Welcome from the Chair

Welcome to the Department of Media, Culture, and Communication (MCC) at New York University. The faculty and I are pleased to count you among the exceptional students who are joining the department.

Our department has many resources available to you and we aim to provide you with a supportive learning environment of the highest quality. Our faculty specialize in the intersections of media, culture, and communication, and are deeply invested in teaching M.A. courses that are challenging and engaged with the key issues and debates of contemporary scholarship. Our department has a calendar of events of interest to all our students, and we hope that you will avail yourselves of the many events and resources that NYU has to offer.

The M.A. Handbook will serve as an important resource for the department’s policies and procedures. Mary Taylor and Rebecca Blough are advisors for master’s students in the Department of Media, Culture, and Communication. They will serve as your resource for program information, course registration, and referrals to both departmental and campus resources. Gina Young supports all our academic programs and is another resource.

Please read this handbook and the department web site (http://steinhardt.nyu.edu/mcc/) carefully. Important university policy and procedures are also available in the Steinhardt Student’s Guide and NYU Student’s Guide (both available at http://steinhardt.nyu.edu/studentaffairs/forms#Handbooks).

Please feel free to come talk with me at any time in person or by e-mail (marita.sturken@nyu.edu). I hold regular office hours which you can sign up for with my assistant Annette Morales (annette.morales@nyu.edu).

We are pleased to be the department where you have chosen to further your education, and we wish you the best in your time here.

Marita Sturken
Professor and Chair
Department of Media, Culture, and Communication
Degree Requirements

The following are important degree requirements that you should know about as you begin your MCC M.A. degree. A comprehensive explanation of degree requirements and degree checklists can be found on the MCC web site. The Steinhardt Graduate Bulletin is the official document governing these requirements.

All MCC MA students in the Department of Media, Culture, and Communication must complete these degree requirements in order to graduate.

Total Credits Required: 36 credits

*Foundation Course (4 credits)*
MCC-GE 2001 Media, Culture, and Communication Core Seminar

*Research Course (2 - 4 credits)*
MCC courses designated “Research Course” or approved courses outside MCC

*Other MCC Courses (16 – 20 credits)*
At least 12 credits must be within one area of study. The remaining credits must be MCC (MCC-GE 2xxx) courses. If the Research Course has an MCC area of study designation, the course may simultaneously be allocated as a Research Course and as a course within an area of study course.

The areas of study are:
- Persuasion and Politics
- Interaction and Social Processes
- Visual Culture and Cultural Studies
- Technology and Society
- Global and Transcultural Communication.

*Electives (8 - 12 credits)*
Electives can be any combination of the following:
1) Additional courses in the department
2) Internship credit
3) Courses outside the department, by advisement.

*Required Culminating Experience (0 – 4 credits)*
Choose one:
1) Comprehensive Exam (no credits)
2) Thesis (0 – 4 credits)
3) Professional Writing Course (1 – 4 credits)
**Tracking Degree Progress**

As a graduate student, you are expected to track your degree progress each semester and reconcile successfully-completed classes with degree requirements. A program checklist is available online at [http://steinhardt.nyu.edu/mcc/masters/forms](http://steinhardt.nyu.edu/mcc/masters/forms) and from the graduate advisors.

**Academic Policies**

In addition to reading the degree requirements here and the instructions on the following pages, you should review the Steinhardt Graduate Bulletin as it outlines important information you should know about the curriculum, degree requirements, policies, procedures, and support services. The Bulletin is available at [http://steinhardt.nyu.edu/bulletin/](http://steinhardt.nyu.edu/bulletin/). Academic policies and procedures are available in the Steinhardt Student’s Guide at [http://steinhardt.nyu.edu/studentaffairs/forms](http://steinhardt.nyu.edu/studentaffairs/forms).

---

**Course Offerings**

**Full- and Part-time Student Status**

At NYU, full-time study is 12 credits per semester. If you need to be full-time, you must take at least 12 credits per semester. For financial aid purposes, a minimum of 6 credits defines part-time status. International students attending NYU on an F-1 or J-1 visa must take at least 12 credits per semester. If you are an international student, you should meet with a graduate advisor early on in your career to map out your credits.

**Course Descriptions**

Course descriptions and sample syllabi are available at [http://steinhardt.nyu.edu/mcc/masters/courses](http://steinhardt.nyu.edu/mcc/masters/courses); course details for the current semester can be found at [http://steinhardt.nyu.edu/mcc/masters/current_course_details](http://steinhardt.nyu.edu/mcc/masters/current_course_details).

**Required Courses and Area of Study Courses**

All new students are required to take the foundation course (MCC-GE 2001 Media, Culture, and Communication Core Seminar) in their first semester of study. You may elect to take the research course requirement in the second or third semester. This can be helpful if you are making preparations for thesis research.

**Courses outside MCC**

Graduate-level classes offered by MCC or another department may be allocated as electives toward the MCC M.A. degree. In order to qualify as an elective, a class offered by a department outside MCC must be:
1) graduate-level
2) directly related to your course of study
3) approved by the graduate advisors.

In the past, students have successfully found suitable elective classes in the following schools within NYU: Tisch School of the Arts, the School of Continuing and Professional Studies (SCPS), Wagner, the Graduate School of Arts and Science (GSAS), the Law School, and Stern.

There are two parts to taking a course outside the department:
1) Is the course approved as an elective for the degree? Send an e-mail request to the graduate advisors that includes the following: course number and title, course description, and a brief note explaining how the course relates to your program of study.
2) Does the department offering the course allow non-majors to take the course? First, try to register for the course in Albert. If that doesn’t work, call the department to find out if they allow non-majors to take course and, if so, how you can register. Note: each NYU department handles this differently; some departments may require you to come in while others may register you for the class while you are on the phone.

Note: It is your responsibility to ensure that a course outside the department is a graduate-level course and counts as an approved elective.

Required Culminating Experience
Each M.A. degree at NYU requires a culminating experience. MCC students have three options.

Thesis
In order to take the thesis option, students must have a minimum GPA of 3.75 and the agreement of a faculty sponsor. Every fall semester, the department offers the class, MCC-GE 2900 Thesis in Media, Culture, and Communication, in order to guide students through the process of writing a thesis. Read the Thesis Guide available at http://steinhardt.nyu.edu/mcc/masters/forms for more details about the thesis process. Thesis credit can be taken pass/fail.

Comprehensive Exam
Any student who has completed 24 credits can elect to take the comprehensive exam. Read the Comprehensive Exam Guide available at http://steinhardt.nyu.edu/mcc/masters/forms for more details.
**Professional Writing Course**
MCC-GE 2174 Professional Writing and Research is a new third culminating option. The course is offered every fall and students must submit a piece of writing they hope to develop in order to take the course.

**Registration**

NYU students register for classes using Albert, NYU’s online student information system. The Albert system requires you to log on to NYUHome using your NetID that has been pre-assigned to you by NYU.

Information about registration and registration policies are available on the Registrar’s Office web site ([http://nyu.edu/registrar](http://nyu.edu/registrar)).

**Important Notes about the Registration Process**

- Albert does not allow you to register for courses with overlapping schedules. If you get an overlap message that you believe is in error, contact the graduate advisors.
- If you put yourself on the Albert wait list for a course, please keep the following in mind: the wait list is a computerized system and the next person on the wait list is automatically enrolled when a space opens up in the class. No confirmation is sent, so you are responsible for checking your status on Albert to see if you’ve been enrolled. Adjust your schedule so that your enrollment in the wait listed course does not take you above your maximum credit load. It is important that you check to see if you are off the wait list and in the course so that you attend all classes for which you are registered and so you can drop courses before you miss the window for tuition refunds.
- Your registration may be blocked (i.e. administrative “stops” may be put on your record) for any of the following four reasons:
  1. Academic issues (see the graduate advisors)
  2. Billing issues (see the Bursar’s Office)
  3. Missing Immunization records (see the Health Services Office)
  4. Visa issues (see the Office of International Student Services)

**The Advisement Process**

The faculty in MCC encourage students to seek guidance from multiple sources throughout their academic program. Just as no one mentor can fulfill all of a developing professional’s needs, a student will receive richer and more valuable advice from multiple advisors. Below is a guide to the advisement process.
**Role of the Student in Advisement Process**

You are expected to know what your degree requirements are; to monitor your academic progress, which includes knowing what courses have been completed, what courses remain, and what good academic standing means; to be aware of policies and procedures which guide your graduate study; to consult regularly with your advisors, especially before every registration period; and to be aware of how you learn in order to balance your course schedule.

**Role of the Graduate Advisors**

Advisors communicate the philosophy of the academic program, are knowledgeable about policies and procedures that guide graduate study, course offerings and other academic options in order to help students customize and make the program meaningful. The best way to schedule an appointment with a graduate advisor is to call the front desk at 212.998.5191 or schedule directly with an advisor of your choice through NYU’s google mail system.

**Role of the Student Advisor**

The Student Advisor provides information, support, and referrals to new and returning graduate students. He/she serves as the liaison between students and graduate advisors/faculty and offers a student's perspective on graduate life. The graduate student advisor also serves as a point of contact for incoming graduate students and assists in the organization of graduate student orientation, social events, and workshops. Sébastien Barrère is the graduate student advisor for Fall 2011. He can be reached at sb3374@nyu.edu.

**Faculty Members**

All students are encouraged to take the initiative and build a scholarly advising relationship with faculty members. This is best done by contacting faculty individually to start a dialogue based on shared areas of interest; you can find faculty profiles on the MCC web site. Students may meet with faculty to discuss possible thesis topics, gain advice about PhD programs, coursework, writing, etc.

**International Students**

If you are a new international student, you may be required to have your English-language skills assessed by NYU’s American Language Institute (ALI) before you can register for classes. All new international students must be cleared by the Steinhardt’s International Student Advisor. The Office of International Students and Scholars (OISS) is another important resource.
Department Events

The MCC sponsors many events each semester: the annual Neil Postman Graduate Conference, the MCC Speaker Series, Alumni Roundtable events, and various workshops about applying to Ph.D. programs, writing a thesis, etc.

These offerings are posted on the MCC events calendar and serve to enrich the learning environment, stimulate thought and discussion, share information about the process of scholarly inquiry and post-M.A. options, and magnify the connections between the allied disciplines that inform the study of media, culture, and communication. Some of your time as an M.A. student will be in the classroom. We encourage you to use the remaining time to participate in MCC and NYU activities, events, conferences, and workshops that will supplement your course of study. Go to http://steinhardt.nyu.edu/mcc/ to view the MCC events calendar.

MCC Internships

The department capitalizes on the vast opportunities available by virtue of its location in New York City. Our students have established an outstanding reputation within the various communication industries located in the metropolitan area. We have built strong ties with companies ranging in size from leading corporate affiliates to small entrepreneurial entities to non-profit organizations. The internship program promotes the integration of academic theory with practical experience. Above all, the internship program expands student understanding of the dynamics of the ever-changing field of communication. Often, students will use their internship to either validate career aspirations or develop a new direction.

The graduate Media, Culture, and Communication Internship course is optional, not required.
If you choose to complete an internship for credit, the credit will count in the Elective category of your degree requirements. Graduate students can register for 1 – 4 credits of internship. For students registering for 1 or 2 credits of internship, 90 hours of internship work is required and the 2-credit portfolio assignment must be submitted at the end of the semester. For students registering for 3 or 4 credits of internship, 180 hours of internship work is required and the 4-credit portfolio assignment must be submitted at the end of the semester. Internship credit can be taken pass/fail.

To be eligible for the Media, Culture, and Communication internship a graduate student must:

1. Be in good academic standing with the university
2. Have a minimum GPA of 3.0

We also recommend that you have taken at least one course in the M.A. program or take a course concurrently with the internship.

Students have interned in diverse areas such as Public Relations, Advertising, Marketing, Film, Music, Publishing, and Fashion, both for non-profits and for conglomerates such as the United Nations, Chanel, Time Warner, the Media Education Foundation, NBC, and CBS. If you wish to register for internship credit, refer to [http://steinhardt.nyu.edu/mcc/internships/credit](http://steinhardt.nyu.edu/mcc/internships/credit) for instructions and evaluation standards. Resources and links to find an internship are at [http://steinhardt.nyu.edu/mcc/internships/finding](http://steinhardt.nyu.edu/mcc/internships/finding).

We encourage many students to do several internships during their academic career to obtain the best understanding of the field.

**Research Support**

The library system at a tier-1 research institution such as NYU can be overwhelming. However, there are several ways to equip oneself to handle the research demands of M.A. study. We encourage students to take the Introduction to the Library seminar regularly offered at Bobst early in your career at NYU.

In addition, each subject area at the NYU Libraries has a dedicated staff librarian, called the subject librarian, who can be a vital resource for new and continuing graduate researchers. The librarian for the Department of Media, Culture, and Communication is Alexa Pearce ([alexa.pearce@nyu.edu](mailto:alexa.pearce@nyu.edu), 212.998.2666). Alexa can help you identify appropriate library resources for your research and assist you with any questions you may have about using library resources and services. You should feel free to e-mail Alexa your questions or contact her to set up a one-on-one session. In addition, the library offers a number of services and classes
specifically geared towards graduate students. More information about Library graduate student services is available here: [http://www.library.nyu.edu/services/grads.html](http://www.library.nyu.edu/services/grads.html).

Phone: 212-998-2666  
E-mail: [alexa.pearce@nyu.edu](mailto:alexa.pearce@nyu.edu)  
Google Talk: alexalpearce

**Transfer Credits**

Students must supply the following documents to petition for the transfer of credits to be allocated towards the MCC M.A. degree. These materials must be submitted to the graduate advisors for review and possible approval by the M.A. Program Director.

1. A copy of the transcript which lists courses being considered for transfer credit
2. The syllabus for the course.

A maximum of 10 transfer credits can be approved. The courses must:

- Be graduate-level course work from an accredited university
- Not have been used for another degree (undergraduate or graduate)
- Be within 10 years of the date of admission to the M.A. program
- Be a grade of B or better.

See [http://steinhardt.nyu.edu/advisement/masters/transfer_credit](http://steinhardt.nyu.edu/advisement/masters/transfer_credit) for more details about graduate transfer credit.

**Study Abroad**

The department sponsors several outstanding study abroad opportunities. Successfully completed study abroad course work can be allocated towards one's M.A. electives. In the past, the department has offered summer study abroad courses for graduate students in:

- Paris – The Global City and Media Ethnography
- Hong Kong/Beijing – Media and Globalization: The Asian Experience
- London – Transnational Communities and Media Cultures
- Hong Kong – Global Food Cultures
See the department web site at http://steinhardt.nyu.edu/mcc/study_abroad for more information.

**Independent Study**

Any M.A. course work that is independent in nature has the following application and registration process. Students may want to do register for an independent study when they have a project that cannot be completed as part of the regular course offerings.

1. The student completes an application form and one-page proposal for the proposed project (the form is available in the MCC office).
2. The student asks a full-time faculty member to sponsor the project. After a faculty member has reviewed the proposal and agreed to sponsor the project, the sponsoring faculty member signs the application form.
3. The application form and the one-page proposal are submitted to the graduate advisors.
4. After final approval by the department chair, a graduate advisor gives the student an access code so the student can register via Albert.

Students should plan ahead since registration for independent study courses must take place by the Drop/Add deadline.

**Applying for Graduation**

Students must apply for graduation on Albert early in the semester of anticipated graduation. Graduation application deadlines are posted here: http://www.nyu.edu/registrar/graduation/deadlines.html. Instructions for applying for graduation are available at http://www.nyu.edu/registrar/graduation/apply.html.

**Additional NYU Resources**

- Academic Calendar: http://www.nyu.edu/registrar/calendars/academic-calendar.html
- Building Code Key: http://www.nyu.edu/registrar/registration/building-code-key.html
- Bursar: Tuition and Payment Information: http://www.nyu.edu/bursar
Campus Map
  
  http://www.nyu.edu/about/virtual.html

Commencement (Graduation Ceremonies)
  
  http://www.nyu.edu/commencement/ and http://steinhardt.nyu.edu/graduation/

Course Search
  
  http://www.nyu.edu/registrar/listings/

Financial Aid
  
  http://www.nyu.edu/financial.aid/

Graduate Student Organization
  
  http://steinhardt.nyu.edu/gso/

Graduation
  
  http://www.nyu.edu/registrar/graduation/

Office for International Students and Scholars (OISS)
  
  http://www.nyu.edu/osl/oiss/

Stern School of Business Registration
  
  http://www.stern.nyu.edu/Registrar/Registration/NYUNonStern/index.htm

Student Health Insurance
  
  http://www.nyu.edu/shc/about/insurance.html

Student Health Services
  
  http://www.nyu.edu/shc/

Transcripts
  
  http://www.nyu.edu/registrar/transcripts-certification/

Tuition Refunds
  
  http://www.nyu.edu/bursar/refunds/

Wasserman Center for Career Development
  
  http://www.nyu.edu/careerdevelopment/
Statement on Academic Integrity

The relationship between students and faculty is the keystone of the educational experience in the Steinhardt School of Culture, Education, and Human Development at New York University. This relationship takes an honor code for granted. Mutual trust, respect and responsibility are foundational requirements. Thus, how you learn is as important as what you learn. A University education aims not only to produce high quality scholars, but to also cultivate honorable citizens.

Academic integrity is the guiding principle for all that you do, from taking exams, making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others, and take credit only for ideas and work that are yours.

You violate the principle of academic integrity when you:

- Cheat on an exam;
- Submit the same work for two different courses without prior permission from your professors;
- Receive help on a take-home examination that calls for independent work;
- Plagiarize.

Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning and discovering knowledge, plagiarism cannot be tolerated.

Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score and/or other materials which are not your original work. You plagiarize when, without proper attribution, you do any of the following:

- Copy verbatim from a book, an article or other media;
- Download documents from the Internet;
- Purchase documents;
- Report from other’s oral work;
- Paraphrase or restate someone else’s facts, analysis and/or conclusions;
- Copy directly from a classmate or allow a classmate to copy from you.

Your professors are responsible for helping you to understand other people’s ideas, to use resources and conscientiously acknowledge them, and to develop and clarify your own thinking. You should know what constitutes good and honest scholarship, style guide preferences, and formats for assignments for each of your courses. Consult your professors for help with
problems related to fulfilling course assignments, including questions related to attribution of sources.

Through reading, writing, and discussion, you will undoubtedly acquire ideas from others, and exchange ideas and opinions with others, including your classmates and professors. You will be expected, and often required, to build your own work on that of other people. In so doing, you are expected to credit those sources that have contributed to the development of your ideas.

Avoiding Academic Dishonesty

- Organize your time appropriately to avoid undue pressure, and acquire good study habits, including note taking.
- Learn proper forms of citation. Always check with your professors of record for their preferred style guides. Directly copied material must always be in quotes; paraphrased material must be acknowledged; even ideas and organization derived from your own previous work or another's work need to be acknowledged.
- Always proofread your finished work to be sure that quotation marks or footnotes or other references were not inadvertently omitted. Know the source of each citation.
- Do not submit the same work for more than one class without first obtaining the permission of both professors even if you believe that work you have already completed satisfies the requirements of another assignment.
- Save your notes and drafts of your papers as evidence of your original work.

Disciplinary Sanctions

When a professor suspects cheating, plagiarism, and/or other forms of academic dishonesty, appropriate disciplinary action is as follows:

- The Professor will meet with the student to discuss, and present evidence for the particular violation, giving the student opportunity to refute or deny the charge(s).
- If the Professor confirms the violation(s), he/she, in consultation with the Program Director and Department Chair may take any of the following actions:
  - Allow the student to redo the assignment
  - Lower the grade for the work in question
  - Assign a grade of F for the work in question
  - Assign a grade of F for the course
  - Recommend dismissal

Once action(s) is taken, the Professor will inform the Program Director and Department Chair, and inform the student in writing, instructing the student to schedule an appointment with the Associate Dean for Student Services and Public Affairs, as a final step. Copies of the letter will
be sent to the Department Chair for his/her confidential student file and the Associate Dean for Student Services and Public Affairs. The student has the right to appeal the action taken in accordance with the School's Student Complaint Procedure as outlined in The Steinhardt School of Culture, Education and Human Development Student Handbook.

When dismissal is recommended, that recommendation will be forwarded to the Associate Dean for Student Services and Public Affairs, who will convene all parties involved. An appeal of the decision at this step is submitted in writing to the Vice Dean, including full documentation to support the appeal.

*The Steinhardt School of Culture, Education, and Human Development Statement on Academic Integrity is consistent with New York University Policy on Student Conduct, published in the NYU Student Guide.