



UNIVERSITY OF
OREGON

School of Journalism
and Communication

GRADUATE PROGRAMS

ETHICS.
INNOVATION.
ACTION.





START YOUR NEXT CHAPTER HERE

150+

GRADUATE STUDENTS

6

GRADUATE PROGRAMS

100+

YEARS OF
ACADEMIC EXCELLENCE

Seismic shifts in society have reshaped our media landscape. Join the pioneers who are charting a new course through this high-tech terrain.

In our graduate programs, students work side by side with the field's top researchers and professionals. They're studying the rapid evolution of media, honing their skills, and adding award-winning stories and real-world client work to their portfolios.

Skilled communicators have never been in higher demand. A graduate degree in advertising, journalism, strategic communication, or media studies is your bridge to a fulfilling career that can change your life—and the world.

journalism.uoregon.edu

BUILD BETTER BRANDS FOR A BETTER FUTURE



CLASSES IN EUGENE

16-20

STUDENTS PER COHORT

9-15

MONTHS TO DEGREE

We believe brands have a responsibility to improve society. Many of today's top brands, organizations, and advertising execs agree. They want to help solve the world's problems, and they need socially conscious advertising professionals to guide them.

In our first-of-its-kind, one-year graduate program in Eugene, you'll prepare for a career in brand communication at an ad agency or in-house advertising team with a specialty that's in high demand. Under the guidance of supportive faculty and industry leaders, you'll learn how to build strong brands committed to diversity, sustainability, social progress, and beyond.



journalism.uoregon.edu/advertising-brand-responsibility



Advertising professor Dave Koranda discusses a creative branding exercise with students Kate Templeton (middle) and Maddie Kinsella during his Curiosity for Strategists class. The only course of its kind in the nation, Curiosity for Strategists encourages students to ask questions, put themselves in others' shoes, and get outside their comfort zones.





MASTER'S IN **ADVERTISING AND BRAND RESPONSIBILITY**

Turning Research into Action

Master's student Danielle Clarke '19 moonlights as a research assistant for professor Troy Elias. Troy is working with a team of SOJC faculty to examine how different ethnic groups react to—and act on—messages about climate change. The study is supported by the SOJC's Media Center for Science and Technology, whose mission is to help journalists and strategic communicators improve public understanding of scientific discovery and technological solutions.

“This program challenges us to think creatively about how advertising can impact the world. It gives young professionals the skills to not only succeed in the industry, but fundamentally change it. Going through this program with a cohort that’s as invested as I am in social and environmental issues is incredibly inspiring and rewarding.”

TRAVIS KIM '19



80%

OF ADVERTISING EXECS
BELIEVE BRANDS NEED
SOCIAL RESPONSIBILITY

MASTER'S IN **JOURNALISM**

TELL THE
STORIES THAT
INSPIRE CHANGE



CLASSES IN EUGENE

15-18

STUDENTS PER COHORT

12-15

MONTHS TO DEGREE

The truth is out there—and it's up to journalists to uncover it, report it, and help ideas spread.

Professional storytelling skills can elevate your career in any field—no journalism or communication experience required.

During our one-year residential program in Eugene, you'll learn the foundations of fact-finding, writing, and multimedia storytelling from Pulitzer Prize-winning journalists. You'll get hands-on practice telling compelling stories that can inform the public, influence legislation, and inspire change—skills in high demand at media outlets, nonprofits, and private businesses across today's competitive economy.

You'll also join a force for truth in the world. Our program has helped launch graduates into high-profile positions at prestigious media organizations, from NPR to Newsday.



journalism.uoregon.edu/journalism-masters

MASTER'S IN JOURNALISM

Where Science Meets Storytelling

With her camera in hand, visual storyteller Miranda Daviduk '18 probes the places where science, gender equality, and the environment intersect. Her multimedia terminal project, "Growing from the STEM," examines how women and minorities at the University of Oregon are working to bring more diversity to science, technology, engineering, and math.

"Diverse viewpoints lead to diverse ideas and solutions," she writes. "The hope is that one day kids will draw a different kind of scientist: one that looks just like them."





Aspiring plant scientist Kora Purdy, 9, views a magnified fossil. Miranda Daviduk's terminal project reports that girls are much more likely to envision a career in science if they have access to female role models in the field. Photo by Miranda Daviduk '18.



"With trust in the media at an all-time low, journalism can't afford to stay stagnant. It's on us to take a lion's share of the work in educating and welcoming new audiences. It's about building a narrative with a community rather than dictating it to them."

EMILY OLSON '17

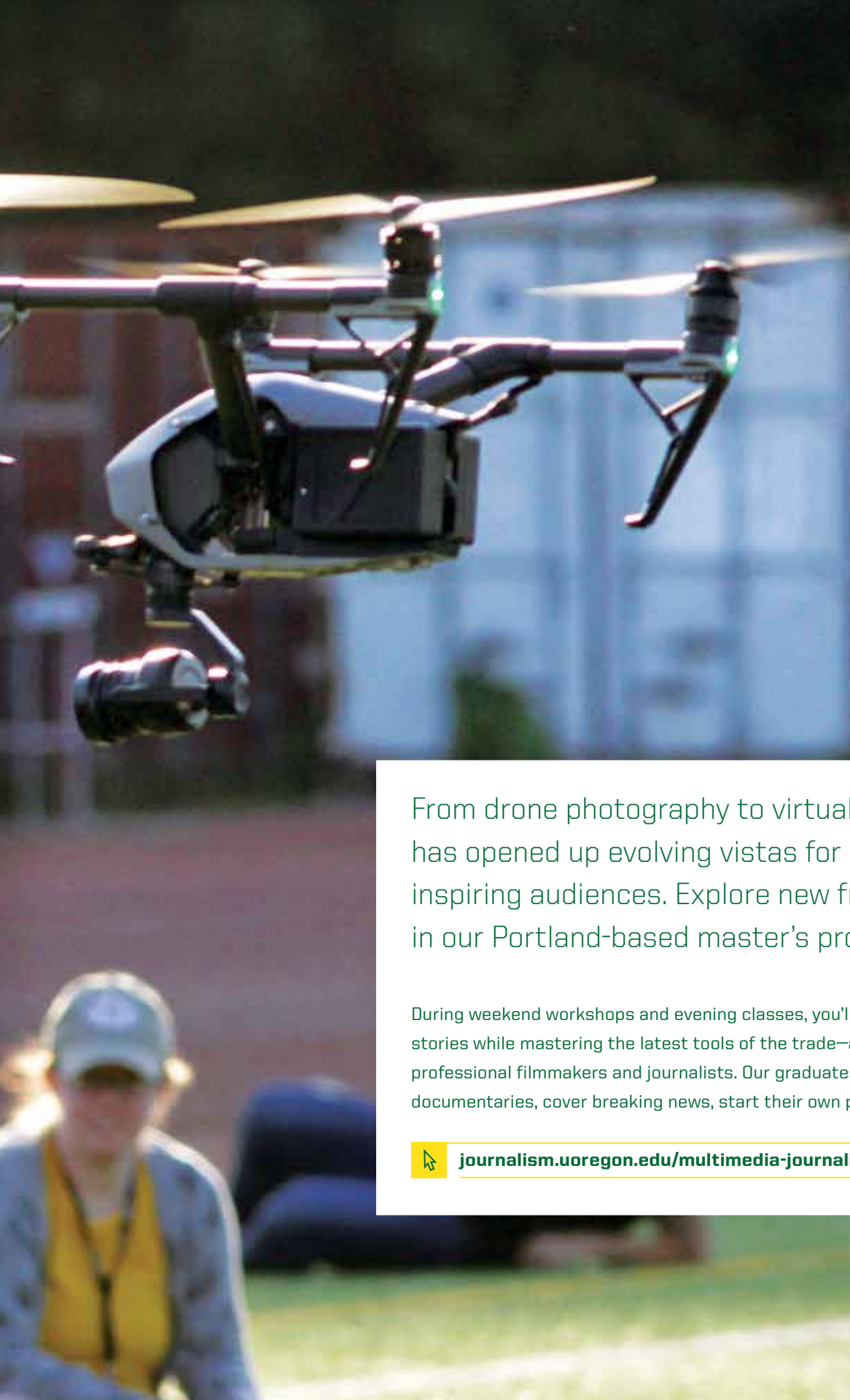
Digital Journalist, Australian Broadcasting Corporation



MASTER'S IN **MULTIMEDIA JOURNALISM**



REFLECT THE WORLD THROUGH A NEW LENS



CLASSES IN PORTLAND
EVENINGS AND WEEKENDS

15-18

STUDENTS PER COHORT

18-21

MONTHS TO DEGREE

From drone photography to virtual reality, technology has opened up evolving vistas for engaging and inspiring audiences. Explore new frontiers in storytelling in our Portland-based master's program.

During weekend workshops and evening classes, you'll learn how to craft compelling stories while mastering the latest tools of the trade—all under the guidance of professional filmmakers and journalists. Our graduates go on to create award-winning documentaries, cover breaking news, start their own production companies, and more.



journalism.uoregon.edu/multimedia-journalism

MASTER'S IN MULTIMEDIA JOURNALISM

"I was looking for a space to level up my storytelling skills, beef up my portfolio with work I was really passionate about producing, and build up my network of like-minded creatives—which I absolutely did, through other students and the faculty and staff I worked with."

ZACH PUTNAM '17

Edward R. Murrow Student Award
Winner, Documentary Filmmaker,
Zach Putnam Productions



94%

OF GRADS LAND NEW
MULTIMEDIA JOBS OR
ADD MULTIMEDIA TO
THEIR CURRENT JOBS

Exploring a Burn Zone in Virtual Reality

What does recovery from a devastating wildfire look like? A group of multimedia journalism grad students set out to show the world using immersive storytelling technology.

Led by visual journalist and professor Wes Pope, the students created a virtual reality tour of the burn zone from the Eagle Creek Fire, which devastated 48,000 acres in Oregon's Columbia River Gorge. Using drone-mounted cameras, airplane flyovers, and photogrammetry software, the students built a 3D map embedded with informative interviews, videos, and photographs to give users an in-depth view of recreational areas that have been off-limits to visitors since 2017.

"Place-based storytelling and accessibility," Pope says, "are key elements of an effective immersive experience."



Retired U.S. Forest Service ecologist Robin Dobson (middle) describes wildfires' effects on the environment to multimedia journalism master's student and OPB reporter Cassandra Profita (right) as she records 360 video in the Oneonta Gorge. Photo by Jay Kosa, multimedia journalism master's student.

TAKE THE NEXT STEP IN YOUR CAREER



**CLASSES IN PORTLAND
EVENINGS AND WEEKENDS**

15-18

STUDENTS PER COHORT

18-21

MONTHS TO DEGREE

In a content-cluttered world, success hinges on your ability to cut through the noise. Whether your goal is to launch a new product or brand, facilitate organizational change, or update your company's communication strategy, our Portland-based master's program will help you develop the skills to become a leader in your field.


Equipped with executive-level skills, our graduates—many of whom are professionals in advertising, public relations, and marketing—land prestigious jobs at top-tier organizations such as Intel and pioneering agencies such as North.



journalism.uoregon.edu/strategic-communication



MASTER'S IN **STRATEGIC COMMUNICATION**



"I've always been an instigator—someone bent on helping others understand how to achieve the good things in life. The program allowed me to study how to understand an individual or business's interests, identify goals, and plan how to achieve them. It's instigation at its finest."

JEN LUECHT '16

Co-Founder, Narrative Northwest

\$450K+

VALUE OF REAL-WORLD
CLIENT WORK COMPLETED
BY STUDENTS



NETWORK WITH COMMUNICATION LEADERS

Discuss the state of the industry with some of the most successful communicators in the nation. Our Strategic Communication Leadership Network connects students with execs from companies like Microsoft and Nike to gain in-the-trenches insights and stay ahead of the career curve.



Professor Donna Davis, director of the strategic communication master's program and the Oregon Reality Lab, leads an Intro to Social Media Virtual Reality course in the lab. Photo by Jeff Collet '19.

Gauging the Impact of Immersion

How does virtual reality (VR) affect our real lives? In the SOJC's new Oregon Reality (OR) Lab at the UO Portland campus, professor Donna Davis (right) is working with students to pioneer research on the next communication frontier: immersive media. After conducting a groundbreaking National Science Foundation-funded study on virtual experience and embodiment among people with disabilities, she has turned her research focus to the opportunities and ethical implications of VR.

"We can't replace physical relationships with virtual ones, or we'll fail each other," she says. "These are important, long-term, critical issues that affect the way we think about each other and the environments we're in."



MASTER'S IN **MEDIA STUDIES**



CLASSES IN EUGENE

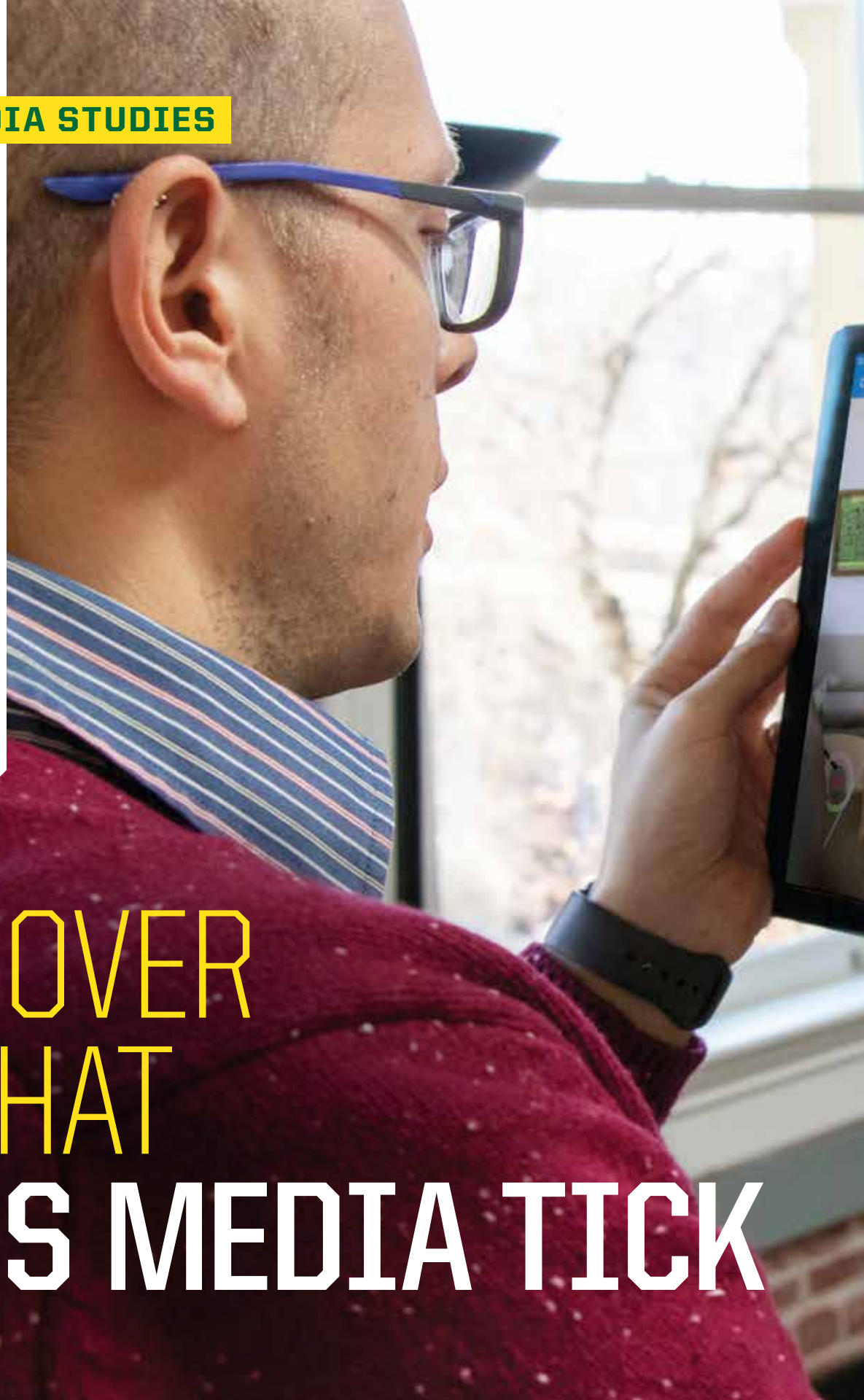
5-10

STUDENTS PER COHORT

18-21

MONTHS TO DEGREE

DISCOVER
WHAT
MAKES MEDIA TICK





During his Designing and Developing Immersive Media course, media studies professor Maxwell Foxman does a 360 scan of a student to create a realistic 3D bust. Photo by Jeff Collet '19.

Technology is changing our relationship to media, and we're only beginning to understand the impact. Join leading researchers in their groundbreaking investigation of one of society's most powerful and pervasive forces.

In our two-year academic master's program, you'll flex your analytical skills as you delve into the intersections between media and all the topics that fascinate you. Use your research as a stepping stone to academia or a springboard into a media, government, law, or nonprofit career.



journalism.uoregon.edu/media-studies-masters

MASTER'S IN MEDIA STUDIES

Unlocking the Secrets of Instagram Success

What does it take to become Insta-famous? Colombian international student Maria Cano wants to find out. An avid follower of both U.S. and Hispanic beauty influencers, Cano turned her passion into an innovative master's thesis analyzing Instagram influencers' formula for success.

"You have the freedom of choosing classes that are the most fitting for what you want," she says of the media studies master's program. "There's a lot of room to be different."



“The opportunities for intellectual stimulation were tremendous. Leading my own discussion lab and teaching Gender, Media, and Diversity was a great opportunity. It has seeped into my professional skill set, and now I always try to include a strong intersectional component in my work.”

KEYA SAXENA '16
Program Communications
Consultant, United Nations
Population Fund, India

**Program Communications
Consultant, United Nations
Population Fund, India**

OF MEDIA STUDIES
MASTER'S STUDENTS ARE
FROM OUTSIDE OREGON



PhD IN MEDIA STUDIES



CLASSES IN EUGENE

58

STUDENTS IN PROGRAM

17

NATIONS REPRESENTED IN
CURRENT PROGRAM

100%

OF PHD CANDIDATES RECEIVE
4 YEARS OF FUNDING

16

HOURS/WEEK TEACHING
AND RESEARCHING
AS A GRAD EMPLOYEE

BECOME A MEDIA SCHOLAR

Great researchers find a thread that fascinates them, and they don't stop pulling until they've unraveled the truth.

Claim your place among internationally recognized scholars who are putting media under the microscope. In our doctoral program, you'll become a co-author, scholar, and teacher with the skills to land a post at one of the world's top universities, think tanks, or businesses.

All our PhD students receive full funding for four consecutive years, including generous health benefits and a stipend.



journalism.uoregon.edu/PhD



Achieving Justice Through Journalism

After the 2007 elections plunged Kenya into violence, the country was forced to grapple with the deep-seated hatred that had festered beneath its surface. Irene Awino, a Kenyan journalist at the time, is now focusing her doctoral research on the role of media coverage in her home country's search for truth, justice, and healing.

"As the old adage goes: 'Not only must justice be done, it must also be seen to be done,'" she says. "My study indicates that information from the mass media influenced public consciousness on the process of healing and reconciliation."





25+

YEARS OF ACADEMIC
EXCELLENCE

“Our advisors did a great job of making us feel like we were part of the program and the institution, working alongside us as peers. They really respected and valued our industry and academic experience. We engaged in wonderful discussions and conversations, in and out of the classroom, and I felt they really cared for my development as a scholar and academic.”

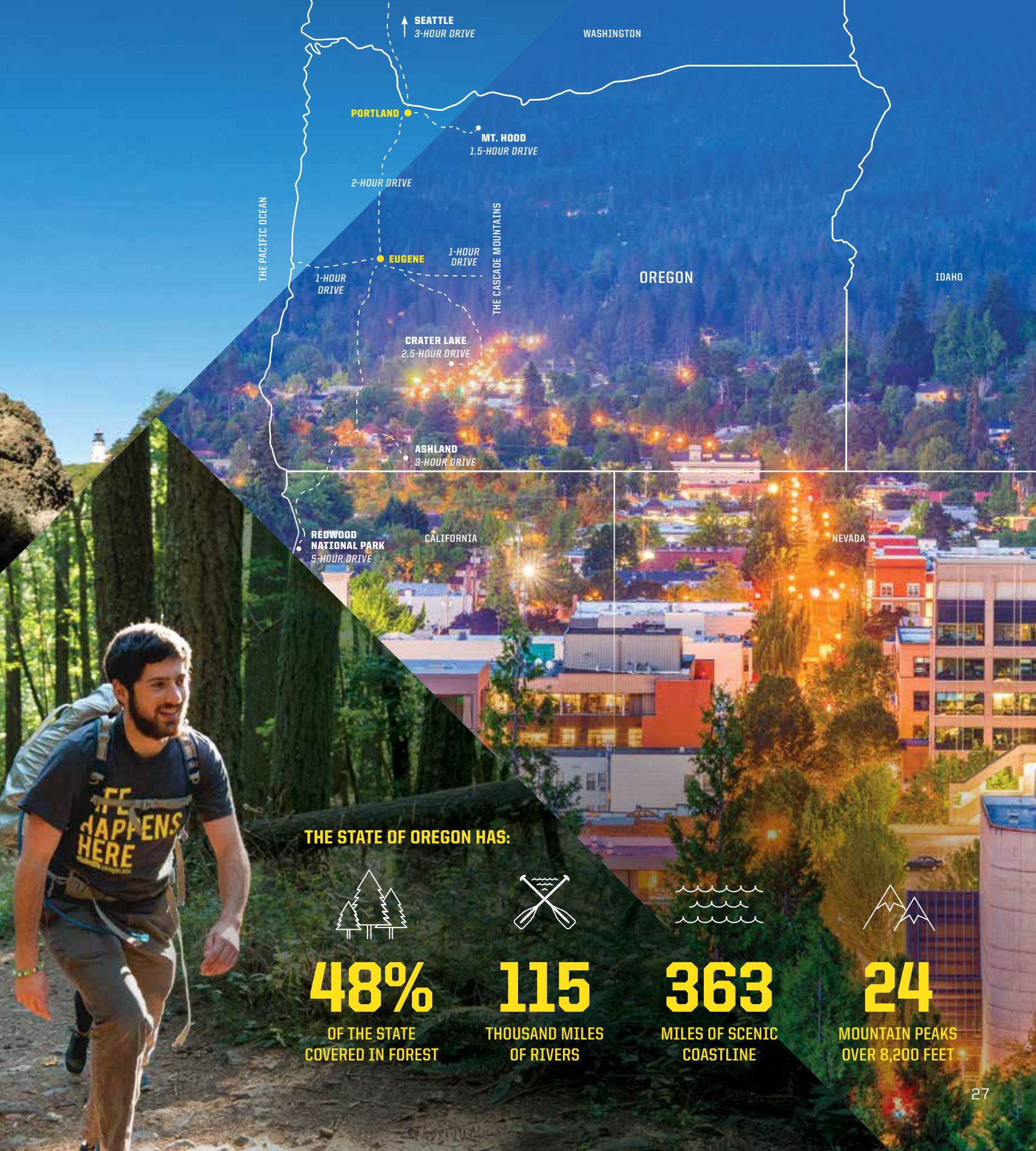
RAUL REIS, PHD '98

Dean of the School of Communication, Emerson College

THINGS ARE DIFFERENT HERE

From the breathtaking Oregon Coast to the towering Cascade mountain range, you're never far from nature in the Pacific Northwest. Our moderate weather means you can enjoy world-class outdoor fun all year, from skiing and hiking to climbing and rafting—if you can tear yourself away from the incredible farm-to-fork dining, wineries and microbreweries, and thriving arts and music scene. Here, even the hardest-working grad students find time to indulge in the good life (sustainably, of course).





THE STATE OF OREGON HAS:



48%
OF THE STATE
COVERED IN FOREST



115
THOUSAND MILES
OF RIVERS



363
MILES OF SCENIC
COASTLINE



24
MOUNTAIN PEAKS
OVER 8,200 FEET

A photograph of the interior of Allen Hall in Eugene. The space is a modern lounge with large windows, brick walls, and contemporary furniture. Several students are sitting on green and blue armchairs, some using laptops. The room is bright and open, with a mix of natural and artificial light.

ALLEN HALL IN EUGENE:

Where High-Tech Meets Historic

At the heart of our tree-covered Eugene campus sits Allen Hall, home to the SOJC for more than a century. Following in the footsteps of generations of renowned journalists and communicators, today's students experiment and create with the latest media tech in our state-of-the-art studios and collaboration spaces. Check out fieldwork equipment from the J-Cage, put emerging technologies to work in our soon-to-be completed Experience Hub, and hone your multimedia skills in our professional-quality audio and video production studios.

A photograph of the SOJC Portland campus. The building is a historic, multi-story structure with a mix of red brick and yellow-painted sections. In the foreground, there are large, blooming pink cherry blossom trees. In the background, the city skyline of Portland is visible, including the 'Portland Oregon' sign and a water tower.

SOJC PORTLAND:

Go Where the Action Is

In the center of Oregon's largest media market—and Portland's bustling Old Town—you'll never have trouble finding a story to tell. Situated on the historic White Stag Block, our Portland campus combines cutting-edge technology with loads of charm.

Learn how to engage with communities to tell meaningful and inclusive stories in videos, podcasts, and more through collaborations with the SOJC's Agora Journalism Center. Or create and study immersive experiences in our Oregon Reality Lab, where we're pioneering media-making and research with 360 video, virtual reality, and augmented reality.

CHOOSE A NEW DIRECTION

YOU WANT TO DO SOMETHING EXTRAORDINARY. WE'LL BE YOUR LAUNCH PAD. A graduate degree can change the course of your life, no matter which program you choose. Your path to success—and a meaningful career—starts here.

PROGRAM	LOCATION	TIME TO DEGREE	COHORT SIZE	APPROXIMATE* COST OF PROGRAM	POTENTIAL CAREERS
Advertising and Brand Responsibility Master's	Eugene	9-15 months	16-20 students	Oregon residents: \$24,000 Nonresidents: \$35,500	<ul style="list-style-type: none"> • Brand strategist • Copywriter • Account executive • In-house advertising professional
journalism.uoregon.edu/advertising-brand-responsibility					
Journalism Master's	Eugene	12-15 months	15-18 students	Oregon residents: \$24,000 Nonresidents: \$35,500	<ul style="list-style-type: none"> • News reporter • Visual journalist • Audio producer • Freelance journalist
journalism.uoregon.edu/journalism-masters					
Multimedia Journalism Master's	Portland	18-21 months	15-18 students	Oregon residents: \$29,000 Nonresidents: \$40,500	<ul style="list-style-type: none"> • Multimedia journalist • Documentary filmmaker • Nonprofit or NGO storyteller • Museum exhibit producer
journalism.uoregon.edu/multimedia-journalism					
Strategic Communication Master's	Portland	18-21 months	15-18 students	Oregon residents: \$32,000 Nonresidents: \$43,500	<ul style="list-style-type: none"> • Communication executive • Public relations director • Senior marketing manager • Government communicator
journalism.uoregon.edu/strategic-communication					
Media Studies Master's	Eugene	18-21 months	5-10 students	Oregon residents: \$34,000 Nonresidents: \$47,000	<ul style="list-style-type: none"> • Nonprofit communicator • Government communicator • Media consultant • Doctoral or law degree candidate
journalism.uoregon.edu/media-studies-masters					
Media Studies Doctoral	Eugene	4 years	10-15 students	Fully funded for four years	<ul style="list-style-type: none"> • University professor • Researcher for government, think tank, or business • Media consultant • Documentarian
journalism.uoregon.edu/PhD					

**Costs displayed are estimates for overall program tuition and vary depending on credit load. Tuition rates typically increase 3% annually on average. For the most recent tuition estimates, please visit each program's webpage.*

CONTACT US

For questions about the Advertising and Brand Responsibility Master's, Journalism Master's, Multimedia Journalism Master's, and Strategic Communication Master's programs, contact:

sojcmasters@uoregon.edu

For questions about the Media Studies Master's and Doctoral programs, contact:

sojcgrad@uoregon.edu

   @uosojc



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