring 1 (9 s.h.)
COMM 6030: Research Methods (3 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.): for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Summer (3 s.h.)
Health Comm Elective (3 s.h.)

Fall 2 (9 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)
COMM 6999 (3 s.h.): for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Sample Two-Year Plan

Fall 1 (6 s.h.)
COMM 6000: Communication Theory (3 s.h.)
Health Comm Elective (3 s.h.)

Spring 1 (6 s.h.)
COMM 6030: Research Methods (3 s.h.)
Health Comm Elective (3 s.h.)

Summer 1 (3 s.h.)
Health Comm Elective (3 s.h.)
Fall 2 (6 s.h.)
Health Comm Elective (3 s.h.)
General Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Spring 2 (6 s.h.)
General Elective: (3 s.h.)
COMM 6999: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Summer 2 (3 s.h.)
General Elective (3 s.h.)

Sample Three-Year Plan

Fall 1 (6 s.h.)
COMM 6000: Communication Theory (3 s.h.)
Health Comm Elective (3 s.h.)

Spring 1 (6 s.h.)
COMM 6030: Research Methods (3 s.h.)
Health Comm Elective (3 s.h.)

Fall 2 (6 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)

Spring 2 (6 s.h.)
Health Comm Elective (3 s.h.)
General Elective (3 s.h.)

Fall 3 (3 s.h.)
General Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Spring 3 (3 s.h.)
COMM 6999 (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

NOTE:
Health Comm Electives include: COMM 6210, COMM 6211, COMM 6215, COMM 6216, COMM 6220, COMM 6221, COMM 6222, COMM 6224, COMM 6226 and COMM 6240. A minimum of 12 student hours (s.h.) in Health Comm Electives is required for completion of the MA in Communication, although students may take more than 12 s.h. of Health Comm Electives to complete the MA degree. A maximum of 6 s.h. of General Electives may be taken outside of the School of Communication.
Recommended Interdisciplinary Areas for M.A. Students

Below is a list of units you might consider taking graduate courses from outside of the School of Communication. Students may count up to six (6) hours of outside courses toward their degree. Three (3) semester hours (s.h.) may be at the 5000 - 7000 level; three (3) s.h. must be at the 6000 level or higher.

THOMAS HARRIOT COLLEGE OF ARTS AND SCIENCES
Anthropology
Economics
English
International Studies
Psychology
Sociology

COLLEGE OF ALLIED HEALTH SCIENCES
Health Services and Information Management
Nutrition Science
Addiction and Rehabilitation Studies

COLLEGE OF BUSINESS
Management
Marketing
Hospitality Leadership

COLLEGE OF EDUCATION
Educational Leadership

COLLEGE OF HEALTH AND HUMAN PERFORMANCE
Health Education and Promotion
Human Development and Family Science
Recreation and Leisure Studies
Social Work

BRODY SCHOOL OF MEDICINE
Public Health (MPH)
## SOC Graduate Faculty

### Graduate Faculty

**Rebecca Dumlao**, Professor  
Ph.D., 1997, University of Wisconsin, Madison  
Areas of Specialization:  
Family communication; communication and community engagement.

**Cindy Elmore**, Professor  
Ph.D., 2003, University of North Carolina, Chapel Hill  
Areas of Specialization:  
Journalism; journalist job satisfaction and turnover; gender differences in journalism content; and the military newspaper, the Stars and Stripes.

Areas of Specialization:  
Public Speaking; Professional Communication; Health Communication; Interpersonal Communication.

**John Howard**, Professor  
Ph.D., 2003, Bowling Green State University  
Areas of Specialization:  
Language and social interaction; institutional and mediated discourse; and organizational communication.

**Glenn Hubbard**, Associate Professor  
Ph.D., 2008, University of Tennessee, Knoxville  
Areas of Specialization:  
Broadcast journalism; converged journalism education; audio/video production-value effects; radio localism effects.

**Erika K. Johnson**, Assistant Professor  
Ph.D., 2016, University of Missouri  
Areas of Specialization:  
Women's health communication; information processing; strategic communication; entertainment and social media source effects; experimental design.

**Jin-Ae Kang**, Associate Professor  
Ph.D., 2009, University of Alabama  
Areas of Specialization:  
PR ethics & social responsibility, PR leadership, international PR; health communication, health related crisis communication.

**Linda Kean**, Director; Professor  
Ph.D., 1998, University of Wisconsin, Madison  
Areas of Specialization:  
Health communication; campaign planning; and media effects.

**Brain Massey**, Associate Professor  
Ph.D., 1997, Florida State University  
Areas of Specialization:  
Print, web, and multiplatform journalism; journalists’ job satisfaction; organizational change in the news industry.

**Charles Meadows**, Assistant Professor  
Ph.D., 2012, The University of Alabama  
Areas of Specialization:  
Health communication; public relations and reputation; new media; media effects; international public relations; and public health communication.

**Cui Zhang Meadows**, Assistant Professor  
Ph.D., 2013, The University of Alabama  
Areas of Specialization:  
Public relations and new media, corporate reputation management, health communication, cognitive message processing.

**Aysel Morin**, Associate Professor  
Ph.D., 2004, University of Nebraska, Lincoln  
Areas of Specialization:  
Rhetoric; culture; political discourse; nationalism; and identity.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Affiliations</th>
<th>Areas of Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adrienne Muldrow</td>
<td>Assistant Professor</td>
<td>Ph.D., 2018, Washington State University</td>
<td>Health communication, advertising, public relations, gender studies</td>
</tr>
<tr>
<td>Nikki Nichols</td>
<td>Teaching Instructor</td>
<td>Ph.D., 2009, Bowling Green State University</td>
<td>Critical cultural communication; persuasion; Public communication, gender and communication</td>
</tr>
<tr>
<td>Laura Prividera</td>
<td>Professor</td>
<td>Ph.D., 2002, Bowling Green State University</td>
<td>Gender and cultural communication; health communication; and communication pedagogy.</td>
</tr>
<tr>
<td>Keith Richards</td>
<td>Associate Professor</td>
<td>Ph.D., 2011 University of Connecticut</td>
<td>Health communication; information seeking; prevention; and message design.</td>
</tr>
<tr>
<td>Sachiyo Shearman</td>
<td>Associate Professor</td>
<td>Ph.D., 2004, Michigan State University</td>
<td>Culture and communication; conflict and negotiation; health communication; social influence; and diffusion of innovation.</td>
</tr>
<tr>
<td>Eric Shouse</td>
<td>Associate Professor</td>
<td>Ph.D., 2003, University of South Florida</td>
<td>Rhetorical and critical theory; and the role of humor and stand-up comedy in popular culture.</td>
</tr>
<tr>
<td>Deborah Thomson</td>
<td>Associate Professor</td>
<td>Ph.D., 2005, University of North Carolina, Chapel Hill</td>
<td>Rhetorical and critical theory; performance studies; media studies; health communication.</td>
</tr>
<tr>
<td>Mary Tucker-McLaughlin</td>
<td>Associate Professor</td>
<td>Ph.D., 2010, University of South Carolina</td>
<td>Television news representations of women; broadcast journalism; collective memory; mass communication.</td>
</tr>
</tbody>
</table>
APPENDIX A: SOC Graduate Program Forms

Relevant forms for the SOC graduate program begin on the following page. Complete these forms early and in their entirety to help ensure on-time graduation.
Proposed Program of Study for the Thesis Option

I, ______________________________ , understand that the following constitutes the courses to be taken for my M.A. program.

(Print Your Name)

Note: Once approved, any deviation from this program, once approved, requires Form 2: Request to Modify Program of Study to be completed and submitted to the Graduate Program Director. This form is due by the official end of the first semester following the official enrolment in the program.

THESIS OPTION

Communication Courses
The core courses listed below are required, plus 12 credits from the following: COMM 6210, 6211, 6215, 6216, 6220, 6221, 6222, 6224, 6226, 6240.

<table>
<thead>
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<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 6000</td>
<td>Communication Theory</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 6030</td>
<td>Research Methods</td>
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</table>

Elective Courses (COMM or related area) 6-9 s.h.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
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TOTAL: ________  Note: A minimum of 30 credit hours is required for the M.A.

________________________________________
Student’s signature  Date

________________________________________
Advisor’s signature  Date

________________________________________
Committee Member’s signature  Date

Proposed date for thesis proposal defense:

________________________________________
Committee Member’s signature  Date

Proposed date for thesis defense:

________________________________________
Graduate Program Director, SOC  Date
Proposed Program of Study for the Non-thesis Option

I, ______________________________ , understand that the following constitutes the courses to be taken
(Print Your Name) for my M.A. program.

Note: Any deviation from this program, once approved, requires Form 2: Request to Modify Program of Study to be completed and submitted to the Graduate Program Director. This form is due by the official end of the first semester following the official enrolment in the program.

Communication Courses
The core courses listed below are required, plus 12 credits from the following: COMM 6210, 6211, 6220, 6221, 6222, 6224, 6226, 6240.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
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<td>COMM 6030</td>
<td>Research Methods</td>
<td>3</td>
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<td>COMM 6999</td>
<td>Applied Communication Capstone</td>
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Elective Courses (COMM or related area) 12 s.h.

<table>
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<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
</table>

TOTAL: ________ Note: A minimum of 30 credit hours is required for the M.A.

Student’s signature __________________________ Date __________
Advisor’s signature __________________________ Date __________
Committee Member’s signature ________________ Date __________
Committee Member’s signature ________________ Date __________

APPROVED

Graduate Program Director, SOC __________________________ Date __________
Assistantship Acceptance Form

Please check the appropriate space below regarding the graduate assistantship:

_____ I ACCEPT a graduate assistantship with the School of Communication for the upcoming academic year.

_____ I DO NOT ACCEPT a graduate assistantship with the School of Communication for the upcoming academic year.

______________________________  ______________________________  ________
Name (print)                     Signature                             Date

Return form to:
Graduate Program Director
School of Communication
College of Fine Arts and Communication
102 Joyner East
East Carolina University
Greenville, NC 27858
Request to Form a Thesis Committee

For the **thesis option**, M.A. students are required to select an advisor and three (3) committee members. One of the committee members must be from outside the School of Communication. All members must hold graduate teaching status with the university. **Persons serving on the committee must be ECU faculty.**

<table>
<thead>
<tr>
<th>Student's Name (Print)</th>
<th>Student’s Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

The following faculty members agree to serve on my Thesis Committee and I request that they be appointed.

<table>
<thead>
<tr>
<th>Thesis Chair (Print)</th>
<th>Chair’s Signature</th>
<th>Date</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Committee Member (Print)</th>
<th>Member's signature</th>
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</table>

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<tr>
<th>Committee Member (Print)</th>
<th>Member's signature</th>
<th>Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Outside Committee Member (Print)</th>
<th>Member's signature</th>
<th>Date</th>
</tr>
</thead>
</table>

Proposed date for thesis proposal defense:

Proposed date for thesis defense:

**APPROVED**

<table>
<thead>
<tr>
<th>Graduate Program Director, School of Communication</th>
<th>Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Director, School of Communication</th>
<th>Date</th>
</tr>
</thead>
</table>
Approval of Thesis Proposal

Student ____________________________  Date ________________
(Print)

___   Approve
___   Approve conditionally
___   Disapprove

__________________________  __________________________
Chair’s Name (Print)          Signature                     Date

___   Approve
___   Approve conditionally
___   Disapprove

__________________________  __________________________
Member’s Name (Print)         Signature                      Date

___   Approve
___   Approve conditionally
___   Disapprove

__________________________  __________________________
Member’s Name (Print)         Signature                      Date

___   Approve
___   Approve conditionally
___   Disapprove

__________________________  __________________________
Outside Member’s Name (Print)  Signature                     Date

Recommended revisions (for conditional approval only)
Approval of Thesis

Student ___________________ Date ______________ (Print)

___  Approve
___  Approve conditionally
___  Disapprove

Chair’s Name (Print)  Signature  Date

___  Approve
___  Approve conditionally
___  Disapprove

Member’s Name (Print)  Signature  Date

___  Approve
___  Approve conditionally
___  Disapprove

Member’s Name (Print)  Signature  Date

___  Approve
___  Approve conditionally
___  Disapprove

Outside Member’s Name (Print)  Signature  Date
(thesis option)

Note: In the event of a conditional approval, the committee chair and committee members should discuss another form of reevaluation such as revisions and/or oral examinations.
Statement Affirming Understanding of Policies in this Handbook

I, ______________________________, hereby affirm that I have read and understood the policies set forth in the School of Communication Graduate Handbook. I have had the opportunity to ask any questions I may have about these policies, and I agree to abide by these policies.

________________________________________  __________
Signature                                     Date