We live in an information society, a global age of communication, and hundreds of careers are open to those who earn a master’s degree in Communication. Graduates work as media consultants, public relations practitioners, non-profit marketing directors, advertising campaign managers, community college instructors, organizational consultants, student life directors, lobbyists, political interest group directors, special events directors, public information officers, alumni relations directors, organizational development trainers, legislative analysts and forensics directors.

The Department of Communication offers graduate-level instruction leading toward the Master of Arts degree. The program combines training in communication theory, methodology and practice for students who desire knowledge and skills for solving work-related communication problems and for students who intend to enter doctoral programs.

The program offers four concentrations of study—Communication Education, Communication Studies, Political Communication, and Media and Public Relations. The program offers students in each concentration a choice between a thesis or non-traditional thesis for their culminating course. Students have the option to integrate their coursework into a project or into a thesis. An internship experience is also included in the program, ensuring that students graduate practice-ready for their careers. Students in the program have interned in Silicon Valley companies, advertising agencies, radio and television stations, non-profit organizations, human resource companies, sports franchises, and many other organizations and companies.
Graduate Course Offerings

COMM 216 Rhetorical Theory and Criticism
COMM 233 Documentary Film as Persuasive Communication
COMM 237 Public Relations Case Studies and Problems
COMM 239 Theory of Mass Communication
COMM 260 Communication Research Methods
COMM 261 Critical and Qualitative Research Methods
COMM 271 Graduate Seminar in Rhetorical Thought
COMM 273 Graduate Seminar in Mass Communication Theory
COMM 275 Graduate Seminar in Public Relations
COMM 276 Graduate Seminar in Communication in Learning Settings
COMM 277 Graduate Seminar in Media Relations
COMM 278 Graduate Seminar in Political Communication
COMM 287 Graduate Practicum
COMM 289 Graduate Internship
COMM 291 Graduate Independent Study
COMM 297 Graduate Research
COMM 298 Non-Traditional Thesis
COMM 299 Thesis

Graduate Assistantships

A number of graduate assistantships are available each year on a competitive basis. Graduate assistants work as instructors in such courses as Public Speaking, Interpersonal Communication, Public Relations and Media and Society, as well as serving as coaches for the department’s nationally ranked forensics program. Graduate assistantships also include serving as research assistants for professors in the department.

Special Features of the Program

The Department of Communication boasts a nationally ranked forensics program that focuses on parliamentary debate, Lincoln-Douglas debate, and AFA individual events. The program also offers a non-traditional thesis option that allows students to apply their Communication graduate coursework to a project that demonstrates their knowledge that could include, but is not limited to: a media production, public relations campaign, media relations campaign, or Communication education research. Many students in the program have presented their work at the National Communication Association (NCA), the Western States Communication Association (WSCA), and the International Communication Association (ICA). Students concentrating in Media and Public Relations often join the Department’s Public Relations Student Society of America (PRSSA) and attend the annual conference. The Communication Graduate Department offers ample opportunities to meet with professors who provide personalized, career-focused advising for each of our graduate students.

Admission Requirements

- Minimum GPA of 3.00. The last 60 units of the undergraduate degree can be used for this calculation.
- GRE scores (general subject test) less than five years old.
- 3 letters of recommendation from individuals who can attest to academic background, professional experience and/or personal qualities.
- One-page personal statement that includes: reason for pursuing graduate study in Communication, commitment to the profession, objectives and plans for graduate study.
- Bachelor’s degree – Candidates for admission to the program do not have to hold a bachelor’s degree in Communication.

Degree Requirements

The program requires the completion of 32 units of study, and provides for a thesis or a non-traditional thesis option, and an internship. Students must select a concentration of study in one of the following areas: Communication Education, Communication Studies, Political Communication, or Media and Public Relations.
Communication Graduate Student Employment (partial list)

International Public Relations, VMWare, Palo Alto, CA
Public Relations Coordinator, Sacramento Zoological Association
Account Executive, Edelman Corporation
Account Supervisor, Edelman Corporation
Marketing & Social Media, Samsung Electronics
Public Relations Associate, LinkedIn
Director, Corporate & Foundations Development, University of the Pacific
Marketing Content Manager, Hewlett-Packard
Member Benefit and Online Recourse Coordinator, California Medical Association
Marketing Manager, In-Shape Health Clubs
Manager of Marketing, Game Operations, Community Relations and Business Development, Stockton Thunder
Social Media & Digital Marketing Consultant, PLUMgrid
Global Marketing Campaign & Finance Analyst, Hewlett-Packard
Global Public Relations Manager, Dolby Laboratories
Communications, Digital Marketing, Adobe
Marketing Manager, Duarte Nursery
Public Information Officer, San Joaquin County Office of Education
Contributing Editor, Dow Jones Media Group
Marketing Director, Epoch 3D
Vice President, Account Supervisor, AgencyRx, CDM Group
Custom Events Manager, eRepublic
Director of Public Relations, Webster University
eLearning Instructional Designer, Northwest Nazarene University
Marketing Communications Coordinator, St. Joseph’s Medical Center
Communications Specialist, St. Joseph’s Medical Center
Account Supervisor, Ogilvy Public Relations
Undergraduate Academic Advisor, Southern Illinois University
Senior Account Executive, Zeno Group
Offline Marketing & PR Specialist, Hotwire.com
Account Services Representative, OEConnection
Operations Supervisor, Financial Center Credit Union
Senior Account Executive, EMW, Inc.
Coordinator, Alumni Communications, University of the Pacific
Account Executive, Edelman Corporation
District Sales & Training Manager, Lexmark International
Chief Financial Officer, SAC Health Systems
Senior Manager, We Care Personal Services
Sports Reporter, Contra Costa News
Senior Vice President of Community Engagement, HMA Associates, Inc.
Senior Assistant Director of Financial Aid, University of the Pacific
Marketing Director, Stockton Symphony Association
Professor, Broadcast and Electronic Arts and Media, San Francisco State University
Professor, Communication, Los Medanos Community College
Instructor, Communication Studies, San Joaquin Delta College
Associate Professor of Communication Studies at University of Texas, Austin
Associate Professor Communication Department, Texas A&M
Communication Master’s Theses (partial list)

2016

From Family to Friend: Family Communication Patterns and the Impact on Young Adults’ Family Interaction via Facebook / by Supreet Mann.

An Analysis of Instagram’s Role in the Dating Process Using Focus Groups / by Mostafa Aniss.

The Internal and External Factors Associated with the Military-to-College Transition Process and Academic Engagement / by Chad Reed.

I’ve Been Dressing Up Like a Man: A Rhetorical Analysis of Transparent / by Benjamin Mann.

2013

Communication Channels and the Formation of Attitudes Toward Funding Public Schools / by Jacqueline S. Ratto.

Changing Media, Changing Cultural Values: Chinese Young Adults’ Micro Blog Usage and Cultural Values / by Yajiao Wang.


An Ideological Analysis of Filter Blogs: How Daily Kos and Powerline Construct Biased News / by Gabriel King.

2012

The Impact of Interpersonal Communication on the Media Agenda Setting Process: A Case Study of New Student Perceptions of Stockton, CA / by Priscilla Y. Ambrocio.

The Influence of Social Media on Chinese College Students’ Social Activism / by Xiaoting Gu.

Correlates of Verbal Aggression and Physical Aggression Among Post Adolescent Students / by Esther S. LancasterW Knobel.

The Impact of Social Media on Young Adults of African American or African Descent / by Roxie Ann Nunis.

To Confine or Not to Confine?: An Analysis of the Messaging of the Proposition 2 Campaigns / by Elizabeth Lily Penfold.


An Ethnographic Study of Communication and Gender Performance in a Modern Day Latino Wedding / by Olivia Corine Stanko.


2011


Genre Criticism: An Application of BP’s Image Restoration Campaign to the Crisis Communication Genre / by Anne C. Eastlick.


A grammar of Edification: Constructing Our Social Reality Via Efficient Quotidian Management with Rhetorical Forms / by Steven Kalani Farias.

The Impact of Social Media on Crisis Communication / by Patrick James Gannon.

Social Media’s Impact on Higher Education Crisis Communication Plans / by Patrick J. Giblin.

Culture and Crisis Communication: The Use of Inter-Cultural Communication in Public Relations Crisis Management Planning / by Damion R. Martin.

2010


2009

Burning Protests, The Rhetoric of Agitation and Control of the Journey of Harmony Tour / by Kathleen Bruce.

The Importance of Inter-Cultural Willingness to Communicate in Reducing Ethnocentrism and Behaviors Associated with Ethnocentrism / by Christine M. Collaço.

The Creation of the Khalsa: A Study into the Rhetorical Strategies of Collective Identity Transformation / by Raman Kaur Deol.

International Public Relations: Perceptions of the Effects of Language Usage and Culture on Codes of Professional Standards / by Ashley Gayle Dolezal.

IDEALogy in California: The Role of Oppositional Interaction as a Strategy in the Campaign for Proposition 8 / by Kasey Christopher Gardner.


The Impact of Using Situational Management Communication Styles in Intercollegiate Athletics / by Glen A. Sisk.

2008


Community Violence Exposure and Adolescents’ Academic Functioning / by Jennifer C. Thom.

A Study of Myspace and Facebook from the Perspectives of Uses and Gratification and Impression Management / by Mark A. Urista.

A Social Exchange and Power Dependency Theory Perspective of Mexican Immigrant Family Communication Patterns / by Mariela Anahi Vera.


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