

## **NEW PH.D. PROGRAM IN MEDIA STUDIES**

### **ESTABLISHING A PREMIER CENTER OF MEDIA KNOWLEDGE IN THE NATION'S MEDIA CAPITAL**

The project to establish a doctoral program in Media Studies at The Graduate Center was launched in spring 2004. Endorsed by 75 faculty members from 15 CUNY campuses, representing a diverse cross-section of creative and scholarly approaches to media education within CUNY, the proposed program will provide a robust and forward-thinking institutional framework for interdisciplinary doctoral education in Media Studies at CUNY.

The unique focus of this program will be the fusion of state-of-the-art multimedia capabilities with advanced research in the principal areas of media history, media culture, interactive technology, and media policy within the framework of political economy. The integrated approach to doctoral education is vital to the overall goal of providing national leadership in basic research on media theory, policy and practices, in critical analysis and use of the tools and apparatus that constitute contemporary media culture, and in the innovation and development of media in higher education, industry and the nonprofit and government sectors.

This pioneering program draws doctoral research in media studies together with an advanced learning environment of multimedia design. Pathways of theory and practice converge to create ideal conditions for an integrated doctoral education in media studies that responds to the unfolding interactive media culture. The exceptional intellectual environment provided by The Graduate Center and the CUNY consortial system offers the perfect setting for taking doctoral education in media to a new level, anchored into the culture to shape the coming generations of visionary media researchers, artists, administrators, consultants, business leaders and policy makers.

### **DEVELOPING SYNERGIES**

The proposed program has formed important partnerships with The Graduate Center's New Media Lab and The Center for Media and Learning/American Social History Project, as well as with the Film Studies Certificate Program. The Graduate Center's Interactive Technology and Pedagogy Certificate Program will play a pivotal role in establishing the innovative structure of the proposed program as will the equally important consortial arrangement with MFA programs at Hunter College and Brooklyn College.

### **A BORN LEADER IN NEW YORK MEDIA HIGHER EDUCATION**

Remarkably, New York City currently has no media studies doctoral program that adequately bridges media theory, research, and practice. NYU and Columbia split

these areas into two fields: communication studies (theory and research) and journalism (practice); or, as in the case of NYU's Tisch School of the Arts, cinema studies and film-television production. These programs receive scores of applications every year, but admit only a handful of students (NYU's Media Ecology program annually admits five with full funding; Columbia admits three or four). Combining the depth of faculty strength with an affordable, pioneering curriculum, the Media Studies Ph.D. at CUNY will emerge as the leading force of media education in New York City.

## **NATIONAL PROFILE**

As a charter member in the new national Consortium of Media Policy Studies (COMPASS), the proposed program joins forward-thinking media researchers from The University of Pennsylvania, University of Illinois, University of Michigan, Southern Illinois University, the University of Southern California, and the University of California at Riverside. This national effort to advance research in media policy and practices offers several key benefits: it will enhance the educational and career opportunities for media studies doctoral students at CUNY by providing a network of professional relationships, access to resources, residencies with policy-makers in Washington D.C., and involvement in journals and conferences; it will help raise the national profile of CUNY and the proposed doctoral program; and it will provide additional means to recruit and retain the best faculty, students, and researchers to the new program.

## **PROGRAM NEED**

Internally, the proposed program responds to the need for systemic collaboration and coordination of CUNY media studies faculty and programs through intercampus program development and articulation, faculty appointments, and resource allocation. It also provides the necessary response to the felt absence of a coherent educational path for CUNY students and offers them a new articulation of media education from community college through senior college to the proposed Graduate Center doctoral program. Externally, the program responds to the strong academic job market in which desired qualifications for media studies Ph.D.s confirm the need for cross-media and interdisciplinary researchers with multimedia capabilities. The proposed emphasis in media policy, along with the COMPASS residency program, is a vital response to the need for qualified media researchers working in non-profit and government agencies on media policy matters. The proposed program will also benefit media businesses in New York City, with whom the project coordinator for the proposed program has begun to establish relationships through the office of the executive director of the New York chapter of the National Academy of Television Arts and Sciences.

## STUDENTS

- *“I am definitely interested in the creation of such a program; your project is what we now need in CUNY.”*
- *“This is extremely interesting, appealing and necessary in the increasingly media-oriented public sphere.”*
- *“The fusion of theory and practice will produce scholars of a different caliber.”*  
MFA students in Hunter’s Integrated Media Arts program

High demand for media studies Ph.D. programs ensures steady growth of applicants over the initial five-year period. Annual enrollment of new full time students will reach 18 by the sixth year of operation, with a total of about 100 students in the program.

### Five Year Enrollment Projection, 2007-12.

	Full Time		Part-Time		FTEs	Total Enrolled	Total First Year Students	Level II (Spring)	Level III (Spring)
	New	Cont	New	Cont					
Year 1	16		2		17	18	18		
Year 2	16	15	2	1	32.5	34	18	15	
Year 3	17	29	3	2 (1 @LII)	47.6	51	20	27	3
Year 4	18	43	3	3 (2 @LII)	61.9	67	21	38	7
Year 5	18	57	3	4 (3 @LII)	71.3	82	21	51	9

## CURRICULUM

The primary curricular objectives of the program are to prepare students to demonstrate a general understanding of the field of media studies and to attain extensive knowledge in an area of specialization through coursework and original research. A corollary objective will be the acquisition of multimedia skills and capabilities that provide students the vital means to mobilize this knowledge as twenty-first century public intellectuals for the enrichment of civic dialogue, higher education, and community reflection on media matters.

## FACULTY

CUNY’s world class faculty in both traditional media areas such as film and television as well as new media subjects are recognized for both their outstanding contributions to ways of thinking about media as well as their own vibrant media productions. The proposed program involves two Distinguished Professors and top faculty from CUNY campuses who have produced hundreds of scholarly publications, and award winning books and creative productions. Our experts are

sought by the BBC, the New York Times, and other media outlets; our researchers and artists have brought in significant media-related funding in recent years; and our artistic faculty have had numerous and noteworthy exhibitions including broadcasts on public and commercial television and installations at The Whitney Museum, the Guggenheim, and scores of galleries around the world. Competing Ph.D. programs at NYU and Columbia do not have the breadth and depth of expertise represented by the combined faculty from the campus media studies programs. To heighten the prestige of the proposed program's faculty, we have proposed that three new faculty lines be allocated for the appointment of very prominent senior faculty members to The Graduate Center starting in the second year.

## **APPENDIX**

### **RESOURCE DEVELOPMENT**

A plan for external development and funding support will be implemented after approval of the program. This plan envisions a substantial campaign to identify resource development partners among foundations, philanthropists, and corporations who have focused on public interest media education, media arts technologies, and media policy as key sites of investment. Given the forward looking character of the proposed program, we anticipate substantial interest among these outside sources and plan to target four cornerstone gift areas to build the program endowment: scholarships, professorships, research fellowships, and facilities.

#### **Professorships**

Named Research Chairs  
Named Professorships

#### **Research Fellowships**

Special Projects  
Collaboration

#### **Resource Development Cornerstones**

#### **Students**

Fellowships  
Scholarships  
Awards

#### **Facilities**

Labs  
Research Database  
Library Collections



## **Sponsoring Departments**

Media Studies (Queens College)  
Film and Media Studies (Hunter College)  
Television and Radio (Brooklyn College)  
Media Culture (Staten Island)  
Entertainment Technology (NYC College of Technology)  
Speech Communication & Theater Arts (Queensborough CC)

## **Additional Faculty Sponsors**

American Studies (The Graduate Center)  
Communication Studies (Baruch)  
English (Kingsborough CC)  
English (Queensborough CC)  
Entertainment Technology (NYC College of Technology)  
Film (Brooklyn College)  
Film and Media Studies (Hunter College)  
Film Studies Certificate Program (The Graduate Center)  
History (The Graduate Center)  
Interactive Technology & Pedagogy Certificate Program (The Graduate Center)  
Media and Communication Arts (CCNY)  
Media Culture (Staten Island)  
Media Studies (Queens College)  
Music (Queensborough CC)  
Performance and Interactive Media Arts (Brooklyn College)  
Sociology (The Graduate Center)  
Speech Communication & Theater Arts (BMCC)  
Speech Communication & Theater Arts (Queensborough CC)  
Television and Radio (Brooklyn College)  
The Center for Media and Learning/American Social History Project (The Graduate Center)

The New Media Lab (The Graduate Center)  
Women's Studies Certificate Program (The Graduate Center)

## **Principal Investigators**

Professor Richard Maxwell  
Chair, Media Studies, Queens College;  
Convenor, Project for the CUNY Ph.D. in Media Studies

Professor Stuart Ewen  
Distinguished Professor; MFA Program Director, Film and Media Studies, Hunter College; Sociology, History, The Graduate Center

Professor Katherine Fry  
Deputy Chair, Graduate Studies Director  
Television and Radio, Brooklyn College

Professor Stanley Aronowitz  
Distinguished Professor, Sociology, The Graduate Center

Professor Stephen Brier  
Coordinator of the Interactive Technology and Pedagogy Certificate Program, The Graduate Center

Professor William Boddy  
Communication Studies, Baruch College;  
Coordinator of the Film Studies Certificate Program, The Graduate Center

Professor Patricia Clough  
Sociology, Queens College; Coordinator of the Women's Studies Certificate Program, The Graduate Center

## EXTERNAL ADVISORY BOARD

A Distinguished National Committee of Scholars and Artists  
Support and Advise on the Development of the New Ph.D.  
Program in Media Studies

*"This is a very impressive proposal, and an important  
development in the field,"*

Larry Gross, Professor and Director, School of  
Communication, Annenberg School for Communication,  
University of Southern California.

Michelle Citron Professor, Artist, and Director of Graduate Studies,  
Department of Radio/TV/Film, Northwestern University. Former Director  
of the Center for Interdisciplinary Research in the Arts, Northwestern  
University.

Michael Delli Carpini  
Professor of Communication and Dean, Annenberg School of  
Communication, University of Pennsylvania.

Susan Douglas  
Catherine Neafie Kellogg Professor & Arthur F. Thurnau Professor, &  
Chair, Dept of Communication Studies, University of Michigan.

Rosa Linda Fregoso  
Professor and Chair, Latin American and Latino Studies, University of  
California at Santa Cruz

Herman Gray  
Professor of Sociology, UC Santa Cruz

Larry Gross  
Professor and Director, School of Communication, Annenberg School for  
Communication, University of Southern California.

Susan Herbst  
Dean, The College of Liberal Arts, Temple University

Sut Jhally  
Professor of Communication, UMASS Amherst, Founder and Executive  
Director of The Media Education Foundation.

Naomi Klein  
Award winning journalist, filmmaker, activist

Barbara Koppel  
Academy Award winning documentary filmmaker

Robert W. McChesney  
Research Professor, Director of Graduate Studies, Inst of  
Communications Research & Grad School of Library & Info Science, U of  
Illinois at Urbana-Champaign.

Toby Miller  
Professor, English/Sociology/Women's Studies, Director of the Program  
in Film & Visual Culture, UC-Riverside, & Editor of the journal Television  
and New Media.

Chon Noriega  
Professor of Critical Studies and Associate Director of the UCLA  
Chicano Studies Research Center

Narendra Pachkhede  
Independent Media Artist and Theorist out of Ottawa

Christiane Paul  
Adjunct Curator, New Media Arts, Whitney Museum of Art; Director,  
Intelligent Agent.

Manjunath Pendakur  
Dean, Southern Illinois University College of Mass Communication &  
Media Arts.

Constance Penley  
Professor of Film Studies, Co-Director, Center for Film, Television, and  
New Media

Walid Raad  
Multimedia Artist, Performer, Professor of Art Cooper Union University.

Kevin Robins  
Professor of Communications, Goldsmith's College, University of  
London

Andrew Ross  
Professor of Comparative Literature and Director of American Studies,  
New York University.

Dan Schiller  
Professor in the Institute of Communications Research and the  
Graduate School of Library and Information Science at University of  
Illinois at Urbana-Champaign. Member, Consortium for Media Policy  
Studies.

Trebor Scholz  
New York-based media artist, writer, organizer

Frank Webster  
Professor of Sociology, City University of London

Barbie Zelizer  
Professor & Raymond Williams Chair of Communication, University of  
Pennsylvania, Annenberg School of Communication; Fellow, Joan  
Shorenstein Center on the Press, Politics, and Public Policy, JFK  
School of Government, Harvard University, 2004.

We are currently seeking foundation and other resource development  
partners committed to innovative media education to participate in  
shaping this unprecedented initiative.