

Manship School of Mass Communication

July 2021

by an oral examination (defense).

The exam consists of essay questions that motivate students to bring together and interrelate the skills and understandings derived from the required and elective courses and other educational experiences undertaken in the Manship School. The exam will cover the topics from the four MMC core courses (MC 7001/7002/7005/7021) and topics from two electives courses. Students will select a Graduate Advisory Committee. The committee members will create exam questions for the written portion, as well as conduct the oral defense afterwards. The examination is one way of completing the requirements for the MMC degree. Students may complete a thesis or a professional project, rather than the comprehensive examination.

The exam is taken by students only after all course work is completed (or at the end of their last semester). Students are not permitted to take part of the exam at one time and another part later. Questions from the comprehensive exam will be written by the student's graduate

The comprehensive exam is appropriate for students who plan professional careers in advertising, public relations, journalism, political communication or other areas of industry practice. It is not recommended for those who expect to enroll in doctoral programs.

Although a lengthy examination may seem a major hurdle, it is little different in principle from the essay exams that students routinely take in advanced courses. The two parts (morning and afternoon) break the examination into distinct areas of study. Taking the comprehensive exam is quite similar to taking six substantial final examinations. The written exam is followed within two weeks by an oral examination, in which the student may clarify the answers given during the written exam and address the questions of the examining committee.

Students who choose to take the comprehensive examination must plan carefully. It is a professional

project. Students who elect this option must take additional elective courses beyond what is required. In other words, students taking the comprehensive examination will take a total of 12 hours of elective courses, compared to 6 credit hours o

The afternoon session is devoted to the various professional areas of concentration and
7 problem in professional communication

The way to

5. Keep textbooks that were used in your courses and review the major issues that they explain well in advance of the examination.
6. * * * * * recommended by the faculty from whom you have taken courses. These should be part of your personal professional library in any case.
7. One major difference between a very impressive answer to a question and one that is * * * * * source of a major idea, concept, theory or strategy, as opposed to merely describing it. Thus, preparation of note cards or other summaries of major ideas and where they came from is an invaluable aid to preparation.
8. The key to gaining a command of a complex body of material is to write summaries of major ideas. Writing such summaries helps to embed the knowledge in memory.
9. Well-prepared summaries, written by you on cards, a notebook or a computer, are the best basis for study in the days just before the examination.
10. k * * * * * and rest thoroughly. If you do not know the material by now, it is too late!

The comprehensive examination is administered at the end of the fall and spring semesters (and before the start of final exams). The student exam committee will determine * * * * * the Associate Dean for Graduate Studies. Students must request permission to take the

comprehensive examination at the beginning of the semester in which they expect to take the exam. Please note the Graduate School deadlines for this, which are typically during the first two weeks of the semester. The LSU Graduate School form used to request permission is called

Request for Masters Defense and Degree Audit for Enrolled Students Forms

you can find the form at https://www.lsu.edu/graduateschool/files/enrolled-student-forms/rqst_for_masters_defense_and_degree_audit.pdf

The form requires the signature of the committee chair, the Associate Dean for Graduate Studies and the Graduate School Dean. If more than one student per semester is taking the comprehensive exam, the committees and the Associate Dean may opt to have the exams occur on the same date/time.

The examination consists of 2 four-hour sessions (typically 8am-12pm and 12:30pm-4:30pm) separated by a 30-minute break. Students are not permitted to bring any materials into the examination room. Students will take the exam in a pre-determined location at the Manship School, and use a computer supplied by the Manship School. The computer will have no access to the Internet. The School will provide students, at the time of the exam, with a portable USB drive that they can use to save their answers and submit to the committee at the end of the process.

The morning session covers most of the required core courses taken by all students in the program:

- MC 7001 Research Methods in Mass Communication
- MC 7002 Mass Communication Philosophy and Principles
- MC 7021 Mass Communication Theory

The afternoon session covers any remaining required core courses and courses in the MC track such as public relations, advertising, journalism, political communication, etc. For example, these courses may include:

MC 7005 Public Opinion

-AND-

Two MC track or elective courses

Generally, students may expect three essay questions in the morning session, and three in the afternoon. If that is the case, students should assume they have approximately one hour to answer each question. However, students may also receive a case study followed by several specific questions, or other type of exam question or format.

During the written exam, be sure to save work frequently during the exam period to avoid the loss of any work in the event of a problem, power disruption, etc.

The oral examination must be scheduled within two weeks of the written examination.

Questions can be addressed to the Chair of the comprehensive examination committee or to the Associate Dean for Graduate Studies, Dr. Yongick Jeong.

You must request permission to take the comprehensive examination from the Associate Dean for Graduate Studies no later than the beginning of the semester in which you expect to take the examination, and notify the Chair of the examination committee of your intention to take the exam. In addition, a Request for Final Examination must be submitted to the Graduate School

Please note: If any degree requirement is not satisfied by your courses and any approved petitions, you will not be permitted to take the comprehensive examination. Petitions to waive or substitute courses must have been approved prior to the exam. You must also complete all forms for graduation and submit them to the Graduate School by the appropriate deadlines.