The MA Program in Digital Media at Sam Houston State University focuses on digital media in a multi-platform, multimedia environment. Changes in communication, storytelling, and information technologies are reshaping not only ways in which audiences receive and interpret media, but also the construction and delivery of messages. The union of digital, print, and analog media challenges practitioners to create messages that can reach audiences in multiple ways on many platforms. These practical challenges in a dynamic and changing media landscape offer new opportunities for media education.

The program offers a choice between digital media production and digital media studies. The digital media production emphasis is designed for students who want to create and manage digital media projects, and the digital media studies emphasis is designed for students who want to research and understand digital media.

**Digital Media Production**

Students explore the digital combination of text, graphics, audio and video into engaging stories and interactive environments. Students learn advanced production practices needed to work in executive management and upper-level reporter, producer, filmmaker and creative manager media positions. (Non-Thesis Concentration)

Successful completion of a digital media portfolio evaluation is required for graduation. This portfolio evaluation, which is administered by a committee of three mass communication faculty, is given during the final semester. Digital media portfolio evaluation committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and student. Students must be enrolled the semester in which they submit their portfolio for evaluation.

**Digital Media Studies**

Students apply mass communication research methods and theories to the study of digital media. Students learn how to critically reflect on digital media practices, audiences, law, policy and products leading to continued studies at the PhD level or to teach at the college level. (Thesis Concentration)

Successful completion of a comprehensive oral examination is required for graduation. This exam, which is administered by a committee of three mass communication faculty, is given during the final semester. Oral examination committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and student. Students must be enrolled the semester in which they take comprehensive examinations.

Students seeking admission to the Master of Arts in Digital Media program must meet the following requirements and submit all documents to the Office of Graduate Admissions:

1. Graduate Application [link](http://www.shsu.edu/admissions/apply-texas.html)
2. Application fee [link](http://www.shsu.edu/dept/graduate-studies/application-fee.html)
3. An official transcript from the baccalaureate degree granting institution
4. GRE scores
5. A 500-word personal statement outlining your goals and objectives for this program.
6. For Digital Media Production: A digital media portfolio or a link to a digital media portfolio is required. Students without a portfolio or undergraduate coursework in digital media production may need to take additional undergraduate courses as determined by the faculty. Email a link of your portfolio to kws014@shsu.edu (kws014@shsu.edu) if you plan to pursue the emphasis in digital media production.

A holistic review of each student’s application file will be completed on a competitive basis.

### Code | Title | Hours
---|---|---
MCOM 5300 | Digital Media History & Theory | 3
MCOM 5310 | Critical Approaches to Media | 3
MCOM 5320 | Digital Media Ethics and Law | 3
MCOM 5330 | Advanced Digital Writing | 3
MCOM 5340 | Social Media | 3
MCOM 5050 | Special Topic | 3
MCOM 5360 | Mass Communication Theory | 3
MCOM 6360 | Mass Comm Research Methods | 3

**Free Electives (6 hours)**

Select six credit hours from any approved graduate courses 6

**Thesis (6 hours)**
Master of Arts in Digital Media

MCOM 6098  Thesis  6

Comprehensive oral examination required for graduation

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>MCOM 5300</td>
<td>Digital Media History &amp; Theory</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 5320</td>
<td>Digital Media Ethics and Law</td>
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<td>Advanced Digital Writing</td>
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<td>MCOM 5340</td>
<td>Social Media</td>
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<td>Advanced Preproduction</td>
<td>3</td>
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<td>MCOM 6330</td>
<td>Digital Editing</td>
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<tr>
<td>MCOM 6373</td>
<td>Digital Video Production</td>
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Restricted Electives (3 hours)

Select one of the following:

- MCOM 5050  Special Topic  3
- MCOM 6310  Advanced Multimedia Production
- MCOM 6320  Documentary Storytelling
- MCOM 6340  Digital Entrepreneurship
- MCOM 6350  Narrative Scriptwriting

Free Electives (6 hours)

Select six credit hours from any approved graduate courses

Thesis Project (6 hours)

MCOM 6099  Thesis Project  6

Portfolio evaluation required for graduation

Total Hours  36