



Colorado State University

New in Fall 2008

Ph.D. in Public Communication and Technology

Find Higher Ground

The world of communication is exploding with new technologies and research career opportunities – in academia as well as the private sector. Ascend to the next step in your career and reach new intellectual heights while living and learning in a scenic community nestled in the eastern foothills of the Rocky Mountains.

Colorado State's Ph.D. in Public Communication and Technology focuses on two important concerns: the role of information in the public's understanding of contemporary issues and the impact of new communication technologies in people's lives.

Colorado State is committed to addressing practical, everyday problems in society—in keeping with the university's mission as Colorado's 21st-century land grant institution. Researchers across campus are national leaders examining public problems involving science, technology, the environment, health and other applied human sciences. Faculty members in the department specialize in how corporations, non-profit organizations, government agencies and media can share vital information on these and other topics with various audiences.

The channels for public communication have been radically altered with the emergence of Internet- and cellular-based technologies. The ever-increasing array of communication media provides new opportunities to communicate with the public—but much more needs to be understood about how to do so effectively. Similarly, changing patterns of information sharing alter individual behavior, organizations and society as a whole.

Career Opportunities

The program prepares students for research-related careers in two areas:

- ***Teaching and Research***—Universities and colleges worldwide seek colleagues who are knowledgeable about new and traditional media, and how these can be applied in practical contexts. Students pursuing this path receive a solid grounding in communication theory and research methodology. As appropriate, students learn how to apply their own professional skills and develop instructional skills in the classroom by teaching in the department's undergraduate program. Students also have opportunities to further hone their research skills by working as research assistants on funded projects.
- ***Research Management***—The program also trains students to pursue communication research and related management positions outside academia. Students can augment their formal training through assistantships and/or part-time employment on research projects within the department or with other employers on or off campus.

Focus and Curriculum

Students complete advanced course work and seminars in communication theory, research methods, and technology-related topics as well as a cognate outside of the department. Students also demonstrate their proficiency by completing comprehensive written qualifying exams and by conducting a rigorous independent research project presented and defended in a dissertation.



Visit Our Web Site

<http://jtcgradstudy.colostate.edu>

Program Objectives

On their way to completing a doctoral degree in Public Communication and Technology, students will accomplish the following:

- Develop an in-depth understanding of a wide range of psychological, social and structural factors influencing the effectiveness of information technologies.
- Acquire and polish their knowledge of quantitative and/or qualitative research methodologies applicable to conducting communication research focusing on information technologies.
- Develop expertise in a content area outside of the Department of Journalism and Technical Communication.
- Develop and polish technical expertise in information technologies; e.g., software for Web site development, digital video editing, or related hardware and applications for specific media.
- Learn and practice instructional methods and presentation skills appropriate to higher education and industry.

The program generally takes a minimum of three years to complete. This includes two full-time years in residence to complete course work and one year to complete a dissertation.

Ph.D. Concentrations

Although the curriculum is flexible and can be tailored to individual interests, students are expected to demonstrate expertise in one of the three concentrations within the program. Students are also encouraged to develop a depth of knowledge in at least one other concentration.

Human Behavior and Technology

Processes and effects of how individuals use communication and information technologies.

Principal Faculty

- Joseph Champ, Ph.D.—Cultural/critical approaches, environmental communication
- Marilee Long, Ph.D.—Communication theory and methods, science and health communication
- Rosa Mikael Martey, Ph.D.—Information seeking, social construction of identities, gender, gaming
- Garrett O'Keefe, Ph.D.—Public opinion, public information campaigns, science and environmental communication
- Donna Rouner, Ph.D.—Media uses and gratifications, persuasion, audience effects, methods, health communication
- Craig Trumbo, Ph.D.—Science and risk communication, methods
- Donald Zimmerman, Ph.D.—Human-computer interaction, usability, Web design

Organizations and Technology

How organizations and groups deploy communication technologies for information, education, advocacy, promotion and community-building purposes.



Principal Faculty

- Cindy Christen, Ph.D.—Public relations, conflict management and negotiation, methods, environmental communication
- Kirk Hallahan, Ph.D.—Online public relations and advertising, issues/crisis management
- Jangyul Robert Kim, Ph.D.—Public relations, international applications, methods
- Greg Luft, M.A.—Broadcasting and corporate video production
- Jonna Lian Pearson, Ph.D.—Public relations, minorities and media
- Jamie Switzer, Ph.D.—Educational technology, virtual teams and communities

Social Policy and Technology

Development of media and information technologies and their political, economic and social consequences, including implications for public policy.

Principal Faculty

- Pamela Jackson, M.S.—Media economics, broadcast regulation
- Kris Kodrich, Ph.D.—Political economy, international communication
- James Landers, Ph.D.—History, law
- Patrick Lee Plaisance, Ph.D.—Ethics, media sociology
- Pete Seel, Ph.D.—New communication technologies and society

Course of Study

Students complete a minimum of 72 post-baccalaureate credits to earn a Ph.D. in Public Communication and Technology. Credits from a student's master's program may be used to help meet this requirement, as outlined later in this section. Requirements include 19 credits of methods courses, 23 credits of theory (both general and specific to each student's interests), 12 credits in a cognate outside of the department, and 9 credits involving creation and completion of the dissertation. Specific requirements follow.

Methods Courses—19 credits

Required Courses (10 credits)

- JTC 500 (4 credits) Communication Research and Evaluation Methods
- JTC 664 (3 credits) Quantitative Research Methods
- JTC 665 (3 credits) Qualitative Research Methods

Plus 9 credits of research methods from the following:

- JTC 792 (3 credits) Seminar in Communication Methods (can repeat; topics rotate)
- Seminars in research methods from other departments, with approval of adviser

Theory Courses—23 credits

Required Courses (11 credits)

- JTC 501 (4 credits) Process and Effects of Technical Communication
- JTC 601 (3 credits) Advanced Cognitive Communication Theory
- JTC 602 (3 credits) Advanced Social and Cultural Communication Theory
- JTC 701 (1 credit) Colloquium in Communication and Information Technology

***Campus
Web Site***

*http://
www.colostate.edu*



Mailing Address

Ph.D. Program
Coordinator

Department of
Journalism and
Technical
Communication

Colorado State
University

C225 Clark Building

Fort Collins, CO
80523-1785

Plus 12 credits of theory courses from the following:

- JTC 793 (3 credits) Seminar in Communication and Information Technology Theory (can repeat; topics rotate)
- JTC 600-level seminars: JTC 630, JTC 640, JTC 650, JTC 660, JTC 661, JTC 662
- Graduate courses from outside of the department, with approval of adviser

Cognate Area—12 credits

Students will take an integrated series of courses outside the department to further their understanding of the different contexts in which communication and information technology issues arise. Knowledge in a cognate area is usually the focus of at least one of the five questions students must answer in their comprehensive examinations.

Electives—11 credits

Students will take elective credits in graduate-level methods, theory, cognate or graduate-level professional skills courses. Skills courses that can be counted toward this requirement include: JTC 544 Corporate and Institutional Video Production, JTC 550 Public Relations, and JTC 684 Supervised College Teaching.

Dissertation Research—9 credits

Required Courses

- JTC 798 (3 credits) Research Design
- JTC 799 (6 credits) Dissertation

Transfer Credits—Students may apply up to 30 credits from their master's degree to help meet doctoral degree requirements. Of the 30 credits allowed in transfer, up to 18 credits may be used to meet theory and methods curriculum requirements. The department's graduate committee will determine which transfer courses meet Ph.D. program requirements. In addition, up to 10 credits earned following the master's degree may be transferred with the approval of the student's adviser, department and Graduate School. Students must complete a minimum of 30 credits in residence at Colorado State.

Applying to the Ph.D. Program

Application Requirements

The department follows the university's general requirements for admission to graduate studies, which are found in the *Graduate and Professional Bulletin* on the Graduate School's Web site (<http://graduateschool.colostate.edu>).

Students are expected to demonstrate a superior academic record, evidenced by a minimum 3.0 grade point average for their master's degree and a strong record of performance in their undergraduate studies.

To apply, students must complete the online application on the Graduate School Web site, attach a statement of career objectives/research interests and résumé or curriculum vitae to the application, and pay the \$50 nonrefundable application fee.

Additional Application Materials

Applicants must also mail the following items directly to the department:

- Cover letter, including a statement of career objectives and research interests, and indicating what materials will follow, if any.
- Résumé or curriculum vitae showing dates and details of professional and academic experience.



- Graduate Record Examination scores for the verbal, quantitative and analytic portions.
- Two official copies of transcripts from all universities and colleges attended (undergraduate and graduate programs).
- Three letters of recommendation. Letters from thesis advisers or major professors are especially important. Letters should address the applicant's ability to successfully pursue doctoral studies as well as a scholarly career in teaching and research or research management.
- Evidence of scholarly/professional work (e.g., thesis chapters, conference papers, scholarly papers from class).
- Optional—Samples of professional work and writing samples. (Do not send originals; samples cannot be returned.)
- Optional—Form GS4B application for financial assistance (available through Graduate School Web site at <http://graduateschool.colostate.edu/forms>).

Application Deadline

Review of applications will begin on **December 15**. For full consideration, particularly for fellowships and assistantships, students should ensure that their applications are complete by this date. Materials that go directly to the department should be sent to the following address:

Ph.D. Program Coordinator
Department of Journalism and Technical Communication
C225 Clark Building
Colorado State University
Fort Collins, CO 80523-1785

Additional Information for International Applicants

Students from outside the United States with the necessary financial support are encouraged to apply. Colorado State's Office of International Programs (<http://www.international.colostate.edu>) is available to assist students with a wide range of special services, including assistance with visas and other support.

Additional application requirements for international students include the following:

- Proof of financial support. (Complete Form GS3F on the Graduate School Web site at <http://graduateschool.colostate.edu/forms>.)
- A certified English translation of college transcripts in another language, if applicable.
- TOEFL (Test of English as a Foreign Language™) or IELTS (International English Language Testing System) scores, if applicable.
- Visa issued by the U.S. Department of State.

Students with Graduate Degrees from Colorado State

Applicants who hold an M.S. in Technical Communication or other advanced degree from Colorado State must re-apply for admission to the Ph.D. program through the Graduate School. Graduate courses previously taken at Colorado State generally can be applied to Ph.D. requirements, but are subject to review and must have been taken within the 10-year time limit for a doctoral degree. Applicants are not required to provide official transcripts for course work taken at Colorado State.

Application Review and Acceptance

Once complete, applicants' materials will be reviewed by the department's graduate committee. As part of the admission process, promising applicants will be required to complete a telephone or in-person interview with members of the JTC faculty. Students are encouraged to visit campus and should consult with the Ph.D. program coordinator to make arrangements.

For More Information

Telephone:
+01 (970) 491-6310

Facsimile:
+01 (970) 491-2908

E-mail:
jtcgradstudy@colostate.edu



Useful Web Addresses

Graduate School:
<http://graduateschool.colostate.edu>

International Programs:
<http://international.colostate.edu>

Student Financial Services:
<http://sfs.colostate.edu>

Campus Housing:
<http://www.housingapps.colostate.edu>

Provisional Admission

Students seeking admission to the Ph.D. program must complete all requirements for a master's degree by August 15 of the year in which they will begin doctoral studies. Students who have not completed all requirements may be admitted on a provisional basis but must complete their master's degree no later than the end of their first year in the program.

Degree Requirements

To complete the Ph.D. degree, students must do the following:

- Submit a program of study for approval by the student's graduate committee by the end of the third semester.
- Form a five-person comprehensive examination committee, with a chair and two members from inside the JTC department and two members from outside the department.
- Pass a written comprehensive examination prepared by the student's examination committee. The examination will cover questions related to the student's research and each faculty member's expertise.
- Form a five-person dissertation committee, with the chair and two members from inside the JTC department and two committee members from outside the department. This committee may be the same as the comprehensive examination committee.
- Write and successfully defend a dissertation research proposal.
- Complete the dissertation under the supervision of the student's adviser and dissertation committee.
- Successfully defend the dissertation in an oral examination.

Support and Resources

Financial Assistance

The department seeks to maximize financial assistance for Ph.D. students. The following types of aid are available. For full consideration, students should have their applications complete by December 15.

- **Fellowships**—Students who apply by December 15 can compete for university-wide fellowships awarded to incoming and continuing graduate students with outstanding potential. Fellowship amounts range up to \$15,000 for one academic year and may be coupled with graduate teaching assistantships to increase the amount of support offered. Smaller fellowship amounts may be awarded on a semester-by-semester basis.
- **Teaching and Research Assistantships**—Graduate teaching assistantships involve assisting faculty in large-lecture courses and/or leading recitation/laboratory sections. Graduate research assistantships enable students to work with faculty on research projects and are typically funded through grants obtained from outside funding agencies. Quarter-time GTA and GRA appointments involve approximately 10 hours of work per week and provide for in-state tuition remission of six credits of course work (not including fees). In 2007-2008, GTAs and GRAs with quarter-time appointments also received a monthly stipend of \$653. Half-time GTA and GRA appointments involve approximately 20 hours of work per week and provide for in-state tuition remission of nine credits of course work. In 2007-2008, GTAs and GRAs with half-time appointments also received a monthly stipend of \$1,305. Quarter- and half-time GTAs and GRAs also receive a contribution to health insurance of \$200 per semester.



- **Instructorships**—Students with significant professional or academic experience may be hired as instructors, in charge of teaching skills or concept courses in one of the department's five undergraduate concentrations. Prior teaching experience is required to be considered for employment as an instructor.
- **Student Loans**—Both subsidized (below market-rate) and unsubsidized student loans are available to offset all or a portion of a student's expenses that cannot be covered through other means. Visit Student Financial Services at <http://www.sfs.colostate.edu> for more information.

Out-of-State Domestic Students

Tuition is assessed according to the student's state of residence. Out-of-state domestic students may be able to qualify for in-state residency after one year. Visit Student Financial Services (<http://sfs.colostate.edu>) to learn more about how to establish Colorado residency. Out-of-state domestic students are encouraged to establish residency prior to beginning the first semester.

Department

The Department of Journalism and Technical Communication is nationally recognized for its commitment to research. Faculty members have been awarded more than \$10 million in extramural research funding in recent years from such agencies as National Institutes of Health, National Science Foundation, Environmental Protection Agency, and the U.S. Department of Agriculture. The Center for Research in Communications and Technologies, a state higher education center of excellence, is co-directed by JTC and the Department of English. The department is also a participant in the new Colorado School of Public Health—a partnership between Colorado State University, University of Northern Colorado and the University of Colorado Denver Health Medical Center.

The department was established in 1968 and operates one of the largest undergraduate programs on campus. More than 500 students are enrolled in the department's five undergraduate concentrations: computer-mediated communication, news-editorial, public relations, specialized and technical communication, and television news and video communication.

The department's 18 regular faculty members are joined by several affiliate faculty members and working professionals with special faculty appointments as instructors. Tenure-track and tenured faculty hold degrees from some of the major universities recognized for excellence in communication research, including Annenberg-Pennsylvania, Florida, Indiana, Syracuse and Wisconsin-Madison.

Graduate students receive office space and have access to five state-of-the-art computer laboratories that provide a wide range of capabilities—including access to the campus network, World Wide Web, statistical analysis programs and online library databases. One laboratory features digital video systems for evaluating and conducting research on information design and usability of print, online and multimedia communication. Other laboratories are devoted to writing, desktop publishing, multimedia production and video editing.

The department's facilities are located in the C-Wing of the Clark Building, across from the William E. Morgan Library and the Lory Student Center. See sector G5 on the virtual tour map.

Virtual Tour

Take a virtual tour of Colorado State by visiting <http://www.tour.colostate.edu>



Campus

The Department of Journalism and Technical Communication is one of 13 units in the College of Liberal Arts, the largest of eight colleges on campus. Graduate students represent 15% of Colorado State's 25,000 students. Students come from every state and 85 nations. In 2005, the university's 57 departments conferred 1,090 master's degrees in 61 fields and 186 doctoral degrees in 34 fields.

Morgan Library and three branch libraries maintain a collection of more than 2 million volumes and 20,000 journals. The library is committed to growing its collection related to communication technology to serve students in the program. Colorado State maintains more than 250 library database services and boasts one of the most extensive inter-library loan programs in the nation. Electronic services are available around the clock from on and off campus.

Community

Fort Collins (population 135,000) is the largest community in the booming northern Colorado region and is situated only 60 miles north of Denver (population 2.5 million) – a major economic and transportation hub for the Rocky Mountain region. Denver International Airport is served by two dozen airlines and offers daily nonstop service to and from 130 domestic and international destinations.

Fort Collins routinely appears on lists of the "Best Places to Live" published by magazines such as *U.S. News and World Report* and *Money*. Situated in the foothills of the Rockies (nearly 5,000 feet above sea level), the city is close to numerous outdoor recreation areas for mountain biking, camping, hiking, skiing, snowboarding, rafting, rock climbing, fishing and water-skiing. More than 300 days of sunshine a year result in temperate winters and an arid climate.

Fort Collins blends many big-city advantages with small town friendliness. The city features several shopping malls, virtually all major national retailers, hundreds of restaurants, movie complexes, a regional cultural center, eclectic music venues and clubs, parks and natural areas, and miles of bike trails within town.

Fort Collins is home to several major high-technology firms (including Hewlett-Packard and Intel), biotechnology firms and federal natural resources agencies. Denver is a vibrant media market that serves as headquarters for industry leaders such as MediaNews Group, Liberty Media, StarzEncore and Jones Intercable.

In addition to campus housing designed for graduate students, a plentiful variety of affordable apartments, condominiums and single-family homes are available for rent or purchase. The Poudre School District comprises a network of excellent elementary, junior and senior high schools. The district's students consistently outperform students from other districts on statewide standardized achievement tests.

***Find higher ground. Earn
your advanced degree at
Colorado State University.***

Fort Collins/ Denver

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