Welcome

Whether you’re an industry professional seeking new skills or a recent undergraduate pursuing advanced study, the Master of Arts program in Central Michigan University’s School of Broadcast and Cinematic Arts will serve your needs.

The program helps students develop high-level professional expertise and analytical perspectives through a variety of learning experiences. Students can specialize in one of four concentrations:

- Electronic Media Studies
- Electronic Media Management
- Film Theory and Criticism
- Electronic Media Production

Graduate classes are generally small, which provide opportunities for extensive interaction with graduate students and knowledgeable faculty. Many students also take advantage of multidisciplinary studies that include courses taken outside of the school, especially in the humanities and social sciences. One-on-one advising and personalized plans of study make the graduate program in Broadcast and Cinematic Arts one of the best in the region.

Admission

An applicant must have completed an undergraduate degree in electronic media, film studies, or an associated discipline (usually 30 semester hours of study related to mass media) with a grade point average of at least 2.7 on a 4.0 scale.

Applicants who intend to concentrate in Film Theory and Criticism may be admitted without a media-related degree if they possess a strong undergraduate background in critical and cultural studies that includes some film courses.

Applicants who wish to pursue Electronic Media Production must submit samples of past production work and a skills based resume.

Additional preparatory course work or particular courses may be required if students are admitted without the undergraduate background necessary to begin the graduate-level concentration they intend to pursue.

International applicants from non-English speaking countries must satisfy the English language competency requirement with a minimum Internet-based TOEFL score of 79, paper-based TOEFL score of 550, computer-based TOEFL score of 213, or a score of 6.5 on the IELTS.

Facilities

Consider these key resources that distinguish CMU’s electronic media programs:

- Broadcast and online journalism opportunities with News Central and community cable station MHTV
- Webcasting experience with Multi Media Digital Design (M2D2), the school’s innovative development, and production laboratory
- Radio experience with two HD stations
- Professional development through chapters of the National Broadcasting Society/Alpha Epsilon Rho (NBS/AERho) the Radio-Television Digital News Association (RTDNA), and Alliance for Women in Media (AWM)
- Recording industry training in the school’s own record company, Moore Media Records

The School of Broadcast and Cinematic Arts features audio, video, and online studio/control room complexes and editing labs. These facilities are used for classroom instruction and operation of the school’s FM radio stations, cable television program service, and award-winning Web site. Students work on a variety of programs that are carried on local cable television systems, including News Central, Mount Pleasant’s only nightly newscast.
Degree Requirements

In consultation with the school’s graduate coordinator, students may choose either plan A or B. Plan A consists of course work, a thesis (six hours), and an oral defense of the thesis. Plan B consists of course work, an independent research project (three hours), and an oral examination related to the independent research. In both cases, the oral examination may include subject matter related to the course work. Students on the Electronic Media Production concentration must complete a Plan B production project.

All students also must complete BCA 601 (Theories of Mass Communication) and BCA 602 (Mass Communication Research Methods).

BCA Faculty

Sarah Adams, M.A., Central Michigan University; Media Criticism
William Anderson, Ed.D., Northern Illinois University; writing and promotion
Edward Christian, M.A., Central Michigan University; media management and sales
Kevin Corbett, Ph.D., Bowling Green State University; film theory and script writing
Aaron Jones, M.A., Central Michigan University; video production
Kenneth Jurkiewicz, Ph.D., University of Detroit; film history, theory and criticism
Eric Limarenko, M.F.A., Savannah College of Art and Design; video production
Maggie Mayes, M.A., Central Michigan University; Performance, Sports Broadcasting
Peter B. Orlik, School Director, Ph.D., Wayne State University; writing and criticism
W. Lawrence Patrick, Ph.D., Ohio University, J.D., Georgetown; media management, regulation, and economics
Mark Poindexter, Ph.D., University of Minnesota; research, criticism, international film, and cultural dimensions of mass communication
Heather Polinsky, Ph.D., Michigan State University; audio production and media policy
Chad Roberts, M.S., St. Cloud State University; radio operations
Amy Sindik, Ph.D., University of Georgia; Electronic Media Law, Management
Jeffrey Smith, Ph.D., Ohio University; multimedia applications, internship supervisor
Trey Stohlman, Ed.D., Central Michigan University; assessment, qualitative research methods
William R. Sykes Jr., M.A., Central Michigan University; electronic journalism
Patricia Williamson, Graduate Coordinator, Ph.D., Michigan State University; media criticism, film studies, gender studies

Graduate Assistantships

Assistantships in Broadcast and Cinematic Arts are available annually. Graduate assistants help teach basic audio and television production sections, electronic journalism, and film survey courses. They also help direct cocurricular productions, and work with the gateway undergraduate class.

Grad Studies at Central Michigan University

Central Michigan University was founded in 1892 and has since grown into a major public university with 28,000 students, including 2,000 graduate students on campus in Mount Pleasant, Michigan.

CMU currently provides more than 70 graduate programs at the master’s, specialist, and doctoral levels.

Apply Online
http://apply.cmich.edu

For More Information

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