

Journalism, M.S.J.

Degree Offered

- Master of Science in Journalism

Nature of the Program

The master of science in journalism (M.S.J.) program in the Reed School of Media and Communications is designed to help persons involved in various aspects of mass communication to better understand and to cope not only with the increased complexity of their own majors but also with fields outside mass communications.

The program, created to assist each student in reaching his/her potential as a worker, teacher, or scholar in mass communications, prepares a master's candidate not only for a first job but also for long-term and productive career development through the study of mass communications and related fields. Students who obtain the M.S.J. degree should excel in professional skills.

The M.S.J. program is intended to afford liberal arts graduates an opportunity to concentrate on advanced study in mass communications; to provide intensive study for persons who have undergraduate journalism training and who wish to pool their journalistic skills with extensive knowledge in another substantive area or areas (e.g., political science, economics, science); and to give persons who have had considerable professional experience an opportunity to broaden their academic bases through carefully selected advanced studies.

Assistantships and Tuition Waivers

A limited number of graduate assistantships are available for School of Media and Communications students across West Virginia University each academic term. Graduate assistants may assist professors with their research or create content for such University support units as the Libraries, Research Office, Student Activities or Health Sciences Center, among others. Students might also work for WVU Student Media outlets to obtain solid professional experience outside of the classroom.

Students may receive stipends for the academic term and may apply for tuition remission for the entire year. Although sometimes renewed for a second or third term, assistantships and internships are typically granted for one academic term. Graduate assistants and interns work an average of twenty hours per week during the academic year.

Persons who wish to be considered for assistantships or internships should have their applications on file with the Director of Graduate Studies before March 1 of the same year.

Tracks

The School of Media and Communications offers two tracks—the teaching/research track and the professional track—within the M.S.J. program. In either track, the M.S.J. program offers five Areas of Emphasis (AOEs) that students may pursue, if desired, to obtain additional focus in a specific curricular area. AOEs are available in Advocacy & Public Interest Communications, Media Innovation, Digital Publishing, Visual Journalism, Reporting & Writing, and Television.

Teaching/Research

The teaching/research track is generally a program for persons who wish to pursue a Ph.D., to teach at the college/university level, and to conduct research in areas of mass communications. Persons in this track normally take research and theory courses both inside and outside the School of Media and Communications, as well as social science courses. The program culminates in a thesis, which is a scholarly theoretical study of an important aspect of mass communications.

Professional

The professional track is designed primarily for persons who wish to become excellent practitioners in some field of mass communications and who have less desire to teach or to become mass communications researchers. Persons in the professional track normally take communication and outside area courses that will help them to become better practitioners. The program culminates in a professional project, which helps a student to extend his/her practical and theoretical knowledge about a given aspect of mass communications and should be a non-routine project on which the student could work as a professional.

Time Limitation

Students must complete all graduate degree requirements, including either a thesis or a professional project, within eight years of beginning the initial coursework of the program. After this period, courses must be revalidated according to the procedures set forth in the WVU Graduate Catalog.

Maintenance of Scholarship

A journalism graduate student must maintain satisfactory progress toward the M.S.J degree. The candidate's graduate record begins with the first course credited toward the master's and includes all subsequent courses. Every graduate student must maintain at least a 2.75 grade point average and complete all requirements within eight years. Anyone who fails to meet this standard will be subject to academic probation and possible dismissal from the program.

Each person working toward the M.S.J. should register for at least one hour during every regular (fall and spring) term. This enrollment may be in coursework or in research.

International Students

Believing that mutual benefit is derived when scholars from other countries study in the School of Media and Communications, the faculty welcomes international students. At the same time the faculty recognizes that journalism, more than any other field, requires language skills. To profit from journalism study, international students must have a ready understanding of English. International students, for whom English is not their official language, must include TOEFL scores. The minimum TOEFL scores needed for consideration at WVU are 550 (paper test), 213 (computer test), or a 79 (internet test). The minimum score for IELTS is a 6.5; the minimum for Duolingo is 105.

Admissions for 2025-2026

Admission to the M.S.J. program is limited to recipients of baccalaureate or equivalent degrees from institutions of higher learning. Applicants should have combined verbal and quantitative Graduate Record Examination (GRE) Aptitude Test scores of 153 Verbal and 144 Quantitative and should have earned at least a 3.0 cumulative grade point average (GPA) on a 4.0 scale. Applicants who have two or more years of professional work experience -- or applicants with a cumulative undergraduate GPA of 3.2 or higher are exempt from submitting GRE scores. All other applicants are required to submit GRE scores (taken within the past five years). If applicants are unsure if their work/internship experience qualifies for a GRE exemption, they should contact the Director of Graduate Studies.

Applicants who do not meet the minimum GRE and/or GPA requirement(s) may be accepted only if the low GPA or GRE scores are offset by extraordinary factors. Excellent recommendations, unusual grading patterns (e.g., a steady rise of grades), an outstanding statement of purpose, or examples of professional accomplishment sometimes can offset low GRE scores or a low GPA. Applicants should submit to the School of Media and Communications Director of Graduate Studies a detailed statement of purpose explaining why the student wishes to undertake graduate study in journalism, what the student hopes to glean from the graduate journalism program, what his/her long-term goals are, and how graduate education in journalism can help achieve those goals.

Students applying for admission to the M.S.J. program are encouraged to send non-returnable supporting written/multimedia work products/samples to the School of Media and Communications Director of Graduate Studies. All other materials (e.g., transcripts, GRE scores, application forms) should be sent to the Office of Admissions.

Students may also apply online at: <https://graduateadmissions.wvu.edu/how-to-apply> (<https://graduateadmissions.wvu.edu/how-to-apply/>).

Major Code: 3747

Degree Requirements

Code	Title	Hours
	University Requirements	5
	Master of Science in Journalism Major Requirements	25
	Total Hours	30

University Requirements

Code	Title	Hours
	General Electives	5
	Total Hours	5

Master of Science in Journalism Major Requirements

Code	Title	Hours
A minimum GPA of 3.0 is required in all courses toward the major.		
JRL 500	Introduction to Graduate Studies	1
JRL 604	Mass Media and Society	3
JRL 528	Media Ethics and Law	3
JRL 620	Advanced Journalistic Writing and Research	3

Select one of the following: ** **9**

Area of Emphasis

School of Media and Communications Electives

Complete one of the following options: **6**

Thesis Option

JRL 697 Research (6 Hours)

Professional Project Option

JRL 697 Research (6 Hours)

Coursework Option

Select two of the following:

JRL 695 Independent Study

JRL 559S Multimedia News Publication

IMC 410 Introduction to Integrated Marketing Communications

IMC 440 Introduction to Digital Marketing Communication

DMC 460 Introduction to Data Marketing Communications

JRL 697 Research *

ADPR 521S Audience Insights and Analysis

ADPR 559S Advertising and Public Relations Campaigns

PR 524S Crisis Communication

PR 526S Advocacy Communication

PR 528S Public Interest Communication

PR 455S Strategic Event Planning and Promotion

JRL 458 Interactive Media and Audience Building

MDIA 510 Disruptions & Trends in Media Enterprise

MDIA 518 Community Journalism

MDIA 520 Next Gen News Analytics

MDIA 519 Product Development for Newsrooms

Total Hours 25

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Students who choose to write either a thesis or a professional project must register for at least 6 credits of Research (JRL 697).

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Excluding the research hours, a minimum of 18 credit hours must be earned in the School of Media and Communications. Students may choose either an Area of Emphasis or School of Media and Communications electives.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
JRL 500		1 JRL 620	3
JRL 604		3 Electives *	3
Electives *		5 JRL 528	3
		9	9

Second Year

Fall	Hours	Spring	Hours
JRL 697 **		3 JRL 697 **	3
Electives *		3 Electives *	3
		6	6

Total credit hours: 30

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Various electives. In both programs, sixty percent of the graduate credits submitted for the degree (eighteen credits) must be in courses numbered 500–799

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Students who choose to write either a thesis or a professional project must register for at least 6 credits of Research (JRL 697) .

Students should note that the majority of credits submitted for the degree must be in courses numbered 500 or above.

The thesis or professional project will be graded as an S or U (satisfactory or unsatisfactory).

Except for thesis, professional project, and internship courses, no student may take a course on a P/F or S/U grade basis without prior approval of the Director of graduate studies.

THESIS/PROFESSIONAL PROJECT

Each student must complete a thesis or a professional project involving original work in his/her area of interest. The master's candidate should have a thesis or professional project proposal written by the end of the academic term in which the first nineteen hours of coursework are completed.

Each student is responsible for developing ideas for the thesis or professional project. Through consultations with journalism faculty, the student can determine faculty interests and areas of expertise; he/she then refines a preliminary idea to a significant, feasible thesis/project topic.

Normally students will enroll for six credit hours of research courses. The Director of Graduate Studies must approve any deviations from this norm.

In addition to this six-hour limit, no graduate student will be permitted to enroll in more than six hours of research courses without approval from the director of graduate studies.

ADVISORY COMMITTEE

The student, with approval of the director of graduate studies, selects a journalism graduate faculty member who would be best able to chair his/her Advisory Committee, subject to the agreement of the faculty member. If questions arise about a faculty member's interest or knowledge, the student should consult the director of graduate studies. With the chairperson, the student further refines the topic to a "preliminary proposal" stage, in which concepts and appropriate methodology are on paper but not necessarily in formal proposal form.

After the student has written a preliminary proposal and selected a faculty chairperson, the student should select other members of his/her committee, subject to their willingness to serve. The committee must consist of no fewer than four members (including the chair) and at least two persons must be members of the WVU faculty; others may be from other departments at WVU. Committee chairs must be members of the School of Media and Communications graduate faculty. The fourth member of all thesis committees must be affiliated with the graduate program at an accredited university (or another department at WVU). The fourth member of professional project committees may be from the professional realm.

PROPOSALS

At this point, students in the thesis/professional track must submit proposals to their committee, which must approve all topics (but not research methods, specific research questions, or hypotheses, etc.). After securing committee approval, students schedule a proposal defense date. Proposal defenses are required of all students.

Working under the committee's guidance, each student revises the thesis or project proposal, extended from the preliminary proposal. Guidance for designing a proposal is available from the Director of Graduate Studies.

Once the committee agrees that the proposal is ready, a proposal defense is scheduled.

FINAL THESIS/PROJECT APPROVAL

After the thesis/project proposal defense, the committee votes to accept (often with revisions) or to reject a proposal. The student whose proposal is approved works closely with the committee chair to complete his/her final thesis or project. A master's candidate must inform his/her committee and consult its members for advice (as needed and as desired by them) as the thesis or project develops.

After each advisory committee member is satisfied with the thesis or project, a final defense is scheduled. Announcements of the defense should be posted in Martin Hall. (Interested students and faculty may attend the presentation portion.) Students also should make certain that they file their thesis/project signature form with the director of graduate studies (and the University Libraries) two weeks before their defense date.

Only committee members may vote on acceptance or rejection of a thesis. Although someone may cast a recorded dissenting vote, a majority vote is sufficient to approve a thesis/project. Furthermore, at least three signatures (two of which must belong to School of Media and Communications faculty members) must appear on the approval sheet. Often, only small changes are required prior to final submission to the committee chair and then to the Electronic Thesis and Dissertation system.

Master's candidates should follow APA (or another chair-approved stylebook) during preparation of a thesis or professional project.

Each committee chairperson will ultimately decide whether the candidate has properly made the requested corrections (after the final defense); that chairperson also will check the style and form of the final version. Every graduate student is responsible for delivering a copy of a final thesis or

professional project to the director of graduate studies; he/she also must file a thesis or professional project electronically (to the University Library) before the academic term's deadline.

Areas of Emphasis Offered:

- Advocacy and Public Interest Communication (p. 5)
- Digital Publishing (p. 5)
- Media Solutions and Innovation (p. 5)
- Reporting and Writing (p. 6)
- Television (p. 6)
- Visual Journalism (p. 6)

ADVOCACY AND PUBLIC INTEREST COMMUNICATION AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA		
Select three of the following:		9
JRL 458	Interactive Media and Audience Building	
PR 524S	Crisis Communication	
PR 526S	Advocacy Communication	
PR 528S	Public Interest Communication	
PR 593	Special Topics (Audience Development/Engagement)	
JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

DIGITAL PUBLISHING AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA		
Select three of the following:		9
ADV 451	Interactive Marketing Commctns	
JRL 411	Experimental Journalism	
JRL 431S	Multimedia Storytelling	
JRL 440S	Documentary Storytelling	
JRL 448S	Digital Publication: Social Video	
JRL 493	Special Topics (Data Journalism for a Better Story)	
JRL 593	Special Topics (Ethics in an AI Society)	
JRL 559S	Multimedia News Publication	
JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

MEDIA SOLUTIONS AND INNOVATION AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA		
Select three of the following:		9
ADV 451	Interactive Marketing Commctns	
JRL 411	Experimental Journalism	
JRL 431S	Multimedia Storytelling	
JRL 440S	Documentary Storytelling	
JRL 458	Interactive Media and Audience Building	
JRL 493	Special Topics (Data Journalism for a Better Story)	
JRL 593	Special Topics (Ethics in an AI Society)	
JRL 593	Special Topics (Audience Development/Engagement)	
JRL 559S	Multimedia News Publication	

JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

REPORTING AND WRITING AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA		
Select three of the following:		9
JRL 412	Sport Journalism	
JRL 424S	Adventure Travel Writing & Photography	
JRL 426S	Investigative Reporting	
JRL 493	Special Topics (e.g. Science/Health Journalism; Nonfiction Storytelling)	
JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

TELEVISION AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA		
Select three of the following:		9
JRL 435S	Live Sports Video Production	
JRL 493	Special Topics (e.g. Digital Publication; Social Media Video)	
JRL 587S	Advanced Video Reporting and Producing	
JRL 559S	Multimedia News Publication	
JRL 593	Special Topics (e.g. Audience Development/Engagement)	
JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

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WVU News requires JRL 488 as a prerequisite.

VISUAL JOURNALISM AREA OF EMPHASIS REQUIREMENTS

Code	Title	Hours
Students are expected to maintain at least a 2.75 GPA.		
Select three of the following:		9
JRL 431S	Multimedia Storytelling	
JRL 440S	Documentary Storytelling	
JRL 445S	International Media 1	
JRL 458	Interactive Media and Audience Building	
JRL 493	Special Topics (e.g. Digital Publication; Social Media Video)	
JRL 587S	Advanced Video Reporting and Producing	
JRL 559S	Multimedia News Publication	
JRL 695	Independent Study (must be approved by grad director)	
Total Hours		9

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WVU News requires JRL 488 as a prerequisite

Accelerated Bachelor's/Master's Programs

- B.S.J. in Advertising and Public Relations/M.S.J. in Journalism (p. 7)
- B.S.J. in Journalism/M.S.J. in Journalism (p. 9)

BSJ - Advertising and Public Relations Degree Requirements

Code	Title	Hours
MDIA 191	First-Year Seminar	2
General Education Requirements		
GEF 1, 2, 3, 5, 6, and 7		22
Non-Journalism/Media Requirements		
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
HIST 153	Making of Modern America: 1865 to the Present	3
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics	3
English literature or Creative Writing course		3
Two semesters of any foreign language/computer coding course or one language/coding course +study abroad		6
Select one of the following:		3
ANTH 105	Introduction to Anthropology	
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
School of Media and Communications Core Requirements		
A grade of C- or higher must be earned in all major courses.		
MDIA 101	Media and Society	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
JRL 528	Media Ethics and Law	3
Advertising & Public Relations Core Requirements		
ADPR 215	Introduction to Advertising and Public Relations	3
ADPR 421S	Advertising & PR Audience Insights & Analysis	3
Choose a capstone:		3
ADPR 457S	Martin Hall Agency Experience	
ADPR 559S	Advertising and Public Relations Campaigns	
Select one of the following Areas of Emphasis (details below):		12
Advertising (ADV)		
ADV 315S	Advertising Copywriting	
Choose three 300- or 400-level Advertising, STCM or advisor-approved electives:		
ADPR 450	Audience Psychology and Behavior	
ADV 401S	Creative 1	
ADV 403	Media Planning/Strategy	
ADV 451	Interactive Marketing Communications	
ADV 493	Special Topics	
ADV 593	Special Topics	
ADPR 452	Strategic Communication Strategy and Management	
ADPR 493	Special Topics	
ADPR 593	Special Topics	
Public Relations (PR)		
PR 324S	Public Relations Writing and Applications	
Choose of the following:		
ADPR 319S	Creative Design and Strategy	
PR 333S	Web Development	
Choose two 300- or 400-level PR, STCM or advisor-approved electives:		
PR 410	Integrated Marketing Communications for Public Relations	
PR 412	IMC for Sport	
PR 455S	Strategic Event Planning and Promotion	
PR 493	Special Topics	

PR 522	Public Relations Case Studies	
PR 593	Special Topics	
ADPR 439	Strategic Social Media	
MDIA 438	Branded Content and Narrative	
Required Minor		15
General Electives		15
Total Hours		114

MSJ Degree Requirements

Code	Title	Hours
A minimum GPA of 3.0 is required in all courses toward the major.		
JRL 500	Introduction to Graduate Studies (A minimum GPA of 3.0 is required in all co)	1
JRL 504	Mass Media and Society	3
JRL 520	Advanced Journalistic Writing and Research	3
JRL 689	Ethics of Mass Communication	3
JRL 697	Research	6
Total Hours		16

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 ENGL Literature or Creative Writing course	3
ADPR 215		3 GEF 3	3
MDIA 101 (GEF 4)		3 MDIA 215S	3
Language Course		3 Language Course	3
MDIA 191		2 Select one of the following:	3
		ANTH 105	
		PSYC 101	
		SOC 101	
		14	15

Second Year

Fall	Hours	Spring	Hours
GEF 2B		4 STAT 111	3
GEF 5		3 GEF 6	3
MDIA 225S		3 HIST 153	3
ENGL 102 (GEF 1)		3 PR 324S or ADV 315S	3
ECON 200		3 Elective	2
		16	14

Third Year

Fall	Hours	Spring	Hours
GEF 7		3 400-Level AOE Course	3
POLS 102		3 BUSA 330	3
ADPR 319S or PR 333S (or ADV AOE Elective)		3 Minor Course	3
Minor Course		3 Elective	6
Elective		3	
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ADPR 421S		3 ADPR 559S	3
300- or 400-Level AOE Course		3 JRL 528	3
Minor Course		3 Minor Course	3

Minor Course	3 Elective	3
JRL 500	1 JRL 520	3
JRL 504	3	
		16
		15

Fifth Year

Fall	Hours	Spring	Hours
Elective*		3 JRL 689	3
Elective*		3 JRL 697 or 698	3
JRL 697		3 Elective*	3
		9	9

Total credit hours: 138

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These electives should be at the 500- or 600-level and may come from within or external to the School of Media and Communications.

BSJ Degree Requirements

Code	Title	Hours
MDIA 191	First-Year Seminar	2
General Education Requirements		
GEF 1, 2, 6, and 7		16
Non-Journalism/Media Requirements		
HIST 153	Making of Modern America: 1865 to the Present (GEF 5)	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics (GEF 3)	3
English literature or Creative Writing course		3
Two semesters of any foreign language/computer coding course or one language/coding course +study abroad		6
Select one of the following:		3
ANTH 105	Introduction to Anthropology	
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
School of Media and Communications Core Requirements		
A grade of C- or higher must be earned in all major courses.		
MDIA 101	Media and Society (GEF 4)	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
JRL 528	Media Ethics and Law	3
Choose one capstone course:		3
JRL 531	Multimedia Reporting	
JRL 587S	Advanced Video Reporting and Producing	
JRL 559S	Multimedia News Publication	
Take 3 one-credit-hour skills classes:		3
JRL 236S	Podcast Producing	
JRL 237S	Advanced Video Editing	
JRL 238S	Voice Performance for Broadcasting	
JRL 240S	Immersive Storytelling: AR/VR	
Take each of the following:		
JRL 318S	Beat Reporting	3
JRL 319S	Editing and Curation	3
JRL 341S	Data and Design	3
JRL 458	Interactive Media and Audience Building	3

Select two "track" electives from the following or from other advisor-approved upper-level JRL electives:	6
JRL 320S	Advanced Photojournalism
JRL 321S	Media Design
JRL 335S	Video and Audio News Writing
JRL 340S	Advanced Video Storytelling
JRL 386S	Beginning Video Reporting
JRL 426S	Investigative Reporting
JRL 430S	Social Media and Journalism
JRL 440S	Documentary Storytelling
JRL 593	Special Topics
Required Minor	15
General Electives	17
Total Hours	113

MSJ Degree Requirements

Code	Title	Hours
A minimum GPA of 3.0 is required in all courses		
JRL 500	Introduction to Graduate Studies	1
JRL 504	Mass Media and Society	3
JRL 520	Advanced Journalistic Writing and Research	3
JRL 689	Ethics of Mass Communication	3
JRL 697	Research	3
JRL 698	Thesis or Dissertation	3
Electives (Internal or External to School of Media and Communications)		9
Total Hours		25

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
JRL 191		2 ENGL Literature or Creative Writing course	3
MDIA 101 (GEF 4)		3 Language Course	3
MDIA 215S		3 GEF 2B	4
ENGL 101 (GEF 1)		3 Select one of the following:	3
Language Course		3 ANTH 105	
		PSYC 101	
		SOC 101	
		General Elective	3
	14		16

Second Year

Fall	Hours	Spring	Hours
One-credit-hour JRL Skills course		1 JRL 318S	3
MDIA 225S		3 GEF 6	3
Elective		3 HIST 153	3
ENGL 102 (GEF 1)		3 General Elective	3
BCOR 350		3 Minor Course	3
One-credit-hour JRL Skills Course		1	
	14		15

Third Year

Fall	Hours	Spring	Hours
JRL 319S		3 STAT 111	3
GEF 7		3 Minor Course	3

JRL 341S		3 Electives	3
POLS 102		3 ECON 200	3
Minor Course		3 JRL "track" elective	3
One credit-hour-hour JRL Skills Course		1	
		16	15

Fourth Year

Fall	Hours	Spring	Hours
JRL 458		3 JRL Capstone Course	3
JRL 528		3 Minor Course	3
Minor Course		3 Elective	2
JRL 500		1 JRL 520	3
JRL 504		3 JRL "track" elective	3
Elective		3	
		16	14

Fifth Year

Fall	Hours	Spring	Hours
Elective*		3 JRL 689	3
Elective*		3 JRL 697 or 698	3
JRL 697		3 Elective*	3
		9	9

Total credit hours: 138

*

These electives should be at the 500- or 600-level and may come from within or external to the School of Media and Communications.

Major Learning Outcomes

JOURNALISM

Whether students in the M.S.J. program are interested in teaching and research or strictly professional pursuits, upon completing the program, they will be able to:

1. Understand economic, ethical, historical, legal, political, social and technological forces that shape the roles and structures of the media.
2. Employ writing, researching and editing skills to be a professional in the graduate's chosen field.
3. Articulate journalistic concepts, values and skills.
4. Understand methodology used in historical, legal, cultural and other types of qualitative and quantitative research.
5. Conduct original research that contributes to knowledge in the field.
6. Effectively communicate orally, through writing, and through various media.
7. Understand and critically evaluate public opinion polls and other types of quantitative and qualitative research.