

MASTER OF ARTS IN MEDIA AND EDUCATION



“The proliferation of media technologies, the commercialisation and globalisation of media markets, the fragmentation of mass audiences, and the rise of ‘interactivity’ are all fundamentally changing young people’s everyday social experiences.

In this context it is hard to imagine a more imperative issue for education to address.”

—David Buckingham
from *A Manifesto for Media and Education*

Exploring, Creating, Reinventing

The first and only graduate program of its kind in the United States, the M.A. in Media and Education is reinventing the profile of educators and storytellers in schools, media industry, and society. Media and Education graduates will be experts in the complex synergies between media and education in our culture, and will be on the leading edge of production, analysis, and innovative application of media in diverse environments.

The media and education master of arts program combines the faculty, resources, and exceptional legacies of two renowned Syracuse University schools: the School of Education and the S.I. Newhouse School of Public Communications.

- Mastering the process of critical thinking through provocative research, multimedia creations, thought-provoking films, challenging and honest conversations in colloquia, and interdisciplinary investigations

CREATING compelling media works

- Engaging in conventional and unconventional storytelling by mastering storytelling tools and techniques in a particular area of interest
- Using storytelling as a tool for exploration, analysis, and expansion of knowledge

REINVENTING the possibilities inherent in the convergence between media and education

- Providing spaces, through traditional and digital media, for individuals, cultures, and communities to tell their stories in meaningful and authentic ways
- Producing work with the assumption that the world, media, and education are multicultural, multiracial, and global

(over)



WHAT IS THE M&E METHOD?

EXPLORING the status quo of the fields of media and education

- Deconstructing the narratives on topics such as disability, race, gender, class, identity, popular culture and democracy, and the historical and current representations of those topics in the media



IMPORTANT INFORMATION ABOUT THE M.A. IN MEDIA AND EDUCATION

- This is a one-year, 36-credit, full-time residency program.
- This program is an independent intellectual enterprise and therefore does not lead to initial or professional certification.

SYRACUSE UNIVERSITY

CONTACT

School of Education Program Coordinator

Jeffery Mangram
jamangra@syr.edu
315-443-3293

Newhouse School Program Coordinator

Michael Schoonmaker
msschoon@syr.edu
315-443-9240

soe.syr.edu

newhouse.syr.edu

WHAT CAREERS DOES M&E LEAD TO?

Students in 21st century schools do not learn without mass media tools or content. It is imperative that education professionals have a high degree of media literacy in order to connect with today's learners, and that media professionals have an understanding of the power media tools have in education. An M.A. in media and education can shape a career for:

- students interested in media production, the development of media literacy programs, or enhancing their classroom teaching.
- content producers and media directors for educational television, not-for-profit organizations, or charitable foundations.
- directors or media integration specialists for after-school programs, libraries, social service agencies, and non-profits.
- curriculum development and consultant positions in publishing, television, or higher education.

IS M&E FOR ME?

The M.A. in media and education is for any professional interested in the art of visual and digital storytelling, and the analysis of media in educational settings. Individuals who would be a good fit for this program may include:

- students interested in enhancing their pedagogy with creative production and engagement of media.
- library media specialists who would like to learn about emerging media trends and techniques.
- current content or media producers looking to connect more meaningfully with contemporary audiences through emerging mass media channels.

ADMISSION

The M.A. program follows Syracuse University's general guidelines for admission to graduate study. Applicants must present respectable evidence of excellence with depth and dimension in their records. The review committee expects to admit students with an exemplary transcript, extraordinary letters of recommendation, a personal statement that reflects potential growth, and demonstrated experience in education and/or media studies. Also, we will use the Kira Talent interface to collect unrehearsed video responses to questions about goals and qualifications in relation to media and education.

Application deadline is January 15.

Additional Notes

- Applications after this deadline will continue to be accepted on a rolling basis.
- Graduate Record Exam (GRE) is not required for admission to this program.

