



College of Communication and Information

Gregory D. Reed, Interim Dean
C. Edward Caudill, Associate Dean for Graduate Studies

<http://excellent.com.utk.edu/index.php>

Schools

Advertising and Public Relations
Communication Studies
Information Sciences
Journalism and Electronic Media

Facilities for Research and Service

Center for Information Studies (CIS)
Communications Research Center (CRC)

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 (PhD concentration only), converging media (MS concentration only), 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 with a major in Information Sciences 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 school 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, one hour), Communication and Information 540 (Theory, three 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 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 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.

- 27 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.
- 15 hours in a primary concentration (advertising, electronic media, information sciences, journalism, public relations, science communication, or communication studies) supplementing the core. Courses may be taken in one or more of the schools in the college.
- 12 hours in a secondary concentration (outside the College of Communication and Information).
- 9 hours of electives.
- 24 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 Graduate 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. Also see courses listed under Advertising, Public Relations, Journalism and Electronic Media, Information Sciences, and Communication Studies.

School of

ADVERTISING AND PUBLIC RELATIONS

<http://www.cci.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
McMillan, 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, B.P., PhD	Tennessee

Instructors

Haygood, D., MA	North Carolina
Palenchar, M., MA	Houston

MAJOR

Communication	MS
Communication and Information.....	PhD

DEGREES

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.

School of

COMMUNICATION STUDIES

<http://www.cci.utk.edu/~commstudies/>

John W. Haas, Director

Professor

Julian, F.D. (Dean), PhD	Tennessee
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Associate Professors

Ambrester, M.L., PhD	Ohio
Glenn, R.W., PhD	Northwestern
Haas, J.W., PhD	Kentucky
Violanti, M.T., PhD	Kansas

Assistant Professors

Ambler, R.S., PhD	Ohio State
Halone, K.K., PhD	Oklahoma
Levine, K.J., PhD	Michigan State

MAJORS

Communication	MS
Communication and Information.....	PhD

DEGREES

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 messages can effect changes in the knowledge, the understanding, the ideas, the attitudes, or the behavior of other human beings.

School of INFORMATION SCIENCES

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

Edwin M. Cortez, Director

Professors

Cortez, E.M., Ph.D.Southern California
 Pemberton, J.M., PhDTennessee
 Tenopir, C., PhDIllinois

Associate Professors

Bilal, D., PhDFlorida State
 Robinson, W.C., PhDIllinois
 Wang, P., PhDMaryland
 Watson, J., EdDVanderbilt
 Whitney, G., PhDMichigan

Assistant Professor

Albright, K., PhDTennessee
 Allard, S.L., PhDKentucky
 Mehra, B., PhDIllinois

MAJOR

DEGREE

Information Sciences..... MS
 Communication and InformationPhD

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: "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, skillful, 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 degree with a major in information sciences requires 42 semester hours of graduate courses, including 3 courses required of all students. Either a thesis or a non-thesis option is available, with 6 hours required for thesis credit. At least 33 hours must be taken within the School of Information Sciences curriculum, and up to 9 hours outside of the school can be taken, including a maximum of 6 hours outside the college. No more than 6 hours may be taken from another university.

REQUIREMENTS

Required Courses

Three courses are required of all students: 510, 520, 530. (Students seeking licensure see track requirements below.) These courses address the evolving information environment, organization and representation of information, and information access and retrieval. The courses 510, 520, and 530 are prerequisites to all courses for students enrolled in the MS program.

Highly Recommended Courses

The faculty regards the following courses as vital to professional success: 540, 550, 560. These courses address research, management and leadership in information organizations, and the concepts of developing and managing collections. One course, 550, serves as a prerequisite to courses in academic, corporate and public library management.

Individualized Curriculum Approach

Students, in consultation with their advisor, may wish to pursue a curricular 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 three required courses plus 551, 567, 571, 572, 573, 585, 595 and 2 electives (upon approval of faculty advisor). In addition, students must complete three corequisite courses from the College of Education, Health, and Human Sciences (six credit hours) that do not count toward the master's degree requirements. Students pursuing the initial endorsement must follow the non-theses 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 Information Sciences 595. In addition, students must complete three corequisite courses from the College of Education, Health, and Human Sciences (6 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 three 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 three required courses plus 551, 567, 571, 572, 585, and 596 (which must be taken twice) plus 5 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 six hours of 500, but only six 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. Students may take no more than a total of 12 hours from 591, 594, 599. The number of satisfactory/no credit courses in a student's program is limited to one-fourth of the total credit hours required (10 of 42).

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 assistantships 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 Master of Science 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>.

School of JOURNALISM AND ELECTRONIC MEDIA

<http://www.cci.utk.edu/~jem/>

James A. Crook, Interim Director

Professors

Ashdown, P.G., PhD	Bowling Green
Bates, B.J., PhD	Michigan
Bowles, D., PhD	Wisconsin
Caudill, C.E. (Associate Dean), 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

Assistant Professors

Clark, N., PhD	Florida
Kaye, B., PhD	Florida State
Legg, J.R., PhD	Ohio
LePre, L., PhD	Florida
Luther, C., PhD	Minnesota

Instructor

Hufford, B.L., MEd.....	Bowling Green
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Emeriti Faculty

Crook, J.A., PhD	Iowa State
Howard, H.H., PhD	Ohio
Leiter, B.K., PhD	Southern Illinois
Singletary, M.W., PhD	Southern Illinois

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.