Current Trends in Master’s Education for Communication

Featured Speaker:
Dan Cronn-Mills, Professor and Chair, Speech Communication Department, Minnesota State University, Mankato;
Jimmie Manning, Assistant Professor and Graduate Program Director of Communication, College of Informatics, Northern Kentucky University; and
Kendall Phillips, Associate Professor and Chair, Department of Communication and Rhetorical Studies, Syracuse University

Moderator:
Dr. Nancy Kidd
National Communication Association
Thursday, June 11, 2009

1:00pm Eastern time
Current Trends in Master’s Education for Communication

Dan Cronn-Mills
Professor and Chair, Speech Communication Department, Minnesota State University, Mankato

- Online Graduate Courses and Programs
Current Trends in Master’s Education for Communication

Jimmie Manning
Communication Graduate Program Director
Assistant Professor, Communication -- College of Informatics
Affiliate Professor, Gender Studies -- College of Arts & Sciences
Northern Kentucky University
The MA-only Program at SU

Bridging the BA and the Ph.D.
The MA Program at SU

• Focused on preparation toward doctoral work
• Research/Theory focus
• Three areas:
  – Language & Social Interaction
  – Critical/Cultural Studies
  – Rhetorical Theory and Criticism
“Preparation for doctoral work”

• Processing Applications – “Statement of purpose”

• Curriculum Design – foundation and specialization

• Outcome Options – primarily thesis
Challenges

• Recruiting – “Why not go directly to a program that offers a Ph.D.?”

• Preparation – “What do you mean by ‘rhetorical studies?’”

• Direction changes – “I’ve just realized I’m not interested in getting a Ph.D.!”
Overcoming Challenges

• Recruiting:
  – Nurturing Environment (i.e., MA students don’t compete with Ph.D. students)
  – Strong Faculty
  – Vibrant Intellectual Environment (conferences, guest speakers, etc.)
  – Strong Interdisciplinary Connections (Ph.D. programs in Comp/Rhet, Philosophy, Poli Sci, etc.)
  – Good placement record
Overcoming Challenges

• Diverse backgrounds
  – Core courses in first semester
    • 601- Seminar in Comm. Theory
    • 603 – Seminar in Rhetoric
    • 605 – Seminar in Critical/Cultural
  – Strong Advising System
  – Focus on Specialization (diverse backgrounds are a resource)
Overcoming Challenges

• Direction changes:
  – Faculty Guided Research Project – an alternative to the thesis
  – Focus on professional/pedagogical development (FPP/PFF)
  – Career Services for Grad Students
MA as Bridge
The 2009-2010 CARD Calls series will begin in September. The Schedule will be released soon.

If you have any questions about the teleconference series, please contact Melissa Anderson at manderson@natcom.org or (202) 534-1111.
June 11, 2009 Conference Call: Dial-In Information

- Dial the Access Number: **1.800.920.7487**
- When prompted, enter the Participant Code followed by #
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- ***4**- Volume: Pressing *4 will increase/decrease the volume

- **Q &A Session**: Participants press *1 to ask a question, and the moderator will take your questions in the order that they arrive

- For technical assistance during the teleconference, contact Customer Service at **1.800.989.9239**