

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

CREDIT-BASED INTERNSHIP GUIDELINES PACKET

E59.1100 undergraduate and E58.2235 graduate

ELIGIBILITY AND CREDIT ALLOCATION

E59.1100: Undergraduate Internship Course

To be eligible for this course you must:

1. Be in good academic standing with the university (no academic or disciplinary action on record)
2. Be of junior or senior standing (64+ earned credits)
3. Have completed at least two core courses in the major (Intro to Human Communication and Culture, Intro to Media Studies, History of Communication, Media Criticism)

The internship course is optional. If you choose to complete an internship for credit, the credit can count toward electives in the major (restricted/specialization electives) or unrestricted electives. Undergraduate students may earn a maximum of 6 academic credits through E59.1100. Internships are offered for either two credits or four credits and graded on 4 point scale (A, B+, C-, etc.). You can choose to take the course pass/fail, however, it can then only count as an unrestricted elective—it will not count towards your major.

E58.2235: Graduate Internship Course

To be eligible for this course you must:

1. Be in good academic standing with the university (no academic or disciplinary action on record).
2. Have a minimum GPA of 3.0
3. We also recommend that you have taken at least one course in the MA program; or take a course concurrently with the internship

The internship course is optional. Graduate students may earn a maximum of 4 internship credits towards their degree. Internships are offered for either two or four credits and graded 4-point scale (A, B+, C-, etc.), or if the student chooses, on a "pass/fail" basis. Internship credit counts toward ELECTIVES for your degree requirements.

PROVIDING PROOF OF INTERNSHIP REGISTRATION TO YOUR EMPLOYER

On occasion internship employers will request for students to obtain a letter from the University verifying that the student's internship is registered for credit. There are two types of letters typically requested:

Eligibility Letter

This letter states that you are eligible to receive credit for an internship. A student may present this letter to their internship host before they are actually registered if they meet the department's eligibility requirements. If you know the company requires that you receive credit, you may want to bring a copy of this letter to your interview. You can request an "Eligibility Letter" during office hours (9:30am to 5:30 pm) at the front desk of our department. The department is located on the 7th floor of the East Building at 239 Greene Street.

Credit Confirmation Letter

Once you are registered for the internship, you may be required to provide proof that your internship is officially registered with New York University. To request this letter please send an e-mail to Noni Bourne, (noni.bourne@nyu.edu) including the name of your employer, the contact person to whom the letter should be addressed, and the fax number or e-mail of your employer.

FINDING AN INTERNSHIP

Internships are available in various communication fields. Students are not placed in internships but obtain internships by taking advantage of several resources. Below are some examples:

1. Check out the latest postings on the MCC web site **Internship Listings** page: steinhardt.nyu.edu/mcc/internships. You will need your NYU Home account log in and password to access this page.
2. Browse through the Student Internship Binders located in the **Advisement Area** of the Department of Media, Culture, and Communication. These binders contain student evaluations of their internship experiences.
3. Search for full-time and internship opportunities on NYU's **Wasserman Center for Career Development** job listing site, CareerNet. Please note that if you are a first time user, you must go to the Wasserman Center to register for CareerNet. They are located at 133 E. 13th Street, 2nd Floor, New York, NY 10003 or can be reached by phone at (212) 998-4730.
4. Read the job and internship listings on professional association web sites and in **trade publications** of the industry in which you would like to work. Also check out the web sites of the specific companies in which you are interested.

REGISTERING FOR THE INTERNSHIP

You must register prior to the Drop/Add deadline of each semester (see University calendar for all relevant registration dates). Both graduate and undergraduate students can register for either a two credit internship (section 001) or a four credit internship (section 002). Please see below for minimum required hours.

<p style="text-align: center;">CREDIT TO HOURS WORKED RATIO 2 credits= 90 hours worked • 4 credits= 180 hours worked</p>

To enroll in E59.1100 or E58.2235, please do the following, in order:

1. Determine if you are eligible to intern for credit. And if so, how many credits you would like to take towards the internship.
2. Download, complete and submit an Internship Registration Form from the MCC web site: http://steinhardt.nyu.edu/mcc/internships/Internship_Forms. This form has a section for you to fill out and a section for your employer to fill out. You both must sign the form. It is expected that you will meet with your employer prior to filling out this form to discuss goals, expectations, hours and duration of the internship.
3. You may either fax the Internship Registration Form to the attention of the Media, Culture, and Communication Advisement Staff at 212-995-4046, or deliver it to the front desk of the department at 239 Greene Street, 7th Floor. Once the form is approved, the internship will be added to your schedule. *You can not register for the internship via albert.*

EVALUATION STANDARDS OF THE INTERNSHIP

There are three components to earning an internship grade:

1. The [Research Portfolio](#): this is the centerpiece of your internship evaluation. The assignment is detailed in the following pages including an outline of both the two credit and four credit portfolios (60% of your grade).
2. The Mid-semester workshops: you will discuss your experiences with fellow students and turn in a student evaluation form which can be downloaded from the MCC web site. The dates and times of the workshops will be e-mailed to you once you are registered (10% of your grade).
3. The Supervisor Evaluation Form: this form should be turned in with your internship portfolio and will not be accepted separately, so please plan ahead and give your supervisor plenty of time to complete the form (30% of your grade). This form can be downloaded from the MCC web site.

Internship Grading Standards

A=Excellent: This portfolio demonstrates a comprehensive and solid understanding of the organization for which you are interning. The work presents thoughtful interpretations, well-focused and original insights, and well-reasoned commentary and analysis. Includes skillful use of resource materials, illuminating examples, fluent expression, and contains no grammatical or typographical errors.

B=Good: This portfolio demonstrates a complete and accurate understanding of the organization for which you are interning. The work presents a reasonable degree of insight and broad levels of analysis. Work reflects competence, but stays at a general or predictable level of understanding. Use of resource materials, examples, and illustrations, are used appropriately and articulation/writing is clear.

C=Adequate/Fair: This portfolio demonstrates some understanding but remains superficial, incomplete, or expresses some significant errors or weaknesses. Communication theory may be used inadequately or inappropriately, and arguments lack concrete, specific examples and illustrations. Writing or articulation may appear vague, hard to follow, or loaded with typos and other technical errors.

D=Unsatisfactory: This portfolio demonstrates a serious lack or error in understanding, and fails to express the most rudimentary aspects of the course. Sources may be used entirely inappropriately or not at all, and writing is deficient.

F=Failed

Work not submitted or attempted

RESEARCH PORTFOLIO ASSIGNMENT

The Portfolio assignment for the two credit internship course and the four credit internship course differ substantially. Please pay close attention to the outline for each assignment.

The importance of any internship experience is not simply what you are asked to do while at the internship, but what you are able to learn about the industry and company or organization through techniques of observation and reflective analysis. Using this concept as a starting point, the portfolio assignment requires you to conduct research on the company or organization for which you are working, largely by observing what is going on around you, thinking critically about it, and writing about it in "weekly observational summaries." The entire portfolio is a compilation of several different sections and not to be thought of as one consecutive paper. Each section is outlined below and described in detail.

Students are expected to proofread and edit their portfolio thoroughly. Any external sources used to support your ideas in the portfolio should be documented using MLA standards. The *MLA Handbook* is available at the NYU bookstore. Failure to cite properly can result in a lowering of your grade, or in some cases a grade of "F" for the course.

Due Date

The due date for the portfolio will be e-mailed to you. If you finish your portfolio before the due date, you may turn in the assignment and continue to work at the company through the arranged end date of your internship. **Late portfolios will be penalized at a rate of ½ grade per day late.**

OUTLINE OF TWO CREDIT PORTFOLIO

The portfolio for students taking the internship for two credits includes three personal reflections, **six summaries** of weekly observations, and an evaluation form filled out and signed by your internship supervisor. The portfolio should be typewritten and conform to the following outline.

I. PERSONAL REFLECTION: AN INTRODUCTION

Describe the company or organization for which you will be interning, including a brief description of their operations, and an explanation of the role of the particular division for which you will be working.

Reflect on how you found the internship, what the interview process involved, and your understanding of what your responsibilities will be. Some things to think about: *What are your first impressions of your supervisor and other members of your department? What is the company focus and how do you think you will fit in? What type of "culture" or atmosphere do you think the company has? What will a typical day be like at the internship?*

Finally, formulate goals that you have for this internship experience and reflect on them. *What do you hope to learn and accomplish?*

II. WEEKLY OBSERVATIONAL RESEARCH AND ANALYSIS SUMMARIES (INCLUDE SIX—TWO TO THREE PAGES EACH)

Each week for six weeks (they do not have to be consecutive—choose any six weeks during your internship) you are to write a summary of the projects that the company (or department) undertook. In order to accurately summarize the events that occur, it is expected that you describe articulately, ask questions, and call upon the knowledge you've gained through coursework to think critically about the company, what it produces, and how it functions in the industry.

Be descriptive and insightful! Questions to think about while creating a weekly summary: *To what demographic does the company aim to sell their product/idea and how do they target this audience? Is the company owned by a larger corporation and how does this affect the content of the product? What specific marketing or advertising techniques does the company use to gain more business? How and why are tasks and projects that you observe conducted?* If applicable, your weekly summary should also describe **content** of the projects produced that week (e.g. If you work for a publishing company you may choose to the books released or magazine articles/spreads published, if you are working on a TV show, describe the storyline of the episode, or if it is a talk show the guests and themes that were highlighted and why, if you work for a PR firm you will talk about press releases made or press kits produced, etc.).

You may also choose to support your ideas with external sources such as theories learned in class or texts used in class. If so, please remember to **cite your sources** and include a works cited page.

III. PERSONAL REFLECTION: MID-POINT APPRAISAL

Refer to the expectations and goals discussed in your introduction and assess your progress in achieving these goals.

IV. PERSONAL REFLECTION: CONCLUDING ASSESSMENT

Your conclusion should summarize your experience. Describe to what extent this experience has met your goals and expectations. Reflect on the influence of this experience on any desire you may or may not have to work at this company or in this segment of the industry in the future.

V. OPTIONAL APPENDIX— only include if you referenced specific material in your portfolio such as press releases, contributions to the newsletter, magazine layouts, photography, etc.

OUTLINE OF FOUR CREDIT PORTFOLIO

The portfolio for students taking the internship for four credits includes three personal reflections, **ten summaries** of weekly observational analysis, a company history, an informational interview, and an evaluation form filled out and signed by your internship supervisor. The portfolio should be typewritten and conform to the following outline.

I. PERSONAL REFLECTION: AN INTRODUCTION

Describe the company or organization for which you will be interning, including a brief description of their operations, and an explanation of the role of the particular division for which you will be working.

Reflect on how you found the internship, what the interview process involved, and your understanding of what your responsibilities will be. Some things to think about: *What are your first impressions of your supervisor and other members of your department? What is the company focus and how do you think you will fit in? What type of "culture" or atmosphere do you think the company has? What will a typical day be like at the internship?*

Finally, formulate goals that you have for this internship experience and reflect on them. *What do you hope to learn and accomplish?*

II. COMPANY HISTORY AND OWNERSHIP STRUCTURE

In the years since the 1996 Telecommunications Act we have seen extraordinary consolidation and homogenization of media content. Please use this section of the portfolio to provide a summary of how the company got started (this information is usually available through an annual report or a company web site—but do not copy it directly, paraphrase and use citations when necessary), who owns the company, and what else they own.

In addition, please provide your opinion of how you feel the product/s is affected by the ownership structure of the company. *Do you see cross-promotion and integration between segments of the company? How do these practices affect the outcome of the media produced by the company?* Please give examples.

If you work for an organization that is not corporately owned, provide a similar historical background of the company. Describe to the best of your ability what the mission of the company is in regards to ownership. *Do they want to remain independently owned? Are they looking to expand by buying companies similar to their own? Who is their competition? What strategies are used to maintain or gain their share of the market?*

III. WEEKLY OBSERVATIONAL RESEARCH AND ANALYSIS SUMMARIES (INCLUDE TEN—TWO TO THREE PAGES EACH)

Each week for ten weeks (they do not have to be consecutive –choose any ten weeks during your internship) you are to write a summary of the projects that the company (or department) undertook. In order to accurately summarize the events that occur, it is expected that you describe articulately, ask questions, and call upon the knowledge you've gained through coursework to think critically about the company, what it produces, and how it functions in the industry.

Be descriptive and insightful! Questions to think about while creating a weekly summary: *To what demographic does the company aim to sell their product/idea and how do they target this audience? Is the company owned by a larger corporation and how does this affect the content of the product? What specific marketing or advertising techniques does the company use to gain more business? How and why are tasks and projects that you observe conducted?* If applicable, your weekly summary should also describe **content** of the projects produced that week (e.g. If you work for a publishing company you may choose to the books released or magazine articles/spreads published, if you are working on a TV show, describe the storyline of the episode, or if it is a talk show the guests and themes that were highlighted and why, if you work for a PR firm you will talk about press releases made or press kits produced, etc.).

You may also choose to support your ideas with external sources such as theories learned in class or texts used in class. If so, please remember to **cite your sources** and include a works cited page.

IV. PERSONAL REFLECTION: MID-POINT APPRAISAL

Refer to the expectations and goals discussed in your introduction and assess your progress in achieving these goals.

V. INFORMATIONAL INTERVIEW

Interview a "key person" at the company. This may be your immediate supervisor or it may be the company president or vice president. You should discuss this requirement before you are hired and arrange to talk to someone during your time there. It is up to you who you want to interview and how. Perhaps you can invite them to lunch or coffee, or they may prefer to talk to you at their office. Your objective should be to learn about their career path and how they got where they are today. This type of mentorship is often what inspires us to pursue a similar path or a different path entirely.

Please write a 2-3 page summary of this interview. What did you learn about the person/company through this interview? What did you learn about yourself?

VI. PERSONAL REFLECTION: CONCLUDING ASSESSMENT

Your conclusion should summarize your experience. Describe to what extent this experience has met your goals and expectations. Reflect on the influence of this experience on any desire you may or may not have to work at this company or in this segment of the industry in the future.

FURTHER QUESTIONS REGARDING INTERNSHIPS?

Please contact your advisor or write to comm.advisors@nyu.edu

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steinhardt.nyu.edu/mcc/internships