The College of Communication and Information fosters among students and the larger community a sense of the legal and ethical responsibilities of access to information and the exercise of expression in a democratic society. Additionally, the college serves the professional goals of preparing students for careers in the communication and information professions.

The college includes four schools: School of Advertising and Public Relations, School of Communication Studies, School of Information Sciences, and School of Journalism and Electronic Media. Graduate concentrations are offered in advertising, electronic media, journalism, communication studies, information sciences, converging media, science communication, and public relations. These concentrations have a core curriculum.

The College of Communication and Information grew out of the School of Journalism, which was originally located in the College of Business Administration. The Department of Communication Studies became part of the College of Communications in 1997. The College of Communications merged with the School of Information Sciences in 2002 to create the new College of Communication and Information. The master’s program began in 1968 under Journalism and was changed to Communications after the School gained college status in 1970.

The doctoral program was initiated in 1974. A chair of excellence was established in 1987 to support a distinguished professorship in science, technology, and medical writing.

The College of Communication and Information offers the Master of Science for the Schools of Advertising and Public Relations, Journalism and Electronic Media, Information Sciences, and Communication Studies. The School of Information Sciences provides a program of study leading to the Master of Science degree for librarians and information professionals. The Doctor of Philosophy with a major in communication and information is offered with concentrations in the areas noted above. In addition, communication is available as a minor for students majoring in other departments. Required coursework will be selected after discussion with the major advisor and an advisor from the College of Communication and Information.

The MS programs in advertising/public relations and journalism/electronic media are accredited by the Accrediting Council on Education in Journalism and Mass Communication. The MS program in information sciences is accredited by the American Library Association and the National Council for Accreditation of Teacher Education. The college is a member of the Association of Schools of Journalism and Mass Communication, Broadcast Education Association, and the American Library Association.

For application forms and other information about the MS and PhD programs in communication and information, write to Associate Dean for Graduate Studies, College of Communication and Information, 420 Communications Building, the University of Tennessee, Knoxville, Tennessee 37996-0347 or go to http://excellent.com.utk.edu/gradstudies.
Admission

Applicants must meet admission requirements of the Graduate Council. In addition, they must complete the Graduate Record Examination, rating forms, and application forms as required by the College of Communication and Information. Minimum requirements for admission to full potential candidate status normally include a 3.0 (4.0 system) grade point average in undergraduate studies and scores at or above the fiftieth percentile in verbal, quantitative and analytical aptitude on the Graduate Record Examination. All application materials are screened by an admissions committee authorized by the faculty of the College of Communication and Information.

New students normally are admitted to the programs at the beginning of fall semester. However, under special circumstances, a student may be admitted at the beginning of spring semester in a temporary non-degree status. Applications for fall admission must be received by May 1. Applications for financial aid are due by March 1.

A baccalaureate degree in communication, information sciences, or a related field is recommended. Admission is possible with other baccalaureate degrees. However, all applicants without the appropriate background are required to take up to 18 semester hours of prerequisite and corequisite courses as determined by the department in which the student is enrolled.

Master’s students who have had no courses in their major area of concentration may expect to spend four or more full-time semesters in the program, including a media internship.

Academic Standards

A student in the College of Communication and Information whose graduate grade point average, not including incomplete grades, is below 3.0 at any time after the end of 12 hours of graduate credit will be placed on probation. A student on probation will be dropped from the program unless his or her cumulative graduate grade point average is 3.0 or higher at the end of the probationary period. The probationary period is defined as the next 12 semester hours of graduate coursework attempted that is specified in the student’s degree program. Exceptions to this policy may be made only with the approval of the Associate Dean for Graduate Studies of the College of Communication and Information on the recommendation of the student’s faculty committee.

MASTER OF SCIENCE

Communication Major

The Master of Science degree with a major in communication is intended for students who desire careers related to a variety of communication, information, or media fields, and those who seek a deeper understanding of the role of communication and information in organizations, media, and society. Program concentrations include advertising, communication studies, converging media, electronic media, journalism, public relations, and science communication. Both thesis and non-thesis options are available. See catalog listings for the School of Advertising and Public Relations, School of Communication Studies, and the School of Journalism and Electronic Media for information about these concentrations and the courses offered.

REQUIREMENTS

The MS program combines a cross-disciplinary core in theory and methods with a concentrated set of courses in a primary area and electives from outside the concentration. Both the thesis and non-thesis options require a minimum of 34 hours of approved graduate work. Orientation attendance is also required.

- Seven hours of core courses—Communication and Information 501 (Orientation, 1 hour), Communication and Information 540 (Theory, 3 hours), and one of the following research methods courses (Advertising 530, Communication Studies 505, Information Science 540, Journalism and Electronic Media 512, Public Relations 530), to be taken during the first two semesters of the student’s program, except with the written approval of the director of graduate studies of the college.

- Fifteen hours within a concentration. Primary concentrations include advertising, communication studies, converging media, electronic media, journalism, public relations, and science communication. Students may also construct their own coherent set of courses for a concentration, with the approval of the director of graduate studies for the college. At least six hours of the concentration must be at the 500 level or above. An internship, if needed, may be included in the concentration hours.

- Six hours for the thesis option, or nine hours for the non-thesis option, of approved electives.

- All students must take courses from at least two of the schools in the College of Communication and Information. The outside course may be included in the core, concentration, or electives.

- Six hours of thesis work, or a three-hour project.

Additional hours may be required for those who do not have academic prerequisites, and an internship may be required for those who do not have professional experience in the field that they wish to study. A course in communication law is a prerequisite.

A student’s internship experience requires approval by his/her advisor, on the basis of three hours of credit for the equivalent of 15 weeks of full-time professional experience. This credit is to be included in the hour requirements for the MS program.

Students interested in subsequent entry into a doctoral program are advised to pursue the thesis option and to take additional courses in communication theory and research, subject to advisor’s approval.

After completion of the formal program of coursework and research for the thesis option, the student must pass an oral examination conducted by his/her graduate committee. The non-thesis option requires a written comprehensive examination and an oral defense of the project.

DOCTOR OF PHILOSOPHY

Communication and Information Major

The PhD with a major in communication and information is intended to prepare scholars for teaching, research, administration, and service in the fields of communication and information.

The program is interdisciplinary, consisting of a required core curriculum and recommended courses outside the college in the related social and behavioral sciences. The program is flexible and will accommodate a wide variety of career goals in com-
communications. New students may be admitted to the program at any time; however, core courses begin only in the fall semester. Orientation attendance is required.

The master’s degree is required for entry into the doctoral program. Students lacking academic or professional experience in communications will be required to take prerequisite courses. In general, however, the program may be completed within three academic years of full-time study beyond the master’s degree.

ADMISSION

The following are normally minimal requirements for admission to full potential candidate status:

- a 3.0 (4.0 system) grade point average in undergraduate studies, and 3.5 for graduate work in a master’s degree;
- at or above the fiftieth percentile in verbal, quantitative and analytical aptitude on the Graduate Record Examination;
- endorsement by at least three former teachers or professional colleagues; and
- a statement of the applicant’s goals and reasons for pursuing the doctorate. Personal interviews with members of the PhD Admissions Committee are recommended and may be required. Professional experience in some field of communications is a highly desirable criterion for admission.

REQUIREMENTS

A minimum of 87 hours of approved graduate work is required for the PhD:

- twenty-seven hours of core courses—Communication and Information 612, 620, 640, 641; 6 hours of statistics; and three of the following courses: Communication and Information 622, 632, 642, and 652.
- fifteen hours in a primary concentration (advertising, electronic media, information sciences, journalism, public relations, science communication, or speech communication) supplementing the core. Courses may be taken in one or more of the schools in the college.
- twelve hours in a secondary concentration (outside the College of Communication and Information).
- nine hours of electives.
- twenty-four hours of dissertation.

All courses require the approval of the student’s advising committee. Admission to candidacy must be attained at least two semesters prior to graduation and requires successful completion of a written comprehensive examination.

Each doctoral student’s progress will be reviewed annually by the Doctoral Committee of the College of Communication and Information. Results will be reported to the student by his/her program advisor, who will convey the committee’s recommendation concerning the student’s remaining in the program (non-binding) and suggestions for improvement in performance.

Planned course offerings in the College of Communication and Information for a full calendar year are available the preceding November. This information is available from the Graduate Studies Office, 420 Communications Building, 974-6651. See also courses listed under Advertising, Public Relations, Journalism and Electronic Media, Information Sciences, and Communication Studies.

COMMUNICATION COURSES

Communication and Information (248)

501 Orientation to Graduate Study (1) Overview of the communication and information discipline. Orientation to resources needed for successful graduate study. Prereq: admission to program. P/NP only.

540 Communication Theory (3) Overview of theory-building process and theories in communication. Prereq: Consent of instructor or admission to the program.

600 Doctoral Research and Dissertation (3-15) P/NP only.

612 Fundamentals of Communication Research (3) Universal research process from defining ideas and problems to reporting results. Causal inference and relative strengths of various research designs. Fundamentals and specific applications of most common data-gathering and measurement techniques in communications research: experimental, survey, content analysis, historical and qualitative. Prereq: Consent of instructor or admission to program.

620 Seminar in Communication and Information Education (3) Role and scope of mass communication teaching unit, historical perspectives of curricular trends. Teaching methods and instructional objectives; classroom testing and measurement; design of professional curricula, research and extension; program evaluation; grants and contracts in research. Prereq: Consent of instructor or admission to program.


640 Communication and Information Theory I (3) Selected research hypotheses and theories in literature of mass communication theory. Prereq: Consent of instructor or admission to program.

641 Communication and Information Theory II (3) Selected topics in theory. Critical evaluation of extant theory, derivation of hypotheses, and advanced theory construction. Prereq: 640.

642 Qualitative Research (3) Theory and application of qualitative research methods to social science and communications research. Theoretical considerations underlying symbolic interactionism as translated into research strategies of participant observation, life history, interviewing, archival analysis, and case studies. Prereq: 612 or consent of instructor.

652 Mass Communication Law and Legal Research (3) Legal restrictions under which mass media operate. Finding, interpreting and analyzing sources of legal information. Prereq: 612 or consent of instructor.

School of

ADVERTISING AND PUBLIC RELATIONS

http://excellent.comm.utk.edu/~advpr/

Ronald E. Taylor, Director

Professors

Hovland, R., PhD ......................................................... Illinois
Hoy, M., PhD ............................................................. Oklahoma State
Taylor, R.E., PhD ..................................................... Illinois

Associate Professors

Haley, E., PhD .......................................................... Georgia
McMillian, S., PhD .................................................. Oregon
Morrison, M., PhD .................................................... Georgia
Morrow, J.L., PhD ...................................................... Toledo
White, C.L., PhD ......................................................... Georgia

Assistant Professors

Blakeman, R., MA .................................................. Southern Methodist
Fall, L.T., PhD .......................................................... Michigan State
Riechert, R.P., PhD ...................................................... Tennessee

MAJOR DEGREES

Communication .............................................................. MS
Communication and Information ................................ PhD
The School of Advertising and Public Relations offers a concentration area for the master’s degree with a major in communication and participates in the interdisciplinary doctoral program.

**GRADUATE COURSES**

**Advertising (012)**

490 Special Topics (3) Topics vary: advanced media strategy, advanced creative strategy, direct marketing, and advertising and social issues.

500 Thesis (1-15) P/NP only.

502 Registration for Use of Facilities (1-15) Required for the student not otherwise registered during any semester when the student uses university facilities and/or faculty time before degree is completed. May not be used toward degree requirements. May be repeated. Satisfactory/No Credit grading only.

510 Advertising and Society (3) Analysis of advertising as institution in a free-enterprise democratic society and its relation to social, legal, cultural, and economic institutions.

520 Advertising and Communications Theory (3) Application of contemporary communications theories of attitude change, information-processing, and persuasion as applied to creative strategy decisions. Prereq: Consent of instructor or admission to program.

530 Advertising and Public Relations Research (3) Nature, scope, and application of research function to advertising and public relations decisions. Prereq: Statistics 531 or equivalent.

540 Advertising Decision Making (3) Analysis of decision-making in budgeting, creative strategy, media strategy, research, evaluation, and agency-client relationships. Advertising response functions. Prereq: Consent of instructor or admission to program.

590 Project (3) Capstone project under guidance of faculty. Application of principles from previous coursework. Satisfactory/No Credit grading only. May be repeated. Maximum 6 hours.

597 Independent Study (3) Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

**Public Relations (841)**

412 Opinion Writing (3) (Same as Journalism and Electronic Media 412.)

470 Public Relations Campaigns (3) Research, planning and communication, and evaluation of major public relations campaigns. Oral and written presentation of public relations project from inception to completion. Extensive out-of-class work. Prereq: 320, 370, or consent of instructor.

490 Special Topics (3) Topics vary. May be repeated. Maximum 6 hours.

500 Thesis (1-15) P/NP only.

502 Registration for Use of Facilities (1-15) Required for the student not otherwise registered during any semester when the student uses university facilities and/or faculty time before degree is completed. May not be used toward degree requirements. May be repeated. Satisfactory/No Credit grading only.

516 Seminar in Public Relations Issues (3) Topics vary. May be repeated. Maximum 6 hours.

525 Public Opinion (3) (Same as Journalism and Electronic Media 525.)

540 Public Relations Management (3) Theories of leadership and management and organizational structure and functions of public relations agencies and departments in public, private, and non-profit sectors. Analysis and management of problems in communication between organizations and their publics with emphasis on ethics and standards of the profession.

550 Public Relations Strategies (3) Strategic communication planning to achieve overall goals of organizations. Emphasis on decision-making, the budgeting process, including cost-benefit analysis of tactics, and managerial execution of public relations plans. Measurement and evaluation of effectiveness of communication programs.

561 Fund Raising and Proposal Writing (3) History, philosophy and practice of philanthropy in U.S. Sources of funds from foundations, corporations and public agencies. Research and preparation of fund-raising proposals.

590 Project (3) Capstone project under guidance of faculty. Application of principles from previous coursework. Satisfactory/No Credit grading only.

597 Independent Study (3) Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

598 Internship (3) Professional work in public relations supervised by communications manager with faculty approval. No retroactive credit for previous work experience. Prereq: Completion of core curriculum.

---

**School of COMMUNICATION STUDIES**

[Link to School of Communication Studies website]

**Professor**

Julian, F.D., PhD ................................................................. Tennessee

**Associate Professors**

Ambrester, M.L., PhD ......................................................... Ohio

Glenn, R.W., Ph.D ............................................................. Northwestern

Haas, J.W., Ph.D ............................................................... Kentucky

**Assistant Professors**

Ambler, R.S., PhD .............................................................. Oklahoma

Levine, K.J., PhD .............................................................. Michigan State

Violanti, M.T., PhD ............................................................... Kansas

**MAJORS**

Communication ................................................................................ MS

Communication and Information ...................................................... PhD

---

The School of Communication Studies offers a concentration area for the master’s degree with a major in communication and participates in the interdisciplinary doctoral program.

Graduate courses in communication studies also provide opportunities for students in a variety of disciplines to investigate how oral language can effect changes in the knowledge, the understanding, the ideas, the attitudes, or the behavior of other human beings.

**GRADUATE COURSES**

**Communication Studies (250)**

500 Thesis (1-15) P/NP only.

502 Registration for Use of Facilities (1-15) Required for the student not otherwise registered during any semester when student uses university facilities and/or faculty time before degree is completed. May not be used toward degree requirements. May be repeated. Satisfactory/No Credit grading only.

505 Human Communication Research Methods (3) Understanding of wide array of data collection and analysis procedures used in human communication research.

520 Survey of Interpersonal Communication (3) Identifies and addresses theory and research in human communication.

525 Survey of Interpersonal Health Communication (3) Identifies and addresses theories and research concerning how people communicate about health.

540 Survey of Organizational and Team Communication (3) Identifies and addresses theories and research in human interactions in organizations and teams.

560 Special Topics in Communication Studies (3) Contemporary Topics. Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

580 Survey of Public Communication (3) Identifies and addresses theories and research in public discourse.

590 Project (3) Capstone project under guidance of faculty. Application of principles from previous coursework. Satisfactory/No Credit grading only.

591 Foreign Study (1-15) Independent study outside U.S. Prior to departure student must have plan of study approved by department head and supervising faculty member. Credit given only upon fulfilling all requirements set by department. May be repeated. Maximum 15 hours.

592 Off-Campus Study/Internship (1-6) Independent study outside traditional classroom setting; community involvement and/or work experiences. Credit given only upon fulfilling all requirements set by department. May be repeated. Maximum 6 hours.

593 Independent Study (1-6) Independent study by individual under direction of faculty member. Must obtain approval of faculty member and department prior to study.
School of INFORMATION SCIENCES

http://www.sis.utk.edu/

Douglas Raber, Interim Director

Professors
Pemberton, J. M., PhD ......................................................... Tennessee
Tenopir, C., PhD ................................................................. Illinois

Associate Professors
Bilal, D., PhD ................................................................. Florida State
Raber, D., PhD ................................................................. Indiana
Robinson, W. C., PhD ......................................................... Michigan
Wang, P., PhD ................................................................. Maryland
Watson, J., EdD ................................................................. Vanderbilt
Whitney, G., PhD ............................................................... Michigan

Assistant Professor
Allbright, K., PhD .............................................................. Tennessee
Allard, S. L., PhD .............................................................. Kentucky

MAJOR DEGREE
Information Sciences ............................................... MS
Communication and Information ................................ PhD

The School of Information Sciences provides a program leading to the preparation of librarians and information professionals for work in all types of libraries and information centers. The program of study includes a graduate curriculum leading to the Master of Science degree. The program is accredited by the American Library Association. A PhD may also be pursued with a major in communication and information, concentration in information sciences.

The mission of the school is to educate people to live, work, and flourish in an information society through excellence in teaching, research, and public service in information sciences.

The plan for the future of the School of Information Sciences states that “The School of Information Sciences will be recognized nationally and internationally as an interdisciplinary program of excellence in the information sciences. Graduates of the school’s programs will be knowledgeable, skilled, and ethical users of information and information technology in their educational, professional, and personal endeavors. They will be well prepared for further study and inquiry, for leadership in the information professions, and for enlightened participation in a global information society. The school’s graduates will recognize their responsibilities to contribute new knowledge and to engage in lifelong learning in the field.”

The vision for the future of the school will be realized through
- excellent teaching
- innovative research
- distinguished service

To achieve distinction in teaching, research, and service, the school is committed to
- a forward-looking curriculum that embraces diversity in intellectual approaches to knowledge, skills, and values
- a highly competent and visible faculty
- a highly competent, effective staff
- an academically able and diverse student body
- extensive partnerships within higher education and professional communities in both private and not-for-profit sectors

- service to the State of Tennessee and to the region
- the exemplary use of state-of-the-art information technologies in both academics and administration
- exceptional support
- collaborative and inclusive governance

ADMISSION

Applicants to the information sciences program must have a minimum undergraduate grade point average of 3.0 or a satisfactory graduate degree grade point average for admission as a potential candidate for the MS.

The verbal, quantitative and analytical aptitude portions of the Graduate Record Examination (GRE) are required of all applicants unless a graduate degree has been completed prior to application for admission. Applicants should take the GRE at least one semester in advance of application for admission and are expected to score 1500 points or better.

A personal data sheet and three recommendation forms (obtained from the School of Information Sciences) should be returned to the admissions office of the school. Foreign applicants are required to take the Test of English as a Foreign Language.

MASTER OF SCIENCE

Information Sciences Major

The program leading to the Master of Science involves a total of 42 semester hours of graduate courses including 5 courses required of all students. Either a thesis or a non-thesis option is available, with 6 hours required for thesis credit. At least 36 hours must be taken in the School of Information Sciences, allowing up to 6 hours outside the school with a maximum of 6 from outside the university.

REQUIREMENTS

Required Courses

Five courses are required of all students: 490, 520, 530, 560 and 580. (Students seeking licensure see track requirements below.) These courses address the evolving information environment; organization and representation of information; information access and retrieval; developing and managing collections; and the principles and concepts of the information sciences. Three courses, 490, 520, and 530 are prerequisite to all courses for students enrolled in the MS program.

Individualized Curriculum Approach

Students, in consultation with their advisor, may wish to pursue a curriculum focus to develop an individualized program of study. Graduates of the school have prepared themselves for a variety of careers, including positions as: corporate information specialist, public librarian, records manager/archivist, Web page designer, indexer/abstractor, online information retrieval specialist, medical or law librarian, reference librarian, youth services specialist, and many others. Students are encouraged to take advantage of the individualized curricular approach.

Whatever individualized curriculum is chosen, all students who complete the program receive a MS accredited by the American Library Association (ALA).

For those pursuing Tennessee Department of Education licensure as a school library information specialist, stipulated requirements apply. See following section.
Tennessee State Department of Education School Library Information Specialist Requirements

The Tennessee State Department of Education requires School Library Information Specialists to hold the master’s degree. The School of Information Sciences offers four tracks for school library information specialist endorsement.

Initial Endorsement for Non-Licensed Teachers with no Master’s Degree in Library or Information Sciences

For those students who do not hold the master’s degree, the requirements for initial endorsement include the five required courses plus 551, 567, 571, 572, 585, and 595. In addition, students must complete two corequisite courses from the College of Education (five credit hours) which do not count toward the master’s degree requirements. Students pursuing the initial endorsement must follow the non-thesis option. Upon completion of the requirements, students will earn a master’s degree in information sciences and a Tennessee State Department of Education license as a School Library Information Specialist.

Initial Endorsement for Non-Licensed Teachers with a Master’s Degree in Library or Information Sciences

For those students who hold an ALA-accredited master’s degree and have approval of the faculty advisor, the requirements are a maximum of 24 hours within the school’s program, including the required 595. In addition, students must complete two corequisite courses from the College of Education (5 credit hours) beyond the required 24 hours. Upon completion of the requirements, students will earn a Tennessee State Department of Education license as a School Library Information Specialist.

Additional Endorsement for Licensed Teachers with a Master’s Degree

The requirements include the five required courses plus 551, 567, 571, 572, 585 and 596 (which must be taken twice). Upon completion of the requirements, students will earn a Tennessee State Department of Education additional endorsement as a School Library Information Specialist.

Additional Endorsement for Licensed Teachers without a Master’s Degree

The requirements include the five required courses plus 551, 567, 571, 572, 585 and 596 (which must be taken twice) plus 3 electives (upon approval of the faculty advisor). Upon completion of the requirements, students will earn a master’s degree in Information Sciences and a Tennessee State Department of Education additional endorsement as a School Library Information Specialist.

Additional Program Requirements Thesis Option

Students electing the thesis option will write a master’s thesis under close supervision of a thesis committee. Six hours of Thesis (Information Science 500) must be taken within the 42 hours required for graduation. (Students may register for more than 6 hours of 500, but only 6 hours will count toward graduation.) Students must be registered for Information Sciences 500 in the semester they complete and defend their thesis. The oral defense of the thesis (final comprehensive examination) substitutes for the written examination that is taken by non-thesis students. The writing of the master’s thesis serves as the culminating experience.

Non-Thesis Option

Upon completion of the program, all students who elect the non-thesis option must take and pass a written comprehensive examination. A culminating experience is also required which must be completed in one of the student’s last two terms with a grade of B or better (except as noted) selected from the following and approved by the student’s advisor: 590, 591, 592, 593; and 594, 595, 596, 599 that are Satisfactory/No Credit grading only.

FINANCIAL ASSISTANCE OPPORTUNITIES

Employment with the University of Tennessee Libraries may provide a work-study opportunity for selected students who wish to obtain experience in academic librarianship while pursuing the degree. Such students usually work at least 20 hours each week and thus may extend the period required for the degree. Similar opportunities exist with some other libraries and information agencies in the Knoxville area.

Work opportunities in a scientific-technical environment are available through subcontracts with Oak Ridge National Laboratory and the Department of Energy.

A limited number of graduate teaching assistanceships are available through the school. Assistantships of this type carry a waiver of tuition and fees as well as a stipend and require that recipients work 10 hours per week in the school.

For application forms and information about financial aid and other information about the MS in Information Sciences, write to Admissions, College of Communication and Information, the University of Tennessee, Knoxville, 451 Communications Building, Knoxville, Tennessee 37996-034 or go to http://excellent.com.utk.edu/gradstudies.

GRADUATE COURSES

Information Sciences (560)

430 History of the Book (3) History of writing and various methods of bookmaking.
450 Writing About Science and Medicine (3) (Same as Journalism and Electronic Media 450.)
485 Introduction to Electronic Communications and Information Resources on the Internet (3) Exploration of worldwide information and communications resources: email, newsgroups, and world wide web. Discussion of information issues: copyright, censorship, privacy and access.
486 Advanced Electronic Communications and Information Resources on the Internet (3) Exploration of advanced information and communications issues, resources and tools: forms, scripting and search engines. Prereq: 485 or consent of instructor.
490 Information Environment (3) Generation, production, management, dissemination, and use of information. Roles of information in society, information seeking and user behavior, information industry, economics of information products and services, technological and organizational change, information professions, and issues.
500 Thesis (1-15) P/NP only.
502 Registration and Use of Facilities (1-15) Required for the student not otherwise registered during any semester when student uses university facilities and/or faculty time before degree is completed. May not be used toward degree requirements. May be repeated. Satisfactory/No Credit grading only.
520 Organization and Representation of Information (3) Principles of distinguishing, describing, and indexing intellectual works; current approaches: citation systems, descriptive cataloging, non-subject indexing, pre- and post-coordinate subject indexing, classification and categorization; authority control of index terms; standards.
521 Cataloging and Classification (3) Basic library-oriented cataloging and classification techniques, tools, and supporting operations. Descriptive cataloging, choice and form of non-subject entries, subject heading work, general classification, authority control, bibliographic utilities, online library catalogs.
522 Organization and Representation of Multimedia Information Resources (3) Principles and practices of description and access to information resources in nonprint media and/or nontextual formats: visual, auditory, and electronic (including Internet) resources.

523 Abstracting and Indexing (3) Philosophies, standards, and procedures for manual and automatic document indexing, back-of-the-book indexing, vocabulary control, thesaurus construction, and abstracting.

530 Information Access and Retrieval (3) Media for information storage, logical and physical information structures, query logic and languages, search strategies and heuristics, user interfaces, evaluation of retrieval system performance. Search techniques for various types of databases including multimedia, full-text, numeric, bibliographic.

531 Sources and Services for the Social Sciences (3) Information sources in political science, sociology, psychology, geography, history, anthropology, business, and education.

532 Sources and Services for Science and Engineering (3) Information sources in engineering, physical and life sciences.

533 Sources and Services for the Humanities (3) Information sources in philosophy, religion, fine arts, performing arts, literature and language. Organization and management of regional collections.

534 Government Information Sources (3) Selection, acquisition, organization, and utilization of government information in variety of formats from legislative, judicial and executive branches of federal, state, local, and international government and intergovernmental agencies.

535 Advanced Information Retrieval (3) Bibliographic, non-bibliographic, full-text databases, e.g., non-bibliographic formula and structure databases, content-page/full-text databases, patents, document delivery alternatives, evaluation, and testing.

537 Information Industry (3) Issues and trends concerning information industry: products and services. Standards, enabling technologies, choice of distribution media, entrepreneurial opportunities. Legal, ethical, and quality concerns.

538 Economics of Information (3) Costing and pricing of information; value of information and value added services; cost-benefit analysis and tradeoffs; policy issues related to economic aspects of information exchange and transfer.

539 Information Policy (3) Role of government in creation and exchange of information; review of key national and international policy areas relevant to information creation, production, and distribution; development of information policy for organizations.

540 Research Methods (3) Research methods in variety of information environments; primary and secondary research; research project design; research results interpretation; analysis of published research; techniques supporting research process.

550 Management of Information Organizations (3) Supervisory and management concepts, strategies, and techniques applicable to information professionals working in libraries, archives, records management, and other information organizations.

551 School Library Media Centers (3) Planning, implementing, and evaluating school library programs. Curricular involvement, role of technology, site-based management, relationships with district and state services.

552 Academic Libraries (3) Mission, status, and history of academic libraries and academic librarianship in community colleges, colleges and universities; trends in higher education, information technology, and government’s impact on public, technical, and administrative services.

553 Corporate Information Services (3) Development and present status, scope and objectives. Information resources external to organization.

554 Public Library Management and Services (3) Development, roles, political environment, governance, organization, fiscal management, services, marketing, and performance evaluations.

555 Scientific and Technical Communications (3) Evolution of scientific and technical communication; current trends; role of formal and informal communications; major STI organizations and their roles.

557 User Instruction (3) Theory, strategy, design, and practice in providing instructional services and technology for end users of information and information systems. Includes practical experience.

560 Development and Management of Collections (3) Selecting and preserving variety of items (tangible and intangible) to meet needs of particular users; community analysis; policies and procedures; evaluation; purchasing.

561 Contemporary Book Publishing (3) Creation, design, production, marketing, and distribution; various types of publishers.

563 Graphic Design and Media (3) Principles and practice in visual aspects of communications. Graphic design, typography, production techniques and publication design, as these apply to electronic information delivery systems.

564 Corporate Information Systems (3) Objectives and function elements of records systems, archival programs, management information systems and techniques within various types of organizations. Management of information internal to organizations.


566 Business Intelligence for Information Professionals (3) Principles and practices of gathering and synthesizing business intelligence: competitive intelligence, environmental scanning, and issues management; information evaluation and synthesis; role of strategic information in modern organizations.

567 Information Network Applications (3) Scholarly and community-based electronic communications. National and international standards, tools, resources; identification, analysis, evaluation, and management of tools and resources; construction of local technologies as developed and applicable.

569 Media and Technology Production Techniques (3) (Same as Instructional Technology 569.)


572 Resources for Young Adults (3) Critical survey of books and related materials for young adults; personal, vocational, and recreational needs and interests. Evaluation, selection, and utilization for school and public libraries.

573 Programming for Children and Young Adults (3) Philosophy and objectives of public and school library services for children and young adults. Reading, listening, and viewing guidance for individuals and groups. Program planning, implementation, and evaluation. Prereq: 571 or 572.

574 Adult Materials and Services (3) Popular informational and recreational materials and services to meet adult interests in variety of formats. Development of specialized collections.

580 Foundations of Information Sciences and Technologies (3) Definitions of information, information sciences, and information technology; theories of information; information representation, retrieval, and transfer; standards and technologies for information processing and distribution; research front; bibliometrics and infometrics; relationships with other disciplines.

582 Library Automation (3) Computer-based applications and systems for libraries including MARC, bibliographic utilities, retrospective conversion, circulation systems, online catalogs, computer-based reference services, acquisitions and serials control, systems planning and implementation.

583 Information Systems (3) Systems concept, defining system, analysis and design of information systems. Selecting and using information systems to support various activities. User involvement in the development process.

584 Database Management Systems (3) Defining data needs, data structures, role of operating systems in data management, file organization, database management systems, logical data models, internal data models, database administration and evaluation. Design and implementation of application using database management system.

585 Information Technologies (3) Evolution, trends, capabilities, and limitations of technologies applied to information capture, storage, preservation, access, and distribution.

586 Information Retrieval Systems (3) Historical perspective on information retrieval research; statistical and probabilistic retrieval techniques; cognitive user modeling; expert intermediary associations; relations and hypertext.

588 Human-Computer Interaction (3) Survey of human-computer interaction and introduction to human and technological factors of importance to design of usable information systems. Basic phenomena of human perception, cognition, memory, and problem solving, and relationships to user-centered design. Methods and techniques for interaction design and evaluation.


590 Problems in Information Sciences (3-6) Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

591 Supervised Readings in Information Sciences (3) Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

592 Seminar in Information Sciences (3-6) Prereq: Consent of instructor. May be repeated with consent of advisor. Maximum 6 hours.

593 Independent Study (3-6) Prerequisite: Consent of advisor. Maximum 6 hours.
594 Graduate Research Participation (3) Advanced research techniques under supervision of staff research director whose area coincides with interests of student. Prereq: Consent of advisor and research director. Satisfactory/No Credit grading only.

595 Student Teaching in School Library Information Center (9) Planned professional semester: full day school library work and classroom observation activities. Satisfactory/No Credit grading only.

596 Field-Based Experience in School Library Information Centers (2) Prescribed activities to gain competencies in a school library information center setting. Must be taken twice. May be repeated. Maximum 6 hours. Satisfactory/No Credit grading only.

599 Practicum (3-6) Opportunity to translate theory into practice under guidance of qualified information professionals. Prereq: Completion of core and pertinent advanced courses relevant to student’s practicum design. Minimum 3.0 cumulative GPA. Written consent of advisor and approval of practicum coordinator. May be repeated. Maximum 6 hours. Satisfactory/No Credit grading only.

601 Advanced Seminar in Information Sciences (3) Theories, research, and traditional practices of information representation, organization, and access and retrieval. Research opportunities and methods. Relationship to and interaction with other disciplines.

School of JOURNALISM AND ELECTRONIC MEDIA
http://excellent.comm.utk.edu/~jem/

David L. Smith, Director

Professors
Ashdown, P.G., PhD ......................................................... Bowling Green
Bates, B.J., PhD .............................................................. Michigan
Bowles, D., PhD .............................................................. Wisconsin
Caudill, C.E., PhD ............................................................. North Carolina
Littmann, M. (Chair of Excellence), PhD ................................ Northwestern
Moore, B.A., PhD ............................................................... Ohio
Swan, N.R., PhD ............................................................... Missouri
Teeter, Jr., D.L., PhD .............................................................. Wisconsin

Associate Professors
Foley, D.J., MSJ ................................................................. Northwestern
Harmon, M., PhD .............................................................. Ohio
Heller, R.B., MA ................................................................. Syracuse
Smith, D.L., MA ................................................................. San Francisco State

Assistant Professors
Clark, N., PhD ................................................................. Florida
Kaye, B., PhD ................................................................. Florida State
LePre, L., PhD ................................................................. Florida
Luther, C., PhD ................................................................. Minnesota

Instructors
Hufford, B.L., MEd ................................................................. Bowling Green
Legg, J.R., MA ................................................................. Colorado

MAJOR DEGREES
Communication ........................................................... MS
Communication and Information ....................................... PhD

The School of Journalism and Electronic Media offers concentration areas for the master’s with a major in communication and participates in the interdisciplinary doctoral program.

GRADUATE COURSES

Journalism and Electronic Media (592)

400 Mass Communication Law and Ethics (3) Emphasis on legal issues affecting print and electronic media, including libel, privacy, copyright, free press-fair trial, governmental regulations of advertising, electronic media and public relations. Also includes ethical standards and practices. Prereq: Consent of instructor. (Same as Legal Studies 400.)

412 Opinion Writing (3) Analysis of editorial positions and practices. Writing editorials/columns for newspapers, magazines, corporate publications, and electronic media (radio, television, cable, Internet), with emphasis upon study and use of rhetorical devices and logic. Prereq: Consent of instructor. (Same as Public Relations 412.)

414 Magazine and Feature Writing (3) Techniques of writing features and in-depth articles for mass circulation and specialized magazines or newspapers. Organizing and presenting material, with attention to problems in areas such as business, science, agriculture, and the humanities. Prereq: 203 or consent of instructor.

415 Magazine Industry Workshop (3) Introduction to the magazine industry including management, design, writing and editing, and interactivity. Analysis of print and electronic format magazines. Planning new products for the marketplace. Prereq: 414 or consent of instructor.

430 Public Affairs Reporting (3) Reporting (including “database” reporting) and writing about courts, government and public agencies. Event and issue-oriented journalism of politics and public affairs. Prereq: 315.

433 Editing and Layout for Print/Web (3) Editing and layout for newspapers, magazines and online publishing. Prereq: 203 or consent of instructor.

440 Corporate Video (3) Examination of the special requirements of business, industrial, educational and medical uses of video. Includes management, budgeting, planning, producing, and evaluating projects. Students learn digital video production and non-linear editing. Prereq: 435 or consent of instructor.

444 Journalism as Literature (3) Study of writers from the 17th century to the modern era whose works have endured as both journalism and literature. An emerging genre called literary journalism will be examined as a means of cultural reporting with a personal narrative style. Prereq: Consent of instructor.

450 Writing About Science and Medicine (3) Writing workshop to analyze examples of successful science writing and write series of articles for general public based on scientific journals, news conferences, technical meetings and interviews. Prereq: Consent of instructor. (Same as Information Sciences 450.)

451 Environmental Writing (3) Writing for news media (including the Internet) on such environmental issues as sprawl, forests, air pollution, energy, and invasive species. Students hear presentations from and interview experts in environmental science and reporting. Exemplary environmental writing is analyzed. Prereq: Consent of instructor.

452 Issues in Science Communication (3) Topics vary. Prereq: Consent of instructor. May be repeated.

456 Science Writing as Literature (3) Survey of important science writing for the general public across the spectrum of science, engineering, and medicine. Works by authors such as Arthur C. Clarke, Stephen J. Gould, and Richard Selzer will be analyzed for literary qualities in a quest to understand some science writing succeeds. Prereq: Consent of instructor.

457 Media and Society (3) Media processes and effects on society. Major theories/research are introduced and applied to current issues. Prereq: 200 and 275 or consent of instructor.


465 Media and Diversity (3) Media coverage and portrayal of various social groups based on gender, class, and race/ethnicity. Effects of media on public perceptions and attitudes toward these groups. Discussion of historical and legal implications of media effects.


470 Cable, Broadband, and Interactive Digital Media (3) History and structure of cable television and other broadband delivery systems (DBS, Internet, etc.). Development of digital broadcasting, interactive television, and other broadband media systems and digital technologies. Regulatory, policy, programming, and management issues arising from new media and digital technologies. Prereq: 275 or consent of instructor.

475 Sports Writing (3) Writing sports stories, features and columns. Sports writing is considered from the standpoint of sports reporters, sports information specialists and others with an interest in writing about sports.


489 Website Publishing (3) Cross-disciplinary approach to design and production of web publications. Emphasis on research, planning, site content and design, and the economic, legal and ethical issues involved in online publishing. Prereq: Senior standing and consent of instructor. Prereq: Consent of instructor.

491 Foreign Study (1-15) Advance approval of hours and topics by advisor required for registration. May be repeated. Maximum 15 hours.

500 Thesis (1-15) P/NP only.

502 Registration for Use of Facilities (1-15) Required for the student not otherwise registered during any semester when the student uses university facilities and/or faculty time before degree is completed. May not be used toward degree requirements. May be repeated. Satisfactory/No Credit grading only.

510 International Communication (3) Studies the development and impact of international and trans-national media systems. Traces history of efforts to reach beyond national borders, and the implications for individuals, societies, global cultures, and political economies. Comparative analysis of media (print, broadcast, cable, satellite, Internet), media practices, and flow of information throughout the world. Prereq: Consent of instructor or admission to program.

512 Mass Media Research Methods (3) Applications of communication research techniques for management. Gathering and analysis of data for assessing media audiences and message impacts. Prereq: Consent of instructor or admission to program.

520 Political Communication (3) Relationships among mass media, public relations and government and their roles in democratic society. Governmental public relations, political campaigns, coverage of military, executive, legislative and judicial branches of government, special interest groups and public access to government information.

525 Public Opinion (3) Role of press in developing and influencing public consensus. Social theories of public opinion and analysis of media’s response. (Same as Public Relations 525.)

535 Publications Management (3) Problems in management, production, market analysis, and design. Techniques of writing, editing, and presenting comprehensive articles and other material; regional and specialized magazines. Individual editorial projects. Prereq: 485 or consent of instructor.

550 Writing And Editing Projects (3) Specialized writing or editing interests: agriculture, politics, labor, finance, science, technical, general publications. Prereq: Consent of instructor.

551 Seminar in Science, Society, and the Mass Media (3) Investigation of interplay between scientific community and mass media: how scientific information reaches public and impact of journalism on scientific practice. Prereq: Consent of instructor.

552 Seminar in Health Communication (3) Methods, problems, and issues of communication in health field. Media’s reporting of health issues. Setting of media’s “health agenda”; strategic uses of media in social marketing efforts; public communication of complex social/medical issues. Prereq: Consent of instructor.

553 Seminar in Risk Communication (3) Interaction of scientists, journalists, and public on scientific, technological, and medical risks; analysis of methods for enhancing public understanding. Prereq: Consent of instructor.

555 Seminar in Media Economics and New Technology (3) Electronic and print media ownership, finance and corporate structure. Roles of new technologies and marketing techniques in changing media content and function in future. Prereq: Consent of instructor or admission to program.

560 Advanced Web Publishing (3) Electronic research and publishing. Social, legal and ethical challenges surrounding online publishing. Project planning and storyboarding techniques for designing and creating site on Web. Prereq: 488


570 Advanced Media Audience Analysis (3) Various techniques used by media companies and consultants in audience research. Decision-making which method to use, interpreting results, and applying research to management decision making. Prereq: 302 or consent of instructor.

580 Seminar In Visual Communication (3) Behavioral aspects of communication with images. Theories of psychological effect in color, shape, texture, and other design elements.

585 Advanced Electronic Media Management (3) Financial management of broadcast, cable, and Internet operations: budgeting, financial planning, accounting, and related techniques. Theoretical perspectives in organization and management of commercial and non-commercial operations. Prereq: 485 or consent of instructor

590 Project (3) Capstone project under guidance of faculty. Applications of principles from previous coursework. Satisfactory/No Credit grading only.

593 Seminar In Journalism And Electronic Media Issues (3) Contemporary topics in communications. Prereq: Consent of instructor. May be repeated. Maximum 6 hours.

597 Independent Study (3) Prereq: Consent of instructor.

598 Internship (3) Full-time (30-40 hours per week) work experience in news, production, or sales and management with non-university professional organization. Educational experience beyond that available at university. Final term paper. No retroactive credit for previous work experience. Prereq: Senior or graduate standing, completion of core curriculum and at least 15 hours of Journalism and Electronic Media courses, GPA 3.0 or better, and consent of unit head.