

seek

University of Florida
College of Journalism and Communications



Doctoral

The UF doctoral program was an investment in myself and my dreams. The challenges were great, but the rewards so much greater: amazing faculty and mentors, friends, opportunities, and ultimately a position working for the National Cancer Institute, a federal agency whose mission I am passionate about fulfilling, and living in Washington DC, one of the most vibrant and exciting cities in the world.

—PAULA RAUSCH, NIH, Ph.D. 2010

Doctoral Degree

Doctoral programs in mass communication prepare students to teach at colleges and universities; conduct research for the academic body of learning and for organizations in advertising, journalism, public relations, telecommunication and other mass communication fields; and consult, conduct research and contribute to policy in government and private organizations.

The University of Florida's Ph.D. program in mass communication, a part of UF's College of Journalism and Communications, is among the nation's best. An objective analysis of the quality of communication doctoral programs in the United States published in the *Journal of Communication* ranked UF's program sixth out of 91 programs in the nation. The study assessed program quality by using objective and quantifiable indicators. The measures emphasized both the number and quality of programs that hired new Ph.D.s from each institution.

UF students have consistently won top research paper awards at conferences such as the Association for Education in Journalism and Mass Communication. Fellowships and assistantships are available to graduate students including the prestigious University of Florida Graduate School Fellowship that provides fee waivers and \$25,000 annual stipends.

The College supports several facilities for graduate students including a research laboratory that is equipped with a projection screen, digital recording devices, IP phones and desktop and laptop computers; the laboratory also provides a full range of research software. In addition, graduate students utilize the equipment available in the Center for Media Innovation + Research, a premier center that utilizes advanced digital technology to train students on all multimedia platforms and prepares them to work in the ever-changing world of journalism and communications.

Admission standards & degree requirements

Every application is considered in its entirety. The Graduate School, University of Florida, requires both a minimum grade average of B for all upper-division undergraduate work and a minimum verbal-quantitative total score on the GRE. Direct admission to the Graduate School's doctoral program is dependent upon presentation of a master's degree from an accredited college or university. More information,

including TOEFL requirement, is available on the College's website at <http://www.jou.ufl.edu/grad/phd.asp> and the University's Graduate Catalog at <http://gradschool.ufl.edu/students/catalog.html>.

Admission to the doctoral program is determined by several factors beyond the application material including space availability, financial availability and supervisory availability particularly in specialized areas. The doctoral degree requires 90 credit hours past the bachelor's degree, completion of oral and written examinations, and successful oral defense of a doctoral dissertation.

Curriculum

A Ph.D. student's program of study is tailored to serve the individual with emphases built around the following concentrations: media law, public relations, advertising, new technology and policy, international and cross-cultural communication, media economics and policy, science/health communication and mass communication.

Distribution requirements are designed to encourage depth and breadth of knowledge. Five types of courses are required: (a) mass communication core courses, (b) specialization courses, (c) methodological courses, (d) supporting courses, and (e) dissertation research. A program of study, the heart of the degree plan, is determined individually for each student under the guidance and with the approval of a supervisory committee chaired by the student's academic adviser.

UF alumni spotlight

The College's doctoral alumni are employed in universities and colleges around the world and regularly consult with companies and associations throughout many disciplines. These include:

- Matthew D. Bunker, Ph.D. 1993, Reese Phifer Professor of Journalism, University of Alabama
- Colleen Connolly-Ahern, Ph.D. 2004, associate professor, Penn State University
- M. Gigi Durham, Ph.D. 1990, associate professor, University of Iowa
- Michael Hoefges, Ph.D. 1998, associate professor, University of North Carolina, Chapel Hill
- Jangyul Robert Kim, Ph.D. 2006, assistant professor, Colorado State University
- Emel Ozdora, Ph.D. 2009, communications assistant, UNICEF Turkey
- Paula Rausch, Ph.D. 2010, communications program manager, National Cancer Institute, NIH

UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and master's and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities.

University of Florida

The University of Florida is a major, public, comprehensive, land-grant, research university. The state's oldest and most comprehensive university, UF is among the nation's most academically diverse public universities. UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belongs to the Association of American Universities. With more than 50,000 students, UF is now one of the largest universities in the nation.

UF has a 2,000-acre campus and more than 900 buildings (including 170 with classrooms and laboratories). The northeast corner of campus is listed as a Historic District on the National Register of Historic Places. The UF residence halls have a total capacity of some 7,500 students and the five family housing villages house more than 1,000 married and graduate students.



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