Graduate Studies in Communication
School of Communication
East Carolina University

Graduate Handbook 2019-2020
(revised 7/31/19)

East Carolina University is committed to equality of opportunity and does not discriminate against applicants, students, employees, or visitors based on race/ethnicity, color, creed, national origin, religion, sex, sexual orientation, age, veteran status, political affiliation, genetic information, or disability.
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 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 non-thesis option 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.

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.

**Deadlines for admission** are July 15 for Fall admission and Nov. 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/](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. 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 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. Thesis
      COMM 7000 Thesis - 3-6 s.h.
      Electives** - 6-9 s.h.

   B. Non-thesis
      Electives** - 12 s.h.

4. Successful completion of comprehensive exams or thesis

*  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 or comprehensive exams (and additional course work) as part of their degree requirements. In either case, 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 each option 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).

Non-thesis option committee
The comprehensive exams 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.
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 comprehensive examinations.

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.

Comprehensive Examinations Overview
Students selecting the non-thesis option are required to successfully complete written examinations as part of their M.A. degree requirements. Comprehensive examinations are designed to assess students’ mastery of program content covered in their coursework.

• Students may take comprehensive exams during the semester in which they are completing their 24 semester hours.
• Exams will take place as follows
  o Spring  - First week in April for exams
  o Fall    - First week in November for exams
• The examinations are divided into three parts:
  o Theory
  o Methods
  o Subject concentration (the student’s chosen specialty area)
• For each exam part (theory, methods, and subject concentration), two (2) out of three (3) committee members must award a passing grade for the exam to be considered successfully completed.
  o The examining committee must render a decision within ten (10) calendar days of the student’s completion of the exams.
  o If a student is not successful on their initial attempt on one or more of the questions, the examining committee and/or a committee member will provide feedback on areas of improvement. **The student will then have one final opportunity to rewrite their answer.** If unsuccessful a student will be dismissed from the program.
• Exams are open-book, take home essays. The three exam questions will be emailed to the student by the committee chair on or before Monday at 9am of exams week and will be emailed from the student to the chair the following Monday by 11:59pm. All essays should be between 5 and 8 pages, written in APA style, with 12-point Times New Roman font. All work must be original to the student, and all exams will be scanned for plagiarized content. Academic Integrity Violations, if upheld, will result in program dismissal without the possibility of reinstatement.
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.
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 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 6230. Introduction to Health Communication (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Introduction to the area of health communication covering interpersonal, organizational and media issues.

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 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.)
- General Elective (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.)
General Elective: (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.)
General Elective (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 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)
<table>
<thead>
<tr>
<th>Graduate Faculty</th>
<th>Areas of Specialization</th>
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<tbody>
<tr>
<td><strong>Rebecca Dumlao</strong>, Professor</td>
<td>Family communication; communication and community engagement.</td>
</tr>
<tr>
<td>Ph.D., 1997, University of Wisconsin, Madison</td>
<td></td>
</tr>
<tr>
<td><strong>Cindy Elmore</strong>, Professor</td>
<td>Journalism; journalist job satisfaction and turnover; gender differences in journalism content; and the military newspaper, the Stars and Stripes.</td>
</tr>
<tr>
<td>Ph.D., 2003, University of North Carolina, Chapel Hill</td>
<td></td>
</tr>
<tr>
<td><strong>Pamela D. Hopkins</strong>, Teaching Associate</td>
<td>Public Speaking; Professional Communication; Health Communication; Interpersonal Communication.</td>
</tr>
<tr>
<td><strong>John Howard</strong>, Professor</td>
<td>Language and social interaction; institutional and mediated discourse; and organizational communication.</td>
</tr>
<tr>
<td>Ph.D., 2003, Bowling Green State University</td>
<td></td>
</tr>
<tr>
<td><strong>Glenn Hubbard</strong>, Associate Professor</td>
<td>Broadcast journalism; converged journalism education; audio/video production-value effects; radio localism effects.</td>
</tr>
<tr>
<td>Ph.D., 2008, University of Tennessee, Knoxville</td>
<td></td>
</tr>
<tr>
<td><strong>Erika K. Johnson</strong>, Assistant Professor</td>
<td>Women's health communication; information processing; strategic communication; entertainment and social media source effects; experimental design.</td>
</tr>
<tr>
<td>Ph.D., 2016, University of Missouri</td>
<td></td>
</tr>
<tr>
<td><strong>Jin-Ae Kang</strong>, Associate Professor</td>
<td>PR ethics &amp; social responsibility, PR leadership, international PR; health communication, health related crisis communication.</td>
</tr>
<tr>
<td>Ph.D., 2009, University of Alabama</td>
<td></td>
</tr>
<tr>
<td><strong>Linda Kean</strong>, Director; Professor</td>
<td>Health communication; campaign planning; and media effects.</td>
</tr>
<tr>
<td>Ph.D., 1998, University of Wisconsin, Madison</td>
<td></td>
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<tr>
<td><strong>Brain Massey</strong>, Associate Professor</td>
<td>Print, web, and multiplatform journalism; journalists’ job satisfaction; organizational change in the news industry.</td>
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<tr>
<td>Ph.D., 1997, Florida State University</td>
<td></td>
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<tr>
<td><strong>Charles Meadows</strong>, Assistant Professor</td>
<td>Health communication; public relations and reputation; new media; media effects; international public relations; and public health communication.</td>
</tr>
<tr>
<td>Ph.D., 2012, The University of Alabama</td>
<td></td>
</tr>
<tr>
<td><strong>Cui Zhang Meadows</strong>, Assistant Professor</td>
<td>Public relations and new media, corporate reputation management, health communication, cognitive message processing.</td>
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<tr>
<td>Ph.D., 2013, The University of Alabama</td>
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<tr>
<td><strong>Aysel Morin</strong>, Associate Professor</td>
<td>Rhetoric; culture; political discourse; nationalism; and identity.</td>
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<tr>
<td>Ph.D., 2004, University of Nebraska, Lincoln</td>
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<tr>
<td>Name</td>
<td>Title</td>
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<tr>
<td>Adrienne Muldrow</td>
<td>Assistant Professor</td>
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<tr>
<td>Nikki Nichols</td>
<td>Teaching Instructor</td>
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<tr>
<td>Laura Prividera</td>
<td>Professor</td>
</tr>
<tr>
<td>Keith Richards</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Sachiyo Shearman</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Eric Shouse</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Deborah Thomson</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Mary Tucker-McLaughlin</td>
<td>Associate Professor</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, 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>
<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>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td></td>
<td>3</td>
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<td>COMM</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>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 7000</td>
<td>Thesis (3 – 6 s.h.)</td>
<td></td>
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</tbody>
</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

Proposed date for thesis proposal defense: ___________________________________________

Proposed date for thesis defense: ___________________________________________

APPROVED

________________________________________  ____________
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 for my M.A. program.

(Print Your Name)

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.

**COMPREHENSIVE EXAMS OPTION**

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

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<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<td>COMM 6030</td>
<td>Research Methods</td>
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<td>COMM</td>
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**Elective Courses** (COMM or related area) 12 s.h.

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<th>Credit Hours</th>
<th>Semester</th>
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</table>

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

<table>
<thead>
<tr>
<th>Student’s signature</th>
<th>Date</th>
<th>Advisor’s signature</th>
<th>Date</th>
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<table>
<thead>
<tr>
<th>Committee Member’s signature</th>
<th>Date</th>
<th>Committee Member’s signature</th>
<th>Date</th>
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<tbody>
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APPROVED

<table>
<thead>
<tr>
<th>Graduate Program Director, SOC</th>
<th>Date</th>
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</thead>
<tbody>
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<td></td>
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</tbody>
</table>
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>
</tr>
</thead>
</table>

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

<table>
<thead>
<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>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Director, School of Communication</th>
<th>Date</th>
</tr>
</thead>
</table>
Request to Form a Comprehensive Exams Committee

For the **Comprehensive Exams option**, M.A. students are required to select an advisor and two (2) committee members, all of whom must be from the School of Communication. **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 Examining Committee and I request that they be appointed.

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

<table>
<thead>
<tr>
<th>Committee Member (Print)</th>
<th>Member’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>
<th>Date</th>
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</thead>
</table>

**APPROVED**

<table>
<thead>
<tr>
<th>Graduate Program 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 / Comprehensive Exams

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) (thesis option) Signature Date

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.
East Carolina University
College of Fine Arts and Communication
School of Communication

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