

NYU Steinhardt

Steinhardt School of Culture, Education, and Human Development

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION



Master of Arts

The NYU Steinhardt Master of Arts degree in Media, Culture, and Communication (MCC) prepares students to understand and analyze key debates in communications, media studies, and related fields. This interdisciplinary program, grounded in the liberal arts, is designed for those who desire to investigate how humans experience media and how changes in the media landscape prompt transformations in communication processes within and among individuals, organizations, and societies.

What sets us apart from other degree programs exploring topics in **Media, Culture, and Communication**?

- Internationally renowned faculty
- Courses taught through a uniquely interdisciplinary lens
- Our focus on critical thinking and research skills valued by employers
- High-profile visiting scholars and guest lecturers
- Opportunity for students to present at our annual graduate conference
- Interaction with doctoral students
- Our main campus based in New York City, media capital of the world
- A global perspective through study abroad
- Our connection to a vast array of internships

What can I do with an MA in **Media, Culture, and Communication**?

Many of our students are exploring career options or are seeking a master's degree to advance in their profession. We emphasize that our curriculum is not practice-based, but rather is grounded in theory and prepares our graduates for a variety of careers throughout traditional and new media professions including public policy, research, education, marketing, public relations, and advertising. Some go on to be doctoral candidates, or attend law or business school post graduation.

Do MCC students come from a particular academic or professional background?

Our students come from a variety of academic disciplines such as literature, sociology, computer science, anthropology, philosophy, and cinema studies (to name just a few). Some have work experience while others have just completed undergraduate degrees. All enjoy the theoretical study of media, culture, and communication.



NEW YORK UNIVERSITY

Requirements (36 total credits)

- Media, Culture, and Communication Core Seminar E58.2001 (4 credits)
- A research methods course (4 credits)
- In-department courses with a minimum of 12 credits from one area of study (16 - 20 credits)
- Electives from pre-approved university courses or for-credit internships (8 credits)
- Culminating experience options include either the MA thesis or the MA exam (0 - 4 credits)

Areas of Study

Globalization and Transcultural Communication

Challenges posed on citizenship, diasporas, ethnic and cultural minorities, human rights, economies of scale, the circulation and influence of cultural products, intellectual and cultural property, and the structuring and stratification of information flows.

Social Interaction

Face-to-face and virtual communication, interaction rituals, identity transactions, verbal and nonverbal practices in socially and technologically-constructed contexts.

Cultural and Visual Studies

Cultural production and visual practice in the fashioning of urbanism, consumer desire, spatial experience, gender/sexual identities, race and ethnicity, the aesthetics of everyday life and the performance of political power.

Technology and Society

Social history and cultural consequences of technological development, instrumental rationality, machine/body interfaces, and implications of ethical and social policy.

Persuasion and Politics

The role of strategic discourse and mass media in shaping public spheres, with a focus on propaganda, legislative debate, legal argument, rhetorics of science and technology, social movements, public dissent and censorship, political campaigns, and public relations.

