The Ph.D. program at the Gaylord College of Journalism and Mass Communication challenges students to conduct in-depth study of issues in news, strategic communication and media arts. The program offers a diverse faculty, outstanding facilities and nationally competitive funding.

The Gaylord College Ph.D. program seeks junior colleagues who wish to explore deeply the practices and values of journalism, mass communication and the media professions.

The program is highly competitive, admitting and funding just five students at $18,000 or more per year. We welcome applicants from across Oklahoma, the United States and the world – particularly those with three or more years of professional experience in journalism and mass communication disciplines. The application deadline for a fall start is Feb. 1.

Doctoral students will find a faculty with a wide range of research interests encompassing a variety of approaches and perspectives related to the program’s three concentrations:

- News and Information
- Strategic Communication
- Media Arts

Among the areas of faculty expertise are management, ethics and normative theory, law, race and gender, international public relations, new media advertising, message strategy and tactics, and documentary.

www.ou.edu/gaylordgrad
Productive Students and a Culture of Collaboration

In the first five years of our program, our 19 Ph.D. students have had a total of more than 150 refereed papers accepted to conferences including AEJMC, NCA and ICA. Many of these were developed in collaboration with Gaylord College faculty members who have made it a priority to mentor these students.

Concentrations

News and Information
Performance, critical analysis, representations and the community-building potential of news and information media.

Strategic Communication
Broad spectrum of theoretical and practice-oriented research topics and problems in public relations and advertising.

Media Arts
Performance, critical analysis, effects, representations and the community-building potential of entertainment and experimental media, including visual digital, video, multimedia and long-form print media.

Areas of Emphasis within Concentrations

Doctoral students are encouraged to design a flexible program targeting an area of emphasis within these concentrations. Some examples are media management, media ethics, visual communication, international communication, and communication theory and methodology.

For more information about the Gaylord College Ph.D. program, contact 405-325-2722 (GaylordGrad@ou.edu).

www.ou.edu/gaylordgrad