The Manship School of Mass Communication at Louisiana State University takes as its signature emphasis the intersection of media and public affairs. Our scholarly community engages the many ways mass communication intermingles with politics, policy, social structures and formal institutions.

We have a broad view of media and public affairs, with research on political polarization, digital technology, crisis communication, wartime propaganda, gender and sexuality, media effects, health communication, native advertising and the representation of minority groups, among others. Manship School scholars use a diverse set of empirical and theoretical approaches, offering doctoral students a broad preparation to study an evolving media landscape and the ever-changing public sphere.

Excellence: Award-Winning Faculty and Students
Our faculty and current doctoral students are excellent. They regularly publish with top academic presses and leading journals. They win major book prizes, top paper awards and other recognition at scholarly meetings. With six endowed chairs and more than 40 endowed professorships, we attract a world-class faculty.
The Manship School prepares scholars to study the ever-changing world of mass media with three research laboratories and infrastructure for a wide range of quantitative and qualitative approaches to research media messages and their effects.

**Media Effects Lab (MEL)**
The MEL administers a large pool of research participants and research technologies, such as computer-administered experiments, reaction time measurement, facial expression analysis, heart rate and dial-testing. MEL supports eye-tracking for multiple platforms (desktop computers, tablets, smartphones), the integration of physiological response data using iMotions, and multiple research settings, including a simulated living room.

**Social Media Analysis & Creation Lab (SMAC)**
The SMAC lab supports both pure research as well as applied creative projects using social media. SMAC houses a listening center powered by Crimson Hexagon, allowing us to track and analyze conversation and sentiment in social media. We offer a growing array of social media monitoring tools and analytics software as well.

**Public Policy Research Lab (PPRL)**
PPRL is dedicated to high quality data collection and analytics, with a special emphasis on survey research. One of its core projects is the annual Louisiana Survey which PPRL has conducted for the Manship School and its Reilly Center for Media & Public Affairs, since 2003. PPRL conducts occasional surveys, such as the 2017 Louisiana Community Resilience Survey, to support faculty and doctoral student research.
The Manship School uses endowed professorships to support collaborative research groups of faculty members and students. The funds allow the teams to collect original data, hire research assistants, travel to archives and host mini-conferences.

**Digital Advertising Research Team** studies strategic communication, digital technology and visual communication. Its primary research investigates how consumers process native advertisements, such as sponsored posts, in social media and search engine results.

**Freedom of Expression Research Group** pursues historical, legal and qualitative research on journalists and policymakers. Its current project investigates the public and legislative process that lead to the 1916 confirmation of U.S. Supreme Court Justice Louis D. Brandeis.

**Health Communication Research Group** is developing and evaluating messages for the Louisiana Department of Health’s Well-Ahead LA program aimed at promoting healthy choices among Louisiana restaurant owners and patrons.

**Media Effects Research Group** is built around the School’s Media Effects Lab. Recent projects include studies of environmental and climate change attitudes, media effects on romantic relationship choices and the how selfies influence social comparison and narcissism.

**Political Communication Research Group** is studying how news consumers process information in the digital age. They developed an online news portal to examine the influence of news agendas, tone and other attributes of contemporary political information.
Earn Your Doctoral Degree at the Manship School

Excellent Funding
The Manship School admits a small cohort of doctoral students each year on a highly competitive basis. Our doctoral funding includes a $25,000 9-month stipend, for each of four years, provided the student remains in good standing, and a tuition exemption (students must pay some mandatory student fees). We support doctoral students to present research at two conferences per academic year, with additional funds available from the LSU Graduate Student Association. We also fund doctoral research through our distinguished Hamilton Fellowship awarded annually, funded research groups and dissertation awards.

Ph.D. Placements
Most importantly, our doctoral students earn tenure-track positions at institutions across the country and abroad. These universities include Auburn, Syracuse, Indiana, Howard, Marquette, University of South Carolina, SUNY-Oswego, Iowa State, Appalachian State, Kent State, Cal Poly-Pomona, Loyola University Maryland and Xavier University of Louisiana. Our Ph.D.s also have prestigious research positions at organizations like the Kaiser Family Foundation. A Manship School degree can take you anywhere.

Admission Requirements
The Manship School doctoral program accepts applications for fall admission. Applicants submit a statement of purpose, resume, writing sample, transcripts from all prior universities or colleges attended and standardized test scores (e.g., GRE and TOEFL for international applicants) online. We also require recommendation letters from three people familiar with your academic work. For full consideration, you should submit your application by January 25 to be reviewed for admission and funding decisions for the following fall.

Contacts & Links
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Manship School website: www.manship.lsu.edu
LSU Graduate School application: www.lsu.edu/graduateschool/apply/