

Media Advocacy, MS

The Master of Science in Media Advocacy places particular focus on developing direct and indirect advocacy skills: that is, to influence government decision makers directly and to change minds indirectly through shifting public opinion. The program uniquely combines grounding in governmental structures and the legal system with sophisticated training in the latest communication techniques including social media, web communications, and videography, as well as data analytics and data-driven storytelling. Successful graduates will be empowered to promote the public agenda of employers ranging from mission-driven organizations, such as the ACLU or the Sierra Club, to industry leaders, such as hospitals and technology companies, to lobbying and strategic communications groups and political consulting firms.

Program Requirements

Core Requirements

Code	Title	Hours
JRNL 5400	Media and Advocacy in Theory and Practice	4
JRNL	Advocacy Rese:(TBA)	
LW 6400	Law, Policy and Legal Argument	4
LW 7667	Law and Ethics of Advocacy	3

Electives

Code	Title	Hours
Complete 18 semester hours from the following:		18

Advocating for Change

Complete 9–12 semester hours from the following:

JRNL 6202	Perspective on Journalism Ethics
LAW 7428	State Local Government
LAW 7600	Current Issues in Health Law and Policy
LAW 7651	Human Rights in the United States
LW 7329	Environmental Law
LW 7335	Health Law
LW 7488	Sexuality, Gender and the Law
LW 7491	International Human Rights and the Global Economy

Techniques of Advocacy

Complete 9–12 semester hours from the following:

ARTD 5001	Art, Context, Action 1
ARTD 5002	Art, Context, Action 2
ARTD 5582	Collaborative Video and Community Engagement
ARTG 5100	Information Design Studio 1: Principles
ARTG 5110	Information Design History
ARTG 5310	Visual Cognition
ARTG 5330	Visualization Technologies 1
ARTG 5600	Experience Design Studio 1: Principles
ARTG 5610	Design Systems
ARTG 5620	Notational Systems for Experience
ARTG 6310	Design for Behavior and Experience
ARTG 6320	Design of Information-Rich Environments
JRNL 5310	Photojournalism

JRNL 6340	Fundamentals of Digital Journalism
LAW 7635	Laboratory Seminar in Applied Design and Legal Empowerment

Program Credit/GPA Requirements

32 total semester hours required

Minimum 3.000 GPA required

Plan of Study

Sample One-and-a-Half Years with No Co-op

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
JRNL 5400 Media and Advocacy in Theory and Practice	4	JRNL 5XXX Advocacy Research	4	Vacation	0	Vacation	0
LW 6400 Introduction to Law, Policy and Legal Argument	3	Elective 2	3-4				
Elective 1	3-4	Elective 3	3-4				
	10-11		10-12		0		0

Year 2

Fall	Hours
LW 6XXX Ethics of Advocacy	3
Elective 4	3-4
Elective 5	3-4
Elective 6	3-4
	12-15

Total Hours: 32-38