



College of Communication and Information

Michael O. Wirth, Dean

Sally J. McMillan, Associate Dean for Academic Programs

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

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. These programs came together as a single College of Communication and Information in 2002. The college offers two master's and one doctoral degree.

The Master of Science with a major in communication and information is a college-wide degree offering multiple concentrations that typically are housed within one of the schools. These concentrations have a core curriculum that focuses on theory and research. Students then take coursework supporting the concentration as well as electives. They also engage in a capstone experience. Concentrations in advertising, journalism and electronic media, and public relations are accredited by the Accrediting Council on Education in Journalism and Mass Communication.

The Master of Science with a major in information sciences is designed primarily for librarians and information professionals. That program is coordinated by the School of Information Sciences and involves both on-campus and distance education coursework. This program is accredited by the American Library Association and the National Council for Accreditation of Teacher Education. More details on this degree are provided in the listing for the School of Information Sciences, which follows information about college-wide degrees.

The Doctor of Philosophy with a major in communication and information builds on core courses that focus on knowledge creation across the disciplines represented by the college. Additional required coursework in a primary and cognate area will be selected by the student and his/her program committee. Communication and information is available as a secondary area for students majoring in other departments.

Facilities for research and service include the Center for Information and Communication Studies (CICS).

Academic Standards

A student in the College of Communication and Information whose graduate grade point average, not including incomplete grades, is below 3.00 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 3.00 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 Academic Programs of the College of Communication and Information on the recommendation of the student's faculty committee.

Admission and Assistance for College-Wide Degrees

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. All application materials are screened by an admissions committee authorized by the faculty of the College of Communication and Information.

New students normally begin classes in the fall semester. Applications for both admission and financial aid are due on February 1.

Graduate assistantships are available for students in college-wide programs. Assistantships may be for teaching or research. Assistantships are highly competitive and carry a waiver of tuition and fees as well as a stipend and require that recipients work 10-20 hours per week in the college.

For application forms and other information about college-wide graduate programs in Communication and Information, write to Associate Dean for Academic Programs, College of Communication and Information, 302 Communications Building, the University of Tennessee, Knoxville, Tennessee 37996-0332 or go to <http://www.cci.utk.edu/gradstudies>.

MASTER OF SCIENCE COMMUNICATION AND INFORMATION MAJOR

The Master of Science with a major in communication and information 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. 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 concentrations and the courses offered.

Admission

A bachelor's degree is required for entry into the master's program. Students lacking academic or professional experience may be required to take prerequisite courses.

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

- A 3.00 (4.00 system) grade point average in undergraduate studies.
- At or above the fiftieth percentile in verbal, quantitative and analytical aptitude on the Graduate Record Examination.
- Recommendation letters from at least three former teachers or professional colleagues.
- A statement of the applicant's goals and reasons for pursuing the degree. Professional experience in some field of communication and/or information is a highly desirable criterion for admission.
- For students whose native language is not English and who have not earned an earlier degree at an American college or university, the Test of English as a Foreign Language is required. Students should show mastery of the English language.

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.

Core (7 hours)

Communication and Information 501 (Orientation, 1 hour), Communication and Information 540 (Theory, 3 hours), and a research methods course (Advertising 530, Communication Studies 505, Information Sciences 540, or Journalism and Electronic Media 512) to be taken during the first two semesters of the student's program, except with the written approval of the Associate Dean of Academic Programs of the college.

Concentration (15 hours)

Concentrations are typically housed within one of the academic units. Students may also construct their own coherent set of courses for a concentration with the approval of the Associate Dean for Academic Programs for the college. At least 6 hours of the concentration must be at the 500 level or above.

Approved Electives

Six hours of electives for students in the thesis option. Nine hours of elective for students in the non-thesis option.

Thesis or Project

Six hours of thesis work or a 3-hour project.

Other Requirements

All students must take courses from at least two of the schools in the College of Communication and Information.

The final comprehensive exam will include a written project and an oral defense of it.

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.

Students interested in pursuing careers as communication and information practitioners are advised to complete a project. The final comprehensive exam will include a written project and an oral defense of it.

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 goal of the PhD program is to prepare graduates for positions in research-intensive institutions. This preparation will also enable them to work at other types of educational institutions and industry positions. Doctoral students develop publishable research in their coursework and provide evidence of publishable research prior to taking comprehensive exams. Graduates are expected to be competent in using at least one research method and should be literate in statistics. The program includes training in the foundational origins and contemporary literature of communication and information theories and professions. The program offers the opportunity for students to learn to be good teachers and to participate in service and outreach activities.

The program is interdisciplinary, consisting of a required core curriculum and primary and cognate areas of study. Core courses begin in the fall semester. The first fall and spring semesters must be spent in residence (i.e., enrolled as a full-time student). Attendance at a fall orientation session is required.

Admission

The master's degree is required for entry into the doctoral program. Students lacking academic or professional experience in communication and information may be required to take prerequisite courses.

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

- A 3.00 (4.00 system) grade point average in undergraduate studies, and 3.50 for graduate work.
- At or above the fiftieth percentile in verbal, quantitative, and analytical aptitude on the Graduate Record Examination.
- Recommendation letters from at least three former teachers or professional colleagues.
- 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 communication and/or information is a highly desirable criterion for admission.
- For students whose native language is not English and who have not earned an earlier degree at an American college or university, the Test of English as a Foreign Language is required. Students should show mastery of the English language.

Requirements

A minimum of 61 hours of approved graduate work is required for the PhD.

Core courses (16-18 hours)

Communication and Information 610 and 615; 3 hours of statistics; and 1 to 4 hours of Communication and Information 620.

Primary Concentration

Twelve hours in a primary concentration as defined by the student and his/her program committee.

Cognate Area

Nine hours in a cognate area as defined by the student and his/her program committee.

Dissertation

Twenty-four hours of dissertation.

Other Requirements

Students must successfully complete Communication and Information 610 and 615 and a statistics class before the beginning of the second year of study.

Within the primary concentration and cognate areas, a total of 6 credit hours must be from theory-intensive courses and 6 hours must be from methods-intensive classes. Courses both inside and outside the college (including graduate-level courses in the schools) may be identified as theory- and/or method-intensive. A list of eligible courses will be provided for students. Students may also submit courses to their program committee for consideration as theory- and/or method-intensive.

All courses require the approval of the student's program committee. The program committee is assembled in the first semester of the student's studies. A program plan must be submitted no later than the end of the second semester of study. The program plan may be subsequently revised as needed.

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 in conjunction with the program committee chair. Results will be reported to the student by the Associate Dean for Academic Programs, who will convey the graduate committee's recommendation concerning the student's status in the program 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 college's Graduate Studies Office, 302 Communications Building, 865-974-6651. Also see courses listed under the following academic disciplines – advertising, communication studies, information sciences, journalism and electronic media, and public relations.

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

<http://www.cci.utk.edu/advpr>

Ronald E. Taylor, Director

Professors

Haley, E., PhDGeorgia
 Hovland, R., PhDIllinois
 Hoy, M., PhDOklahoma State
 Taylor, R.E., PhDIllinois

Associate Professors

Fall, L.T., PhDMichigan State
 McMillan, S. (Associate Dean), PhDOregon
 Morrison, M., PhDGeorgia
 White, C.L., PhDGeorgia

Assistant Professors

Avery, E.J., PhDGeorgia
 Blakeman, R., MASouthern Methodist
 Childers, C.C., PhDAlabama
 Haygood, D., PhDNorth Carolina
 Palenchar, M., PhDFlorida

MAJORS

Communication and Information
 Advertising concentration
 Public relations concentration

DEGREES
MS, PhD

The School of Advertising and Public Relations offers concentration areas in both advertising and public relations for the Master of Science with a major in communication and information and participates in the interdisciplinary doctoral program.

SCHOOL OF COMMUNICATION STUDIES

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

John W. Haas, Director

Associate Professors

Haas, J.W., PhDKentucky
 Kupritz, V.W., PhDVirginia Tech
 Violanti, M.T., PhDKansas

Assistant Professors

Ambler, R.S., PhDOhio State
 Kotowski, M.R., PhDMichigan State
 Levine, K.J., PhDMichigan State
 Tang, L., PhDSouthern California

MAJORS

Communication and Information
 Communication studies concentration

DEGREES
MS, PhD

The School of Communication Studies offers a concentration area for the Master of Science with a major in communication and information 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

Bilal, D., PhDFlorida State
 Cortez, E.M., PhDSouthern California
 Pemberton, J.M., PhDTennessee
 Tenopir, C., PhDIllinois

Associate Professors

Robinson, W.C., PhDIllinois
 Wang, P., PhDMaryland
 Whitney, G., PhDMichigan

Assistant Professors

Allard, S.L., PhDKentucky
 Black, K., PhDFlorida State
 Mehra, B., PhDIllinois
 Normore, L., PhDOhio State

MAJORS

Information Sciences
Communication and Information
 Information sciences concentration

DEGREE
MS
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. The School of Information Sciences also participates in the interdisciplinary doctoral program.

Admission

Applicants to the information sciences program must have a minimum undergraduate grade point average of 3.00 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

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.

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 the 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 have 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 two corequisite courses from the College of Education, Health, and Human Sciences (6 credit hours) that 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 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 two 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 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 Sciences 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. 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 with a major in information sciences, write to Admissions, College of Communication and Information, The University of Tennessee, Knoxville, 451 Communications Building, Knoxville, Tennessee 37996.

SCHOOL OF JOURNALISM AND ELECTRONIC MEDIA

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

Peter Gross, Director

Professors

Ashdown, P.G., PhDBowling Green
 Bates, B.J., PhDMichigan
 Bowles, D., PhDWisconsin
 Caudill, C.E., PhDNorth Carolina
 Gross, P., PhDIowa
 Littmann, M. (Chair of Excellence), PhDNorthwestern
 Moore, B.A., PhDOhio
 Swan, N.R., PhDMissouri
 Teeter, Jr., D.L., PhDWisconsin
 Wirth, M.O. (Dean), PhDMichigan State

Associate Professors

Harmon, M., PhDOhio
 Heller, R.B., MASyracuse
 Kaye, B., PhDFlorida State
 Luther, C., PhDMinnesota

Assistant Professors

Clark, N., PhDFlorida
 Legg, J.R., PhDOhio

Instructor

Hufford, B.L., MEdBowling Green

Emeritus Faculty

Leiter, B.K., PhDSouthern Illinois

MAJORS

Communication and Information

Journalism and electronic media concentration

DEGREES

MS, PhD

The School of Journalism and Electronic Media offers a concentration area with professional and research tracks for the Master of Science with a major in communication and information and participates in the interdisciplinary doctoral program.

