East Carolina University is committed to equality of opportunity and does not discriminate against applicants, students, employees, or visitors based on race/ethnicity, color, creed, national origin, religion, sex, sexual orientation, age, veteran status, political affiliation, genetic information, or disability.
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Introduction to the M.A. in Communication Degree Program
Emphasis: Health Communication

Welcome to the East Carolina University School of Communication Graduate Program overview.
Our program is devoted to critical, interpretive, and social scientific approaches to studying human
communication. We provide students with in-depth knowledge of communication while emphasizing
both conceptual and applied information.

After graduating from this program, students should be able to:
• Apply concepts and theories that guide communication research and practice.
• Utilize research methods common in communication research.
• Analyze the role of individuals and institutions in framing communication issues.
• Recognize the ethical components related to communication in numerous contexts.
• Interpret the effects of communication on interpersonal relationships, organizations, and mass
audiences.

Program Description
East Carolina University School of Communication currently offers a 30-hour Master of Arts degree in
communication with an emphasis in health communication. Students may select a thesis option or a non-
thesis option within the degree program. The program consists of courses that provide students with wide-
ranging knowledge of the theory and practice of communication in general and of health communication
in particular.

The core of the Master of Arts in communication with an emphasis in health communication addresses
how individuals interact in a variety of relationships and contexts. Our program addresses the dynamics of
communication from perspectives such as the influence of interpersonal communication (e.g., physician-
patient communication and its relationship to health outcomes); the media, (e.g., how people use the
media to learn about health issues and how the media influences decision-making regarding health); and
organizational communication (e.g., the effects of organizational structures and cultures on health
communication processes). With a background in health communication, our graduates may pursue a
variety of opportunities within the healthcare arena.

The program has two primary goals for students: 1) to integrate communication theory and research with
practice in a variety of environments and 2) to influence the direction and focus of the field of health
communication.

Within health communication specifically, students will develop knowledge and skills designed to
address at least two of the following areas:
• Evaluate the role of communication in health-related decision-making.
• Address communication issues that exist between and among patients, providers, and family
members.
• Explain the dynamics of social support through health communication.
• Create and disseminate health information.
• Evaluate communication within health care organizations.
• Interpret the multiple influences of culture on health communication.

For additional information about our school and the graduate program, please visit the School of
Communication website at http://www.ecu.edu/comm/.
Admission to the Program

Application
To apply to the Master of Arts program in the School of Communication, please follow the application process described by the East Carolina University Graduate School. The following webpage will provide you with the necessary information about the application process, as well as the related application documents (http://www.ecu.edu/cs-acad/gradschool/applicationinfo.cfm).

Prerequisite
The applicant must hold a baccalaureate degree to be considered for admission into the graduate program.

Admission Criteria
Along with the ECU Graduate School application form, a resume or curriculum vitae, two (2) letters of recommendation, a statement of purpose, official transcripts, and the GRE score are required. TOEFL is an additional requirement for the applicants whose native language is not English. Your statement of purpose should include your goals, experiences, and reasons for applying to the graduate program in the School of Communication and should be no longer than 750 words. Submit all materials to the ECU Graduate School by the deadline set by the School of Communication. Admission to the program is competitive. The following materials are used in making decisions regarding candidates’ appropriateness for the program:

- ECU Graduate School application form
- Resume / C.V.
- Statement of Purpose
- Two (2) Letters of Recommendation from academic or professional sources
- Official Transcripts
- GRE (Graduate Record Examinations / www.gre.org) scores
- TOEFL (Test of English as a Foreign Language / www.toefl.org) scores

Application Deadline
Applications are accepted on a continuing basis; however, for full consideration, semester guidelines are as follows: submit a complete application package by June 1 for Fall admission and October 15 for Spring admission. A limited number of assistantships are available within the School of Communication, and these are awarded on a competitive basis. Therefore, early submission of your application packet is highly recommended if you wish to receive full consideration for an assistantship.

- Applicants seeking admission into the School of Communication should send all required materials to the ECU Graduate School. The ECU Graduate School will then forward the required documents to the School of Communication.
- Students are admitted into the M.A. program for the Fall and Spring semesters. Non-degree seeking students may take courses in the program but must first contact the ECU Graduate School for requirements as well as receive the Graduate Program Director’s approval.

School of Communication
Dr. Laura C. Prividera
Graduate Program Director
School of Communication
102 Joyner East
East Carolina University
Greenville, NC 27858
Phone: (252) 328-5304
Email: privideral@ecu.edu

ECU Graduate School
The Graduate School
East Carolina University
131 Ragsdale
Greenville, NC 27858-4353
Phone: (252) 328-6012
Email: gradschool@ecu.edu
M.A. in Communication Requirements

30 total credit hours (minimum requirement)

1. Core - 6 s.h.*
   COMM 6000 Communication Theory
   COMM 6030 Research Methods

2. Electives - 12 s.h.
   COMM 6210 Media and Health Communication
   COMM 6211 Health Communication Campaigns
   COMM 6220 Interpersonal Health Communication
   COMM 6221 Intercultural Communication in Health Contexts
   COMM 6222 Family Communication and Health
   COMM 6224 Communication and Health Organizations
   COMM 6226 Communication Approaches to Health Advocacy
   COMM 6240 Special Topics in Health Communication

3. Options - 12 s.h.
   A. Thesis
      COMM 7000 Thesis - 3-6 s.h.
      Electives** - 6-9 s.h.

   B. Non-thesis
      Electives** - 12 s.h.

4. Successful completion of comprehensive exams or thesis

* s.h. = semester hours
** Electives are chosen in consultation with the graduate program director. Courses in related areas (outside of COMM) must be at the 5000 level or above. A maximum of 3 s.h. may be taken at the 5000 level.
Formation of Committees

Students in the M.A. program may elect to complete a thesis or comprehensive exams (and additional course work) as part of their degree requirements. In either case, students must form a supervisory committee composed of ECU faculty members who hold graduate teaching status (see SOC Graduate Faculty section). Students are encouraged to form their committees no later than 20 credit hours into their coursework (thesis students are advised to form their committees earlier). The committee requirements for each option are defined below.

**Thesis option committee**
The thesis committee must consist of the following ECU faculty members:
- One (1) faculty advisor/chair selected from the SOC graduate faculty
- Two (2) SOC graduate faculty members
- One (1) outside faculty member (i.e., from another academic discipline).

**Non-thesis option committee**
The comprehensive exams committee must consist of the following ECU faculty members:
- One (1) faculty advisor/chair selected from the SOC graduate faculty
- Two (2) SOC graduate faculty members.
Thesis Overview and Timetable

The thesis option allows students to conduct original research in their areas of interest under the direct supervision of a faculty advisor and an advisory committee. The student works closely with the advisor and committee to plan and implement a comprehensive research project that includes: forming research questions and/or hypotheses; selecting appropriate theory or theories to guide the study; determining the most appropriate method(s) of data collection and analysis; interpreting findings; and producing a formally written and approved report that is submitted to the ECU Graduate School as part of the degree requirements.

Thesis students undergo an oral defense of their research proposal in the presence of their committee members to obtain approval for their proposed thesis project. The date for the proposal defense needs to be set at least a semester prior to proposed date of defense of the finished thesis. During the proposal defense, students are notified of any thesis revisions or changes that the committee may require.

Thesis students are also required to defend their thesis in the presence of their committee members before receiving approval to submit the thesis to the ECU Graduate School. During the thesis defense, students are notified of any thesis revisions that the committee requires.

Thesis students are not required to complete comprehensive examinations.

The thesis option is highly recommended for those students who intend to pursue doctoral studies.

Suggested Thesis Timetable Guidelines

Note: Students need to work proactively with their thesis chairs to tailor this suggested timetable to the specific requirements of their projects and their desired date of program completion. Following this timetable is also no guarantee that a student will complete the thesis in four semesters. Writing a thesis is a huge scholarly endeavor requiring a significant investment of time and work—please consider this carefully before choosing the thesis option.

First semester:
- Take classes, meet faculty and talk to them about their research, begin figuring out what interests you in the area of health communication.

Second semester:
- Begin developing a research idea. Set up meetings to talk with faculty members about your idea.
- Start reviewing the literature in your area of interest to see what has been done and where the gaps in knowledge are. Begin collecting references in a citation management program such as RefWorks, Endnote, etc.
- By mid-semester finalize a faculty member who will chair your thesis committee and establish a timetable for thesis completion.
- Before the 3rd semester starts, begin your literature review in consultation with your thesis chair.
- Before the 3rd semester starts, select potential committee members in consultation with your chair.
- Sign up for thesis hours for your third semester.

*Third semester:
- At the start of the semester finalize your thesis committee members and complete Graduate Program Handbook Form 4A.
- Write your thesis proposal under the guidance of your thesis chair. Your thesis proposal will contain the literature review and a methods section.
• Defend your thesis proposal by the mid-point of the semester. Distribute the proposal to your committee members two weeks prior to your defense date to give members enough time to read and comment on your work.
• Use the second half of this semester for data collection.
• Sign up for thesis hours for your fourth semester.

Fourth semester:
• At the beginning of this semester schedule your thesis defense date. Your date should be at least two weeks prior to the University-established due date for submission of theses. (This will give you time to complete any revisions required by your committee.)
• Analyze data and/or write any remaining sections of the thesis during the first half of this semester.
• Distribute a draft of your complete thesis four weeks prior to the defense date to give members time to read and comment on your work.
• Distribute a final copy of your thesis two weeks prior to the defense date.
• Defend, make any needed revisions, and submit your thesis to the Graduate School by the deadline set by the University.

*Students on the thesis track are encouraged to use their summer to work on developing the proposal, conducting research, or writing the thesis.

Comprehensive Examinations Overview

Students selecting the non-thesis option are required to successfully complete written examinations as part of their M.A. degree requirements. Comprehensive examinations are designed to assess students’ mastery of program content covered in their coursework and assistantships (if any).
• Students may take comprehensive exams during the semester in which they are completing their 24 semester hours.
• Exams will take place during the semester, approximately three weeks before the due date for paper work to the graduate school.
  o Spring - First week in April for exams
  o Fall - Second week in November for exams
• The examinations are divided into three parts:
  o Theory – two (2) hours
  o Methods – two (2) hours
  o Subject concentration – two (2) hours
    ▪ The subject concentration refers to the student’s chosen specialty area
    ▪ Examples include: health communication and aging, intercultural health communication, media health campaigns, etc.
• For each exam part (theory, methods, and subject concentration), two (2) out of three (3) committee members must award a passing grade for the exam to be considered successfully completed.
  o The examining committee must render a decision within ten (10) days of the student’s completion of the exams. If the student does not successfully complete the exam, the committee must make recommendations for further action.
• Exams will be taken in the SOC computer lab or conference room and will be proctored by the chair of the examining committee.
  o Students will be supplied with a laptop on which to write their responses.
Additional Graduate Information and Requirements

Academic Probation, Disqualification, and Time Limits
Students must complete the program within five (5) calendar years.

According to the East Carolina University graduate catalog, in order to remain in good academic standing, graduate students must maintain a minimum cumulative GPA of 3.0 once they have a total of 9 credit hours attempted and any additional or higher academic standards as established by their program of study. Students who fail to meet this criterion and/or their program’s additional requirements will be placed on probation or dismissed from the program. Please see the ECU graduate catalog for further information.

Incomplete Coursework
Incomplete coursework must be completed in accordance with the East Carolina University calendar deadlines.

Application for Graduation
Refer to the East Carolina University calendar.

Graduate Assistantships
The Graduate School offers highly competitive merit assistantships, which typically go to students with exceptional qualifications. Assignments vary according to the needs of the school and the faculty, and the interest of the students.

Students who accept and hold merit assistantships must:

- be enrolled in at least three (3) hours of coursework each semester
- make adequate progress toward the degree
- complete course work with a minimum 3.0 grade point average
- work a specified number of hours, under the supervision of a faculty member

Failure to meet these standards will result in cessation of funding.

Interest in applying for an assistantship may be conveyed with the initial graduate application or by contacting the Graduate Program Director once the student has been accepted into the program.
Academic Integrity

ECU’s Principle of Academic Integrity
Academic integrity is a cornerstone value of the intellectual community at East Carolina University. Academic integrity ensures that students derive optimal benefit from their educational experience and their pursuit of knowledge. Violating the principle of academic integrity damages the reputation of the university and undermines its educational mission. Without the assurance of integrity in academic work, including research, degrees from the university lose value, and the world beyond campus (graduate schools, employers, colleagues, neighbors, etc.) learns that it cannot trust credits or a diploma earned at ECU. For these reasons, academic integrity is required of every ECU student.

ECU’s Definitions of Academic Integrity Violations
An academic integrity violation is defined as any activity that exhibits dishonesty in the educational process or that compromises the academic honor of the university. Examples of academic integrity violations include, but are not limited to, the following:

- **Cheating.** Unauthorized aid or assistance or the giving or receiving of unfair advantage on any form of academic work.
- **Plagiarism.** Copying the language, structure, ideas, and/or thoughts of another and adopting the same as one’s own original work.
- **Falsification/Fabrication.** The statement of any untruth, either spoken or written, regarding any circumstances related to academic work. This includes any untrue statements made with regard to a suspected academic integrity violation.
- **Multiple submission.** The submission of substantial portions of the same academic work for credit more than once without authorization from the faculty member who receives the later submission.
- **Violation assistance.** Knowingly helping or attempting to help someone else in an act that constitutes an academic integrity violation.
- **Violation attempts.** Attempting any act that, if completed, would constitute an academic integrity violation as defined herein. In other words, it does not matter if a student succeeds in carrying out any of the above violations—the fact that a violation was attempted is itself a violation of academic integrity.

Your Responsibilities
As a graduate student at ECU, it is your responsibility to read and understand the university’s policy on academic integrity. If you don’t understand the policy or its terms, it is your responsibility to seek answers to your questions. The full policy can be found at: [http://www.ecu.edu/cs-acad/fsonline/customcf/facultymanual/newmanual/part4.pdf](http://www.ecu.edu/cs-acad/fsonline/customcf/facultymanual/newmanual/part4.pdf)

In general, our courses require that you conduct scholarly research and writing using the APA Style Manual to properly cite sources and avoid plagiarism. If you have questions over whether work you will be submitting for a particular course will be considered plagiarized, you should work proactively by speaking with your professor regarding the assignment prior to submitting your work. Multiple submissions of any academic work without expressly granted authorization by the professor(s) receiving the later submission will be viewed as academic integrity violations. If you are working on an extended research project such as a Master’s thesis and wish to use work generated during your coursework, you must seek approval in writing from the chair of your Master’s thesis committee. If you are using work in a course that was generated from work in your thesis research you must receive the consent of the professor receiving the latter submission.
SOC Graduate Course Offerings

COMM 6000. Communication Theory (3) P: Admission to M.A. in communication or consent of graduate program director. Examination and analysis of principal communication theories, including interpersonal, intercultural, organizational, small group communication and media.

COMM 6030. Research Methods (3) P: Admission to M.A. in communication or consent of graduate program director. Qualitative and quantitative methodologies used in the field of communication.

COMM 6031. Communication Pedagogy (3) P: Admission to M.A. in communication or consent of graduate program director. Focuses on communication education, research, theory, and application.

COMM 6110. Media Effects (3) P: Admission to M.A. in communication or consent of graduate program director. Survey of psychological and sociological effects that media has on attitudes, knowledge, values and behaviors.

COMM 6120. Interpersonal Communication (3) P: Admission to M.A. in communication or consent of graduate program director. Impact of research and theory on academic and pragmatic issues in communication and relationships.

COMM 6124. Organizational Communication (3) P: Admission to M.A. in communication or consent of graduate program director. History of organizational communication with emphasis on current research and practice.

COMM 6131. Social Influence (3) P: Admission to M.A. in communication or consent of graduate program director. Examination and application of social influence communication theories, practices, effects and ethics.

COMM 6140. Special Topics in Communication (3) P: Admission to M.A. in communication or consent of graduate program coordinator. Examination of new or advanced topics in communication.

COMM 6141. Independent Study (3) P: Admission to M.A. in communication or consent of graduate program director. May be repeated for a maximum of 6 s.h. Directed study of communication research and practice.

COMM 6210. Media and Health Communication (3) P: Admission to M.A. in communication or consent of graduate program director. Theory and research of issues involving media and health.

COMM 6211. Health Communication Campaigns (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Focus on theory and skills needed to plan and execute health communication campaigns, including media analysis, message design, and research and assessment.

COMM 6220. Interpersonal Health Communication (3) P: Admission to M.A. in communication or consent of graduate program coordinator. Theories and practices in various health care contexts, with emphasis on relationships among patients and health care providers.

COMM 6221. Intercultural Communication in Health Contexts (3) P: Admission to M.A. in communication or consent of graduate program director. Intercultural communication theory and research as they apply to health contexts.

COMM 6222. Family Communication and Health (3) P: Admission to M.A. in communication or graduate certificate in health communication, or consent of graduate program director. Investigation of
communication among family members about practices that impact health and wellness. Includes family decision-making and interactions with health professionals.

COMM 6224. Communication and Health Organizations (3) P: Admission to M.A. in communication or consent of graduate program director. Analysis and practice of communication in health care settings.

COMM 6226. Communication Approaches to Health Advocacy (3) P: Admission to M.A. in communication or consent of graduate program director. Theories and practices of advocacy in health contexts.

COMM 6230. Introduction to Health Communication (3) P: Admission to M.A. in communication or consent of graduate program director. Introduction to the area of health communication covering interpersonal, organizational and media issues. *Scheduling varies.*

COMM 6240. Special Topics in Health Communication (3) P: May be repeated for maximum of 6 s.h. with change of topic. Admission to M.A. in communication or consent of graduate program director. Examination of new or advanced topics in health communication.

COMM 7000. Thesis (1-6) P: Admission to M.A. in communication or consent of graduate program director. May be repeated. May count a maximum of 6 s.h. toward the degree.

*Note:* Please consult the ECU Graduate Catalog for your respective year to obtain additional information about these and other graduate courses.
Guided Curriculum for Completing the M.A. in Communication

Sample Full Time One-Year Plan

Fall
COMM 6000: Communication Theory
COMM 6221: Intercultural Communication in Health Contexts or COMM 6224: Communication and Health Organizations or COMM 6226: Communication Approaches to Health Advocacy
Elective (3 s.h.): COMM 6131: Social Influence, COMM 6124: Organizational Communication, or COMM 6141: Independent Study
Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Spring
COMM 6030: Research Methods
COMM 6210: Media and Health Communication
COMM 6220: Interpersonal Health Communication
Elective (3 s.h.): COMM 6110: Media Effects, COMM 6120: Interpersonal Communication, or COMM 6141: Independent Study
Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Sample One and One-Half-Year Plan

Fall 1
COMM 6000: Communication Theory
COMM 6221: Intercultural Communication in Health Contexts or COMM 6224: Communication and Health Organizations or COMM 6226: Communication Approaches to Health Advocacy

Spring 1
COMM 6030: Research Methods
COMM 6210: Media and Health Communication
COMM 6220: Interpersonal Health Communication

Note: Prospective graduate teaching assistants (GTAs) should enroll in COMM 6031.

Summer
Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Fall 2
COMM 6221: Intercultural Communication in Health Contexts or COMM 6224: Communication and Health Organizations or COMM 6226: Communication Approaches to Health Advocacy
COMM 6131: Social Influence, COMM 6124: Organizational Communication, or COMM 6141: Independent Study
Elective: (3 s.h.) for Non-thesis Option or COMM 7000: Thesis (3 s.h.) for Thesis Option

Sample Two-Year Plan

Fall 1
COMM 6000: Communication Theory
COMM 6221: Intercultural Communication in Health Contexts or COMM 6224: Communication and Health Organizations or COMM 6226: Communication Approaches to Health Advocacy

Spring 1
COMM 6030: Research Methods
COMM 6210: Media and Health Communication or COMM 6220: Interpersonal Health Communication
Elective (3 s.h.): *Note:* Prospective graduate teaching assistants (GTAs) should enroll in COMM 6031.

**Fall 2**
COMM 6221: Intercultural Communication in Health Contexts *or* COMM 6224 Communication and Health Organizations *or* COMM 6226: Communication Approaches to Health Advocacy
Elective: (3 s.h.) for Non-thesis Option *or* COMM 7000: Thesis (3 s.h.) for Thesis Option

**Spring 2**
Elective: (3 s.h.)
Elective: (3 s.h.) for Non-thesis Option *or* COMM 7000: Thesis (3 s.h.) for Thesis Option

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**Sample Three-Year Plan**

**Fall 1**
COMM 6000: Communication Theory
COMM 6230: Introduction to Health Communication

**Spring 1**
COMM 6030: Research Methods
COMM 6210: Media and Health Communication *or* COMM 6220: Interpersonal Health Communication

**Fall 2**
COMM 6221: Intercultural Communication in Health Contexts *or* COMM 6224: Communication and Health Organizations *or* COMM 6226: Communication Approaches to Health Advocacy
Elective: (3 s.h.)

**Spring 2**
COMM 6210: Media and Health Communication *or* COMM 6220: Interpersonal Health Communication
Elective: (3 s.h.)

**Fall 3**
Elective: (3 s.h.) for Non-thesis Option *or* COMM 7000: Thesis (3 s.h.) for Thesis Option

**Spring 3**
Elective (3 s.h.) for Non-thesis Option *or* COMM 7000: Thesis (3 s.h.) for Thesis Option
Recommended Interdisciplinary Courses

Below is a list of units you might consider taking courses from outside of the School of Communication. Students may count up to six (6) hours of outside courses toward their degree. Three (3) semester hours (s.h.) may be at the 5000 - 7000 level; three (3) s.h. must be at the 6000 level or higher. Unless otherwise noted, the following courses are 3 s.h. each; however, in all cases, you should consult the ECU graduate catalog for your respective year to verify course information.

COLLEGE OF ARTS AND SCIENCES, THOMAS HARRIOT
Anthropology (ANTH)
Economics (ECON)
English (ENGL)
International Studies (INTL)
Psychology (PSYC)
Sociology (SOCI)

COLLEGE OF BUSINESS
Management (MGMT)
Marketing (MKTG)

COLLEGE OF EDUCATION
Educational Leadership (LEED)

COLLEGE OF HEALTH AND HUMAN PERFORMANCE
Exercise and Sports Science (EXSS)
Health (HLTH)

COLLEGE OF HUMAN ECOLOGY
Child Development and Family Relations (CDFR)
Nutrition Science (NUTR)
Social Work (SOCW)

INTERDISCIPLINARY PROGRAMS
Gerontology (GERO)
Public Health (MPH)

COLLEGE OF ALLIED HEALTH SCIENCES
Community Health (COHE)
Physician Assistant Studies (PADP)
Rehabilitation Studies (REHB)

COLLEGE OF NURSING
Nursing (NURS)
## SOC Graduate Faculty

<table>
<thead>
<tr>
<th>Graduate Faculty</th>
<th>Areas of Specialization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rebecca Dumlaoo</strong>, Professor</td>
<td>Family communication; communication and community engagement.</td>
</tr>
<tr>
<td>Ph.D., 1997, University of Wisconsin, Madison</td>
<td></td>
</tr>
<tr>
<td><strong>Cindy Elmore</strong>, Associate Professor</td>
<td>Journalism; journalist job satisfaction and turnover; gender differences in journalism content; and the military newspaper, the Stars and Stripes.</td>
</tr>
<tr>
<td>Ph.D., 2003, University of North Carolina, Chapel Hill</td>
<td></td>
</tr>
<tr>
<td><strong>Festus Eribo</strong>, Professor</td>
<td>International communication; media ethics; and press freedom.</td>
</tr>
<tr>
<td>Ph.D., 1989, University of Wisconsin, Madison</td>
<td></td>
</tr>
<tr>
<td><strong>John Howard</strong>, Associate Professor</td>
<td>Language and social interaction; institutional and mediated discourse; and organizational communication.</td>
</tr>
<tr>
<td>Ph.D., 2003, Bowling Green State University</td>
<td></td>
</tr>
<tr>
<td><strong>Glenn Hubbard</strong>, Assistant Professor</td>
<td>Broadcast journalism; converged journalism education; audio/video production-value effects; radio localism effects.</td>
</tr>
<tr>
<td>Ph.D., 2008, University of Tennessee, Knoxville</td>
<td></td>
</tr>
<tr>
<td><strong>Jin-Ae Kang</strong>, Assistant Professor</td>
<td>PR ethics &amp; social responsibility, PR leadership, international PR; health communication, health related crisis communication.</td>
</tr>
<tr>
<td>Ph.D., 2009, University of Alabama</td>
<td></td>
</tr>
<tr>
<td><strong>Linda Keana</strong>, Director; Professor</td>
<td>Health communication; campaign planning; and media effects.</td>
</tr>
<tr>
<td>Ph.D., 1998, University of Wisconsin, Madison</td>
<td></td>
</tr>
<tr>
<td><strong>Kris Kirschbaum</strong>, Associate Professor</td>
<td>Health communication; intercultural communication; interpersonal communication among medical providers; communication training to improve patient safety; mixed method research.</td>
</tr>
<tr>
<td>Ph. D., 2008, University of New Mexico</td>
<td></td>
</tr>
<tr>
<td><strong>Brain Massey</strong>, Associate Professor</td>
<td>Print, web, and multiplatform journalism; journalists’ job satisfaction; organizational change in the news industry.</td>
</tr>
<tr>
<td>Ph.D., 1997, Florida State University</td>
<td></td>
</tr>
<tr>
<td><strong>Cui Zhang Meadows</strong>, Assistant Professor</td>
<td>Public relations and new media, corporate reputation management, health communication, cognitive message processing.</td>
</tr>
<tr>
<td>Ph.D., 2013, The University of Alabama</td>
<td></td>
</tr>
<tr>
<td><strong>Aysel Morin</strong>, Associate Professor</td>
<td>Rhetoric; culture; political discourse; nationalism; and identity.</td>
</tr>
<tr>
<td>Ph.D., 2004, University of Nebraska, Lincoln</td>
<td></td>
</tr>
<tr>
<td><strong>Laura Prividera</strong>, Associate Professor</td>
<td>Gender and cultural communication; health communication; and communication pedagogy.</td>
</tr>
<tr>
<td>Ph.D., 2002, Bowling Green State University</td>
<td></td>
</tr>
<tr>
<td><strong>Keith Richards</strong>, Assistant Professor</td>
<td>Health communication; information seeking; prevention; and message design.</td>
</tr>
<tr>
<td>Ph.D., 2011 University of Connecticut</td>
<td></td>
</tr>
</tbody>
</table>
Soumitro Sen, Assistant Professor  
Ph.D., 2014, Purdue University  
Public Relations and social media, postmodern  
Public Relations, Global Public Relations, Health  
Communication, print and online news reporting.

Sachiyo Shearman, Associate Professor  
Ph.D., 2004, Michigan State University  
Culture and communication; conflict and  
negotiation; health communication; social  
influence; and diffusion of innovation.

Eric Shouse, Associate Professor  
Ph.D., 2003, University of South Florida  
Rhetorical and critical theory; and the role of  
humor and stand-up comedy in popular culture.

Deborah Thomson, Associate Professor  
Ph.D., 2005, University of North Carolina, Chapel  
Hill  
Rhetorical and critical theory; performance  
studies; media studies; health communication.

Mary Tucker-McLaughlin, Associate Professor  
Ph.D., 2010, University of South Carolina  
Television news representations of women;  
broadcast journalism; collective memory; mass  
communication.

Revised July 2015
APPENDIX A: SOC Graduate Program Forms

Relevant forms for the SOC graduate program begin on the following page. Complete these forms early and in their entirety to help ensure on-time graduation.
FORM 1A: Proposed Program of Study for the Thesis Option

I. _______________________, understand that the following constitutes the courses to be taken for my M.A. program.

(Print Your Name)

Note: Once approved, any deviation from this program, once approved, requires Form 2: Request to Modify Program of Study to be completed and submitted to the Graduate Program Director. This form is due by the official end of the first semester following the official enrolment in the program.

**THESIS OPTION**

**Communication Courses**
The core courses listed below are required, plus 9 credits from the following: COMM 6210, 6220, 6821, 6824, 6240.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 6000</td>
<td>Communication Theory</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 6030</td>
<td>Research Methods</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>COMM</td>
<td></td>
<td>3</td>
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<td>COMM</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elective Courses** (COMM or related area) 6-9 s.h.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 7000</td>
<td>Thesis (3 – 6 s.h.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL:** _______  Note: A minimum of 30 credit hours is required for the M.A.

Student’s signature _______ Date _______ Advisor’s signature _______ Date _______

Committee Member’s signature _______ Date _______ Committee Member’s signature _______ Date _______

Proposed date for thesis proposal defense:

Proposed date for thesis defense:

**APPROVED**

Graduate Program Director, SOC _______ Date _______
FORM 1B: Proposed Program of Study for the Non-thesis Option

I, ______________________________ , understand that the following constitutes the courses to be taken for my M.A. program.

(Print Your Name)

Note: Any deviation from this program, once approved, requires Form 2: Request to Modify Program of Study to be completed and submitted to the Graduate Program Director. This form is due by the official end of the first semester following the official enrolment in the program.

COMPREHENSIVE EXAMS OPTION

Communication Courses

The core courses listed below are required, plus 9 credits from the following: COMM 6210, 6220, 6821, 6824, 6240.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 6000</td>
<td>Communication Theory</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 6030</td>
<td>Research Methods</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>COMM</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Elective Courses (COMM or related area) 12 s.h.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
</table>

TOTAL: _______ Note: A minimum of 30 credit hours is required for the M.A.

________________________________________  ________________________  ____________
Student’s signature                         Date                         Advisor’s signature  Date

________________________________________  ________________________
Committee Member’s signature                Date                         Committee Member’s signature  Date

APPROVED

________________________________________
Graduate Program Director, SOC  Date
Graduate Handbook
ECU School of Communication

School of Communication
College of Fine Arts and Communication
East Carolina University

FORM 2: Request to Modify Program of Study

The following modifications are recommended in the master’s program of study for

______________________________________________.

Student (print name)

<table>
<thead>
<tr>
<th>Student’s signature</th>
<th>Date</th>
<th>Advisor’s signature</th>
<th>Date</th>
</tr>
</thead>
</table>

I. CHANGE IN ADVISOR OR COMMITTEE MEMBERSHIP (specify change and reason; signature of new advisor/member required)

Drop __________________________  Drop __________________________

   Print name

Add ___________________________  Add ___________________________

Reason __________________________  Reason __________________________

Signature of New Member

Signature of New Member

II. CHANGE IN COURSE REQUIREMENTS (specify changes)

Deletions Credits Additions Credits

_________ _______ ___________ _______

_________ _______ ___________ _______

III. CHANGE IN PROGRAM PLAN Change from ___________ option to ___________ option.

Proposed date for thesis proposal defense (for thesis option only):

Proposed date for thesis defense (for thesis option only):

APPROVED

Graduate Program Director, School of Communication Date
FORM 3: Assistantship Acceptance Form

Please check the appropriate space below regarding the graduate assistantship:

_____ I ACCEPT a graduate assistantship with the School of Communication for the upcoming academic year.

_____ I DO NOT ACCEPT a graduate assistantship with the School of Communication for the upcoming academic year.

Name (print) __________________________ Signature __________________________ Date ______________

Return form to:
Graduate Program Director
School of Communication
College of Fine Arts and Communication
102 Joyner East
East Carolina University
Greenville, NC 27858
FORM 4A: Request to Form a Thesis Committee

For the thesis option, M.A. students are required to select an advisor and three (3) committee members. One of the committee members must be from outside the School of Communication. All members must hold graduate teaching status with the university. Persons serving on the committee must be ECU faculty. This form should be completed no later than 20 credits into the program.

______________________________  ____________________________  ________________
Student's Name (Print)          Student’s Signature       Date

The following faculty members agree to serve on my Thesis Committee and I request that they be appointed.

______________________________  ____________________________  ________________
Thesis Chair (Print)            Chair’s Signature         Date

______________________________  ____________________________  ________________
Committee Member (Print)        Member’s signature        Date

______________________________  ____________________________  ________________
Committee Member (Print)        Member’s signature        Date

______________________________  ____________________________  ________________
Outside Committee Member (Print)Member's signature        Date

Proposed date for thesis proposal defense:

Proposed date for thesis defense:

APPROVED

________________________________________  ____________________________  ________________
Graduate Program Director, School of Communication   Date

________________________________________  ____________________________  ________________
Director, School of Communication          Date
FORM 4B: Request to Form a Comprehensive Exams Committee

For the Comprehensive Exams option, M.A. students are required to select an advisor and two (2) committee members, all of whom must be from the School of Communication. Persons serving on the committee must be ECU faculty. This form should be completed no later than 20 credits into the program.

<table>
<thead>
<tr>
<th>Student’s Name (Print)</th>
<th>Student’s Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

The following faculty members agree to serve on my Examining Committee and I request that they be appointed.

<table>
<thead>
<tr>
<th>Comprehensive Exams Chair (Print)</th>
<th>Chair’s Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Committee Member (Print)</th>
<th>Member’s signature</th>
<th>Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Committee Member (Print)</th>
<th>Member’s signature</th>
<th>Date</th>
</tr>
</thead>
</table>

APPROVED

<table>
<thead>
<tr>
<th>Graduate Program Director, School of Communication</th>
<th>Date</th>
</tr>
</thead>
</table>
FORM 5A: Approval of Thesis Proposal

Student ________________________ Date ______________
(Print)

___ Approve
___ Approve conditionally
___ Disapprove

__________________________
Chair’s Name (Print) 
Signature
Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________
Member’s Name (Print) 
Signature
Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________
Member’s Name (Print) 
Signature
Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________
Outside Member’s Name (Print) 
Signature
Date

Recommended revisions (for conditional approval only)
FORM 5B: Approval of Thesis / Comprehensive Exams

Student _____________________________________ Date ________________
(Print)

___ Approve
___ Approve conditionally
___ Disapprove

__________________________ __________________________
Chair’s Name (Print) Signature Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________ __________________________
Member’s Name (Print) Signature Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________ __________________________
Member’s Name (Print) Signature Date

___ Approve
___ Approve conditionally
___ Disapprove

__________________________ __________________________
Outside Member’s Name (Print) (thesis option) Signature Date

Note: In the event of a conditional approval, the committee chair and committee members should discuss another form of reevaluation such as revisions and/or oral examinations.
APPENDIX B: Professional Development

Submitting a Competitive Paper
Participating in scholarly activities, such as attending and presenting papers at professional conferences, is an important part of graduate students’ lives. There are many professional organizations at which graduate students can showcase their intellectual work. Some of these organizations are national, such as National Communication Association (NCA); some are regional, such as Central States Communication Association (CSCA) and Southern States Communication Association (SSCA); some are local, such as North Carolina Communication Association; and some are international, such as International Communication Association (ICA). Almost all national, regional and international communication associations organize annual conferences. If you wish to present a paper at these academic conferences, you should start by visiting the websites of these organizations and reading their “Call for Papers.”

Read the “Call for Papers:” Following the annual conference, every organization announces the new “conference theme” for the next year’s meeting and issues a “Call for Papers.” Different disciplines and conferences may have different procedures to follow. However, you can always find all the necessary information on deadlines, procedures, and guidelines about submitting a paper in the “Call for Papers” document.

Choose the Appropriate Interest Group: Professional organizations almost always have different interest groups within them. Before submitting, you need to decide within which interest group in the organization your paper should be considered and reviewed. You should keep in mind that submitting the same paper to more than one interest group is unethical and usually prohibited. Also, papers submitted to conferences should be original work for that conference, not in press or published at the time of submission.

Prepare a Title Page and an Abstract: Many organizations accept and sometimes require electronic submissions. However, some organizations still require hardcopy submissions. Papers, whether mailed through snail-mail or uploaded electronically, should contain a separate title page and a 150-250 word abstract. The title page of the paper should have a full citation: title, name, institution, address, phone number, e-mail address, conference, history of the paper, acknowledgments. The rest of the document should not include any information about the author or his/her institution. This is important to secure a blind-review process.

Identify Student and/or Debut Papers: Most academic organizations treat student papers differently. Hence, when submitting your paper, you should indicate on the upper right-hand corner of each title page that it is a "student paper." Also, if you have never presented a paper at a professional conference before, you should write the word "Debut Paper" on the upper right hand corner of title page (see "Call for Papers" for instructions on this).

Send the Paper: The due date for papers is strictly enforced. Send your paper to the Interest Group indicated in the "Call for Papers" or upload it through the organization’s website. If you are submitting your paper using traditional methods (i.e., mailing in hardcopies) remember to include a “cover letter.” Usually, the “Call for Papers” will specify how many copies you need to send and any other pertinent information.

Await Notification of Acceptance: If the paper is accepted, you will be notified by mail or e-mail, usually about eight to twelve weeks after your submission. Conference organizers will group three to five papers into thematic panels and let you know the title of your panel, the name of the respondent and how long you will have to present the paper at the conference.
Revise and Edit the Paper: After your paper is accepted, you may have a chance to edit or revise your paper, if you wish, and send it to the respondent. If you wish to edit your paper before your respondent sees it, then do so early. Usually the edited version of the paper must be sent to the respondent 4-5 weeks before the conference. If you do not wish to revise or edit your paper before the conference, your respondent will respond to the earlier version of the paper you submitted.

Bring Copies of the Paper to the Conference: There will always be people interested in obtaining a copy of your paper. Thus, remember to bring multiple copies of the paper to the conference. Make sure to attach a full title page to each copy.
Sample Cover Letter for Paper Submissions

Dr. John Doe
Chair, Health Communication Interest Group
Western States Communication Association
Department of Communication
University of Northern Stars
Anyville, AA XXXXX

September 1, 2007

Dear Dr. Doe,

Enclosed please find five copies of my manuscript entitled, "The media influences on health care systems" for consideration for the Health Communication Interest Group of the Southern States Communication Association 2007 Conference in New Orleans, LA. Thank you for considering my manuscript.

Sincerely,

Jane D. Gradstudent

Department of Communication Studies
East Carolina University
(XXX) XXX-XXX (office phone)
(XXX) XXX-XXX (department phone)
(XXX) XXX-XXX (home phone)
email: jdgrad@ecu.edu
Submitting a Conference Panel

You may also consider submitting a panel proposal to a conference instead of a paper. Generally, a panel submission has a better chance of acceptance. However, putting together a successful panel requires a careful planning and it takes time. Start putting the panel together at least a month before the deadline.

**Topic:** First determine a topic, which will fit well with the conference theme of that year. Look at the organizations website. Visit the web pages of various interests groups within that organization and read their “Call for Papers.” Think about your interest areas, the papers you have worked on recently and try to determine which one of those papers would best fit with the conference theme.

**Presenters:** After determining the topic, begin to consider possible panelists who might want to contribute to your panel. You can either ask your friends and professors who are interested in participating in your panel to send you the abstract of their papers, or announce your panel topic in professional bulletin boards, networks, or mailing lists (such as crtnet) and look for other participants. Either way, it is always a good idea to contact the potential panelists early. Established scholars are usually asked to be on numerous panels either as chairs or respondents. Your friends and professors, on the other hand, might need some time to think about it.

Traditional panels have a chair, four presenters, and a respondent. But more interactive panels providing discussion among panelists may have fewer people.

The panel chairs introduce panelists, facilitate the session, and time presentations. Invite someone to chair the panel. Avoid picking your panel chair among the presenters.

Some panels do not include a respondent. Consider inviting a respondent to your panel if you are sure that all the papers will be completed ahead of time. Responders need time to read and comment on your papers. Select a respondent who has expertise in the topic area. Do not hesitate to ask established scholars to act as respondents to your panel. If they have time most would be happy to contribute.

**Submission:** The “Call for Papers” document is the main source of information for the conference. Read this document carefully and follow all the guidelines. Choose an appropriate division or interest group within the organization to submit your panel. Never submit the same panel to more than one conference and Interest Group within the organization. Also include only original work/papers on your panel. You should not present the same paper more than once. Also, you should not present an already published paper.

**Proposal:** Follow the guidelines stated in the “Call for Papers” carefully while putting together your panel proposal. Pick a descriptive title for your panel. Include a strong rationale for the panel theme and the papers which will be presented on the panel. Explain how your panel fits into the general theme of the conference. Include the names and contact information for all panelists. Make sure to include the name and contact information of the panel organizer. Send a copy of the proposal to all the panel contributors. Send the original copy of the proposal to the chair of the interest group. The chair of the interest group will contact the panel organizer when or if the panel is accepted. It is the submitter’s responsibility to communicate with the panelists in a timely way.

**Sending the papers to the respondent:** The panel submitter must ensure that the respondent receives copies of completed papers in a timely manner. Consult your respondent to establish the deadline. Usually responders would like to see the complete papers at least 4-5 weeks before the conference, so they have enough time review the papers and prepare their responses. Communicate the deadline to your presenters in advance. Some presenters might have complete papers at the time you submit the panel proposal, but most will start writing their papers only after the panel is accepted. Give them enough warning by letting them know when the papers will be sent to the responder.
Reminders: Remember to send a reminder about a week before the conference to your panelists. An e-mail reminder will be acceptable. In your e-mail, state the date, time, and room where the panel will take place and any other necessary information.

Thank you letters: Remember to send thank you letters to your panel participants and especially to your respondent.
Sample Panel Proposal

New Developments in Collective Identity: Rhetorical Identities

Panel Organizer: Aysel Morin, East Carolina University
Respondent: David Worthington, DePauw University

Description:
The panel will focus on the theoretical issues surrounding collective identity and introduce new perspectives/methodologies to study the rhetorical construction of collective identity. Niki L. Young will provide a review of the literature; Whitney Aspach will argue for the necessity of employing multiple perspectives; Leslie Reynard will discuss the rhetorical evolution of identity; and Aysel Morin will explore the theories of nationalism and the rhetorical conceptualization of nationhood.

Rationale:
As panelists will argue, identity is a complex and fluid concept. It is a site of struggle. Identity can separate or unite people. It can highlight or undermine differences. It can provide harmony and peace or it can be the source of conflict, war, racism, sexism and prejudice. Identity can legitimize or deligitimize power. It can provide the spark for a social movement or mark the end of it. Identity is constantly negotiated and re-negotiated within the frameworks of ever-changing needs, power, power structures and ideologies. Hence studying identity and the process of identification requires multiple, complex and ever-evolving methodologies and perspectives.

Identity is a fundamental human need. It cuts across the boundaries of many disciplines in social sciences. Assessing the contribution of the communication discipline to identity studies and determining where we are and where we can go is crucial for a conference concerned with the health of our discipline. It is important for communication scholars to discover the points of intersection and overlap among various theories and approaches to identity and develop new ways of exploring it.

The goal of our panel is to provide a discussion platform within which the classical approaches to collective identity are reviewed and the new approaches are introduced. We hope that this panel will help further our discussion on the health of our discipline by giving us a chance to assess our accomplishments as a discipline in the area of collective identity, and explore possible new directions.

Chair: Aysel Morin, East Carolina University

“Trans/forming Collective Identity,” Niki L. Young, California State University, Stanislaus

“Uniting Macro and Micro-Level Analytical Perspectives.” Whitney Anspach, University of Washington.

“From Community to 'Communitas': Deconstructing American Identity within the Global Village.” Leslie Reynard, Southern Illinois University at Edwardsville


PRESENTER’S ABSTRACTS: ATTACHED

1 This panel proposal was accepted by NCA in 2005.
Submitting a Paper for Publication

Publishing your papers in scholarly journals is another way to introduce yourself and your work to others in your discipline. There are a number of scholarly journals in the communication discipline you can consider as potential outlets for your scholarly work. Some of these journals are specifically designed to publish graduate students’ work. Some of them are professional outlets for academicians. Both types of journals accept submissions from graduate students. However, the professional scholarly journals tend to be more competitive and their acceptance rates tend to be low. You can find a list of possible journals in the following pages.

Submitting a paper to a journal for publication is as easy as submitting a paper to a conference. The first step in the submission process is determining the journal. Journals have specific requirements ranging from the style to topics. You should never submit your paper to a journal before reading that journal’s “Call for Papers” and its editorial policy. You can find both of these documents published on the first pages of the journal and also on the journal’s website. You should always closely follow ALL the instructions provided for authors on these documents and prepare your paper accordingly.

Always keep in mind that submitting the same paper simultaneously to more than one journal is unethical. The paper should be an original work. It should not be in press or under review for another journal at the time of the submission.

Prepare A Title Page and an Abstract: Some journals accept electronic submissions. However, most still require hardcopy submissions. Papers, whether submitted through snail-mail or uploaded electronically, should contain a separate title page and a 150-250 word abstract. The title page of the paper should have a full citation: title, name, institution, address, phone number, e-mail address, history of the paper, and acknowledgments. The rest of the document should not include any information about the author or his/her institution. You can find the necessary information on where, to whom and how many hard and electronic copies of your paper should submitted on journals editorial page and the “Call for Papers.”

Write a Cover letter: Address the letter to the editor of the journal. Be brief in your cover letter. State the title of your paper and the journal. In one or two sentences summarize your study and explain how you think the manuscript fits with journal’s goals and scope. (See attached for a sample cover letter.)

Send the Paper: Journal editors are elected to serve for a certain period of time—typically for three years. Thus the name and address of the journal editors and their editorial policies change frequently. Make sure that you have the latest “Call for Papers,” and the correct name and address for the journal editor before mailing your paper.

Await Notification: If the editor thinks your paper is good enough to be considered, he or she will send it out for a blind review. Blind review process may take anywhere between two to six months. Be patient. If you do not hear anything from the editor after three months, do not hesitate to contact him/her. If your paper is accepted for publication, you will be notified by mail.

You can expect three different responses from the editors. They may accept or reject your paper, or request revisions. If you receive a rejection letter, do not get discouraged. Read the comments you received from the reviewers, try to improve your manuscript and send it to another journal. If you receive a “revise and resubmit” request, then revise your paper as soon as you can and send it back to the same journal.

Good luck in your academic studies!
Sample Cover Letter for Submitting a Paper for Publication

Dr. John Doe  
Professor and Chair  
Department of Communication Studies  
Box: XXXXX  
University of Northern Stars  
Anyville, AA XXXXX  

February 23, 2007  

Dear Dr. Doe  

Enclosed please find two hard copies and one electronic copy of my manuscript entitled, “Being Muslim in a Public School.” The paper discusses how “in-between-ness” becomes a part of the identities and communicative patterns of young Muslim women both in and outside of the school life in the U.S. I believe the study makes a meaningful contribution to our discipline, especially to intercultural communication research. Thank you for considering this manuscript for publication in the Journal of Intercultural Communication.

Sincerely,

Jane Doe  
East Carolina University  
School of Communication  
JE XXXX  
Greenville, NC, 27858  
E-mail: jdoe@ecu.edu
APPENDIX C: Scholarly Journals in Communication, Media, Health, and Related Fields

A
Advances in the History of Rhetoric
Advertising in Asia: Communication, Culture, & Consumption
Africa Media Review
African American Communication & Identities: Essential Readings
AIM Report – Accuracy in Media
American Communication Journal
American Journal of Health Studies
American Journal of Public Health
American Journal of Semiotics, The
American Journalism
American Journalism Review
Annual Review of Public Health
Applied Communication Research
Applied Environmental Education and Communication
Applied Semiotics
Argumentation
Argumentation and Advocacy
Argumentative & Alternative Communication
Asian Journal of Communication
Atlantic Journal of Communication
Australian Journal of Communication

B
Basic Communication Course Annual
Between Communication & Information – Information & Behavior
Black Film Review
Business Communication Quarterly
Business Communications Review
Business Communicator

C
Canadian Journal of communication
Carolina Communication Association Annual
CBQ – Communication Booknotes Quarterly
Central States Speech Journal
College Composition and Communication
College English

Columbia Journalism Review
Communication
Communication Abstracts
Communication and Critical/Cultural Studies
Communication Arts
Communication Currents
Communication Education
Communication Educator
Communication Law and Policy
Communication Monographs
Communication Quarterly
Communication Reports
Communication Research
Communication Research Reports
Communication Research Trends
Communication Review
Communication Studies
Communication Teacher
Communication Theory
Communication World
Communication Yearbooks
Communicator
Communications – Paris
Communications and the Law
Continuum: Journal of Media and Cultural Studies
Controversia
Convergence: The Journal of Research into New Media Technologies
Corporate Reputation Review
Critical Discourse Studies
Critical Inquiry
Critical Studies in Mass Communication
Critical Studies in Media Communication
Critical Studies
CTheory
Cultural Studies

differences
disCLOsure
Discourse – Journal for Theoretical Studies in Media and Culture
Discourse Processes
Discourse and Society
Discourse Studies
Drama Review, The
E
Edge, The
Education, Communication & Information
Educational Media International
Electronic Journal of Communication
Electronic Journal of Mass Communication Research
EME: Explorations in Media Ecology
Enculturation
Encyclopedia of Television News
Environmental Communication Yearbook
Equid Novi
ETC: A Review of General Semantics
European Journal of Communication
European Journal of Communication Research
European Journal of Cultural Studies
European Journal of English Studies
European Journal of Marketing
European Journal of Public Health
European Journal of Social Psychology
European Journal of Women’s Studies
Explorations of Media Ecology

F
Facing Difference: Race, Gender, & Mass Media
Families, Systems, & Health
Family and Community Health
Federal Communications Law Journal
Feminist Media Studies
Feminist Studies
Film Comment
Film Culture
Film History
Film & History
Film Quarterly
Films in Review
First Monday
Flow
Forensic of Pi Kappa Delta
Free Speech Yearbook
Functions of Language

G
Gazette: International Journal for Communication Studies
Gender & Education
Gender & Society
Global Media and Communication
Global Media Journal
Group & Organization Management
Group Communication
Group Processes & Intergroup Relations

H
Handbook of Media & Communication Research
Handbook of Qualitative Methodologies for Mass Communication Research
Harvard International Journal of Press/Politics
Harvard Management Communication Letter
Hastings Communications & Entertainment Law Journal (Comm/Ent)
Health Communication
Health Education
Health Education & Behavior
Health Education Research
Health Policy and Planning
Health Promotion International
Health Promotion Practice
Health Psychology
Historical Journal of Film, Radio & Television
History of Mass Media in the United States
History of the Mass Media in the United States: An Encyclopedia
Homiletic
Howard Journal of Communications
Human Communication Research

I
IEEE Communications Magazine
IEEE Transactions on Broadcasting
IEEE Transactions on Communications
Imperium
Improvements in Speech Synthesis
Indian Journal of Applied Linguistics
Information, Communication & Society
Information & Communications Technology Law
Information Design Journal
Information Economics & Policy
Information Society, The
InterMedia
International Communication Bulletin
International Communication Gazette
International and Intercultural Communication Annual
International Development
International Education
International Journal of Advertising
International Journal of Applied Semiotics
International Journal of Communication
International Journal of Communications Law and Policy
International Journal of Conflict Management
International Journal of Cultural Studies
International Journal of Health Communication
International Journal of Humor Research
International Journal of Intercultural Relations
International Journal of Listening
International Journal of Media and Cultural Politics
International Journal of Public Opinion Research
International Journal of Public Relations Research
International Journal of Psychology
International Journal of Sociology
International Journal of Technology and Human Interaction
International Journal of the Sociology of Language
International Relations
Internet Research
Interpersonal Communication
Introduction to Communication Studies
Iowa Journal of Communication

J
JCOM: Journal of Science Communication
JMM: The International Journal on Media Management
Journal for Language and Intercultural Communication
Journal for the Study of Rhetorical Criticism of the New Testament
Journal of Advertising
Journal of Advertising History
Journal of Advertising Research
Journal of African Communications
Journal of African Languages & Linguistics
Journal of American Culture
Journal of Applied Communication Research
Journal of Applied Linguistics
Journal of Asian Pacific Communication
Journal of Asian Pacific
Journal of the Association for Communication Administration
Journal of Basic Writing
Journal of Broadcasting
Journal of Business Communication
Journal of Broadcasting & Electronic Media
Journal of Business and Technical Communication
Journal of Communication
Journal of Communication Inquiry
Journal of Communication & Religion
Journal of Conflict Resolution
Journal of Computer-Mediated Communication
Journal of Contemporary Ethnography
Journal of Cross-Cultural Psychology
Journal of Development Communication
Journal of Diplomatic Language
Journal of Educational Media
Journal of Educational Television
Journal of Electronic Publishing
Journal of Environmental Health
Journal of Family Communication
Journal of Film and Video
Journal of Gender Studies
Journal of Global Mass Communication
Journal of Health Communication
Journal of Immigrant Health
Journal of Intercultural Communication
Journal of International Communication
Journal of International Women’s Studies
Journal of Language, Identity and Education
Journal of Language and Politics
Journal of Language and Social Psychology
Journal of Marketing
Journal of Marketing Communications
Journal of Marketing Research
Journal of Marriage and Family
Journal of Mass Media Ethics
Journal of Media and Religion
Journal of Media Economics
Journal of Medical Internet Research
Journal of Memory and Language
Journal of Newspaper and Periodical History
Journal of Nonverbal Behavior
Journal of Personality and Social Psychology
Journal of Popular Culture
Journal of Popular Film and Television
Journal of Public Health
Journal of Public Health Policy
Journal of Public Relations Research
Journal of Radio Studies
Journal of Religion and Film
Journal of Religion and Popular Culture
Journal of Sex Research
Journal of Social and Personal Relationships
Journal of Social and Political Thought
Journal of Social Psychology
Journal of Technical Writing and Communication
Journal of the European Institute for Communication and Culture
Journal of the Northwest Communication Association
Journal of the Association of Communication Administration
Journal of Visual Literacy
Journal of Web Site Promotion
Journalism
Journalism and Mass Communication Education
Journalism and Mass Communication Quarterly
Journalism and Communication Monographs
Journalism Bulletin
Journalism Educator
Journalism History

Journalism Monographs
Journalism Quarterly
Journalism Review
Journalism Studies
Journalism: Theory, Practice, & Criticism

K
KAIROS
KB Journal (Kenneth Burke Journal)
Kentucky Journal of Communication
Kaleidoscope: A Graduate Journal of Qualitative Communication Research

L
Language Arts
Language Assessment Quarterly
Language & Cognitive Processes
Language & Communication
Language, Culture & Curriculum
Language & Education
Language in Society
Language and Speech
Language & Intercultural Communication
Language Learning
Language Learning & Development
Learning, Media & Technology
Liminalities: A Journal of Performance Studies
Listening – Journal of Religion and Culture

M
Management Communication Quarterly
Marketing Science
Mass Comm Review
Mass Communication Review Yearbook
Mass Communication & Society
M/C Journal: A Journal of Media and Culture
Media
Media and Gender Monitor
Media Asia
Media, Culture & Society
Media Development
Media History
Media History Digest
Media History Monographs
Media Information Australia
Graduate Handbook
ECU School of Communication

Media International Australia
Media International Australia Incorporating
   Culture & Policy
Media Literacy in the Information Age -
   Information & Behavior
Media & Power
Media & Methods
Media Psychology
Media Studies Journal
Media Tenor International
Men and Masculinities
Modern Language Review
Multilingua – Journal of Cross Cross-
   Cultural and Inter-language
   Communication

N
National Forensic Journal
New Cinemas: Journal of Contemporary
   Film
New Jersey Journal of Communication
New Media & Society
News Media & the Law
News Photographer
Newspaper Research Journal
North Dakota Journal of Speech & Theatre

O
Ohio Communication Journal
Organization
Organization Studies
Other Voices

P
Pacific Journalism Review
Peace and Conflict Studies Journal
Personality & Social Psychology Review
Personal Relationships
Philosophy & Rhetoric
Political Communication
Political Communication & Persuasion
Politics & the Press
Popular Communication
Popular Music & Society
Pre/Text: An Interdisciplinary Journal of
   Rhetoric
PR Reporter
Profiles in Journalistic Courage - Media
   Studies
Progress in Communication Sciences
Psychological Bulletin
Psychology & Marketing
Public Opinion Quarterly
Public Relations Journal
Public Relations Quarterly
Public Relations Review

Q
Qualitative Inquiry
Qualitative Research Reports in
   Communication
Quarterly Journal of Public Speaking
Quarterly Journal of Speech
Quarterly Journal of Speech Education
Quarterly Review of Film & Video

R
Race, Gender, & Class
Racial and Ethnic Studies
Radio Journal: International Studies in
   Broadcast & Audio Media
Radio & Television
Regent Online Journal of Communication
Religion & Mass Media: Audiences &
   Adaptations
Religious Communication Today
Reporting for Journalists
Research in Language and Social Interaction
Review of Communication
Rhetor
Rhetoric
Rhetoric & Public Affairs
Rhetoric Review
Rhetorica
Rocky Mountain Communication Review
RSQ: Rhetoric Society Quarterly

S
Science
Seminars in Speech & Language
Semiotica
Sex Roles
Signs
Small Group Research

37
**Social Behavior & Personality: An International Journal**

**Social Cognition**

**Social Influence**

**Social Semiotics**

**South African Journal for Communication Theory and Research**

**Southern Communication Journal**

**Southern Speech Journal**

**Southwestern Mass Communication Journal**

**Speech Communication**

**Speech Teacher**

**Speech Monographs**

**Speech Education**

**Studies in Communication**

**Studies in Communication Science**

**Studies in Language**

**Studies in Hispanic Cinema**

**Study of Discourse**

**Successful Professor, The**

**Switch Journal**

**Symbolic Interaction**

**Talking Difference: On Gender & Language**

**Technical Communication**

**Technical Communication Quarterly**

**Technology and Culture**

**Telecommunications Policy**

**Telecommunications & Space Journal**

**Television**

**Television & New Media**

**Television Quarterly**

**Texas Speech Communication Journal**

**Text: An Interdisciplinary Journal for the Study of Discourse**

**Text and Performance Quarterly**

**Text and Talk**

**Theatre Topics**

**Theory Culture and Society**

**Translation Journal**

**Trends in Communication**

**Velvet Light Trap: A Critical Journal of Film & Television**

**Visual Cognition**

**Visual Communication**

**Visual Communication Quarterly**

**Washington Journalism Review**

**Western Journal of Communication**

**Western Journal of Speech Communication**

**Western Speech**

**Western Speech Communication**

**Women in Communication: A Biographical Sourcebook**

**Women & Language**

**Women & Language News**

**Women’s Health International**

**Women’s Studies**

**Women’s Studies Quarterly**

**Women’s Studies in Communication**

**Word and Image**

**World Communication**

**Written Communication**

**Y**

**Youth & Society**