Communication has become increasingly significant in today’s complex society. The growth of specialization, the widening gaps among segments of society, and the inescapable nature of world conflict point up the need for a greater understanding of communication processes and for the education of young men and women capable of perceptive understanding of the communications media.

The College of Communications offers programs designed to acquaint students with the nature of communication and to prepare them for professional work in a variety of communications fields. The College is composed of the School of Journalism and the Departments of Advertising and Broadcasting. The curricula of these three academic divisions have a common base of courses beyond which choices will permit the student to develop special interests.

The American Council on Education for Journalism has accredited the News-Editorial and the Advertising programs. The College is a member of the American Association of Schools and Departments of Journalism and the Association for Professional Broadcasting Education.

Admission Requirements

Admission requirements are stated on page 16. Communications majors must demonstrate ability to use a typewriter proficiently before beginning their professional courses at the 2000 level.

Students transferring into the College, either from another institution or another college in The University of Tennessee, must have at least a 2.0 average. Majors must complete English 1510-20 with a minimum grade of C in each course before enrolling in any 2000-level (or higher) course in the College.

Majors will not be admitted to upper-division (3000 and 4000) courses in the College unless they have an average of at least 2.3 in lower-division courses in the College. By major these courses include: Advertising—Communications 1110, Journalism 2215, Advertising 3000; Broadcasting—Communications 1110, Journalism 2215, Broadcasting 2750, Advertising 3000; Journalism—Communications 1110, Journalism, 2215-20-30.

Curriculum

The College curriculum offers academic majors in advertising, broadcasting, and journalism. Through core introductory courses, students receive a basic view of the nature of communications.

The freedom of electives provided within the programs permits students to develop specialized interests in a variety of fields. In consultation with an adviser, they may plan individual programs leading to newspaper, magazine, radio, television, public relations, or advertising work. They may prepare for careers in agricultural or industrial journalism. They may select related courses to develop a specialty in writing news of science, government, and business. Others may elect courses to prepare themselves as writers on foods, fashions, and home interests, or they may combine training in communications work in secretarial science.

Students in other divisions of the University may take certain courses for training in effective communication or for an understanding of the social role of the mass media.

Students who have completed the basic courses in the College may earn three quarter hours of practicum credit. Approval of the adviser and the departmental chairman must be obtained before such work is begun.

Upper Division

Permission of instructor is prerequisite for all 3000 and 4000 level courses, with the exception of Advertising 3000, in the College of Communications.

Satisfactory/No Credit Option

The purpose of this option is to encourage students to venture beyond those courses in which they usually do well and, motivated by their own intellectual curiosity, to explore subject matter in which performance may be somewhat less outstanding than work in preferred subject fields.

This option applies only to general elective courses. No course that is a part of the specific requirements of the College of Communications or the student’s major department can be taken under this option. For example: social science, humanities, and speech electives required by the various departments cannot be taken under this option.

Courses earning a “satisfactory” grade will count as hours for graduation but not for calculating the grade point average. A student who wishes to take a S/NC course must indicate this at the time of registration. Under no circumstances may the student change from S/NC to regular credit or from regular credit to S/NC after the deadline for adding courses.

Course Load

The maximum number of hours which can be taken by an undergraduate without special permission is 19 hours. Permission to take 20 or more hours must be obtained from either the dean or assistant dean of the College.
Cooperative Program

The College, in cooperation with the University-wide Undergraduate Cooperative Education Program, has developed a cooperative program with the media, advertising and public relations agencies, and the communications departments of business organizations where interested students might combine their education with a productive work experience. At present, only a limited number of such opportunities are available. Although other arrangements can be made, a student will enter the program only after completing one or two quarters at the University. A student will alternate with another student, with one working full-time for the employer for one quarter while the other person is in school, etc. The typical program is arranged for a five-year period, with the student spending the final three quarters of the senior year on campus.

The Cooperative Program gives the student an opportunity to gain practical experience, develops a sense of responsibility and cooperation, creates greater interest and incentive in academic studies, provides part of the expenses, and may lead to permanent employment after graduation.

Information concerning this program may be obtained by writing to the Undergraduate Cooperative Education Program, Division of Continuing Education, 415 Communications and Extension Building, The University of Tennessee, Knoxville, Tennessee 37916.

The Edward J. Meeman Distinguished Professorship

As a result of a $200,000 grant to the School of Journalism by the Edward J. Meeman Foundation, outstanding journalists and journalism educators are brought to the campus as distinguished professors.

Turner Cattle, former executive editor of The New York Times, and John Hohenberg, longtime administrator of the Pulitzer Prizes and outstanding teacher at the Columbia University Graduate School of Journalism have held this distinguished professorship.

Equipment and Facilities

The Communications and Extension Building provides extensive facilities for communications instruction. The College has laboratories with special equipment for instruction in writing, editing, photography, advertising, and broadcasting. In addition, advanced students gain experience through summer internships or through the University’s general program of publishing and broadcasting. The Office of Public Relations, campus publications such as the Student Beacon, and the University radio station provide practice for communications majors. The Tennessee Association of Broadcasters, Tennessee Press Association, and Tennessee High School Press Association, all centered at the University, present opportunities for special work and study.

Requirements for Graduation

The Bachelor of Science in Communications is awarded to majors who complete a program of 194 hours prescribed under departmental requirements listed below. At least 140 of these hours must be taken in courses other than the major and related communications fields. At least 27 of the hours in the major must be taken at The University of Tennessee, Knoxville. Normally, no more than 22 transfer credits in the major will be applied to the 194 hours. Journalism 2210 is the only course in the College that may be taken by correspondence. 

NOTE: Students are advised to consult the University’s degree requirements as stated in the front section of this catalog as well as the requirements for the college or department.

Undergraduate Curriculum

Advertising

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Hours</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>English 1510-20</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Natural science electives</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>History 1510-20</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Foreign language electives</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Sociology 1510</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Communications 1110</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Economics 2110-20</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Sophomore

| Sociology 1520 | 4 | |
| Speech 2310 | 4 | |
| Economics 2130 | 3 | |
| *English literature electives | 8 | |
| Mathematics 1540-50 | 8 | |
| Marketing 3110-20 | 6 | |
| Psychology 2500, 2530 | 8 | |
| Journalism 2215 | 4 | |
| Art 2516 | 4 | |

Junior

| Political Science 2510-20 | 8 | |
| Anthropology 3190 | 4 | |
| Advertising 3000 | 3 | |
| Advertising 3630 | 4 | |
| Advertising 3800 | 3 | |
| Advertising 4000 | 4 | |
| Journalism 3310 | 3 | |
| Psychology 3190 | 5 | |
| *Professional courses | 6 | |
| General electives | 6 | |
| Marketing 4210 | 3 | |

Senior

| Advertising 4360 | 3 | |
| Advertising 4460-70 | 7 | |
| Computer Science 1410 | 4 | |
| *Professional courses | 14 | |
| Social science or humanities electives | 10 | |
| General electives | 9 | |

TOTAL: 194 hours

*Students lacking a high school credit of American history must also take nine quarter hours of American history. These hours may be applied to the general electives requirement.

*Not required of students with 2 years of high school foreign language credit. They may substitute 8 hours of liberal arts electives, from the following: Anthropology 2510-20-30, Geography 1510-20-30 or 2110-20-30; Mathematics 1540-50-60 or 1540-60 (or equivalent honors courses); Philosophy 1510-20, 2510-20-30, 3111-21-31-41; Psychology 2500-30-40 (or equivalent honors courses); Religious Studies 2610-20; or they may elect to fulfill the requirement with a foreign language.

The 8 hours of literature may be selected from English 2510-30-40 and 2560-70-80. Upper-division literature courses may be substituted by students with a B+ average in freshman English at the University.

*Professional courses may be selected from the following: Advertising 3740, 4510-20-30, 5310, 5350; Journalism 3320, 3410, 3710, 3720, 3731, 3741, 3744, 4410, 4420, 4590; Accounting 2110-20; Marketing 4140, 4230, 4310, 4410, 4520; Speech 3011; Office Administration 4310, 4320.

*Social science courses include geography, economics, political science, psychology, history, sociology, anthropology, classics (except grammar and composition courses), and upper-division philosophy and religious studies courses. Humanities electives include English, speech and theatre, music (except applied music), art, language culture courses (not grammar and composition) and upper-division philosophy and religious studies.

Broadcasting

LOWER-DIVISION CURRICULUM

(Required of all broadcasting majors)

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Hours</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>English 1510-20</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Natural science electives</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>History 1510-20</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Foreign language electives</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Sociology 1510-20</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Communications 1110</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Sophomore

| Sociology 1520 | 4 | |
| Economics 2130 | 3 | |
| *English literature electives | 8 | |
| Mathematics 1540-50 | 8 | |
| Marketing 3110-20 | 6 | |
| Psychology 2500, 2530 | 8 | |
| Journalism 2215 | 4 | |
| Art 2516 | 4 | |

Junior

| Political Science 2510-20 | 8 | |
| Anthropology 3190 | 4 | |
| Advertising 3000 | 3 | |
| Advertising 3630 | 4 | |
| Advertising 3800 | 3 | |
| Advertising 4000 | 4 | |
| Journalism 3310 | 3 | |
| Psychology 3190 | 5 | |
| *Professional courses | 6 | |
| General electives | 6 | |

NEWS AND PUBLIC AFFAIRS SEQUENCE

Junior

<table>
<thead>
<tr>
<th>Hours</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting 3610, 3670</td>
<td>6</td>
</tr>
<tr>
<td>Broadcasting 4020 or 4021, 4030</td>
<td>6</td>
</tr>
<tr>
<td>Journalism 2220, 2230</td>
<td>10</td>
</tr>
<tr>
<td>Geography 3610</td>
<td>4</td>
</tr>
<tr>
<td>Music 1210</td>
<td>4</td>
</tr>
</tbody>
</table>

*Social science and humanities electives | 12 | |

*General electives | 6 | |

Senior

| Broadcasting 4010, 4610, 4670 | 9 | |
| Journalism 4410 | 3 | |
| Communications electives | 9 | |
| Speech electives | 3 | |

*Social science or science electives | 12 | |

*General electives | 7 | |

TOTAL: 194 hours
MANAGEMENT SEQUENCE

Junior
Broadcasting 3650, 3360 .......... 6
Broadcasting 3670 .......... 3
Broadcasting 4020 or 4021, 4030 .. 6
Journalism 3110, 3410 .......... 6
Advertising 4360 .......... 3
Marketing 3110-20 .......... 6
Industrial Management 310 .......... 6
Accounting 2110 .......... 12
*General electives .......... 14

Senior
Broadcasting 4670, 4680 .......... 6
Journalism 4410 .......... 3
Business Law 4110 .......... 3
*Communications electives .......... 12
Speech electives .......... 8
*Upper-division social science and/or business electives .......... 14
TOTAL: 194 hours

PRODUCTION/PERFORMANCE SEQUENCE

Junior
Broadcasting 3650, 3670 .......... 6
Broadcasting 4020, 4030 .......... 6
Journalism 3110, 3410 .......... 6
Music 1210 .......... 4
Theatre 2111 .......... 4
Theatre 2221 .......... 4
*Social science and/or speech/theatre electives .......... 12
*General electives .......... 5

Senior
Broadcasting 4010, 4040 .......... 6
Broadcasting 4670 .......... 6
Journalism 3910, 4410 .......... 6
Communications electives .......... 9
Speech and Theatre 2031 and 3651 or 3652 or 3671 or 4661 .......... 8
*Upper-division social science and/or humanities electives .......... 8
*General electives .......... 8
TOTAL: 194 hours

*Students lacking a high school unit of American history must also take nine quarter hours of American history. These hours may be applied to the general electives requirement.

**Not required of students with 2 years of high school foreign language credit. They may substitute 8 hours of liberal arts electives from the following: Anthropology 2510-20-30; Geography 1810-20 or 2110-20-30; Mathematics 1540-50-60 or 1840-50 (or equivalent honors courses); Philosophy 1510-20, 2510-20-30, 3111-21-31-41; Psychology 2500-20-30 (or equivalent honors courses); Religious Studies 2610-20; or they may elect to fulfill the requirement with a foreign language.

*The 8 hours of literature may be selected from English 2510-20-30-40 and 2560-70-80. Upper-division literature courses may be substituted by students with a B+ average in freshman English at the University.

**Social science courses include geography, economics, political science, psychology, history, sociology, anthropology, classics (except grammar and composition courses), and upper-division philosophy and religious studies courses. Humanities electives include English, speech and theatre, music (except applied music), art, language culture courses (not grammar and composition) and upper division philosophy and religious studies. All electives are subject to advisor's approval.

**Same as footnote five.

JOURNALISM

LOWER-DIVISION CURRICULUM (Required of all journalism majors)

Freshman
English 1510-20 .......... 8
History 1510-20 .......... 8
Natural science electives .......... 12
Foreign language electives .......... 8
Sociology 1510-20 .......... 8
Communications 1110 .......... 3

Sophomore
English literature electives .......... 8
Foreign language, mathematics, or science electives .......... 8
Economics 2110-20-30 .......... 9
Political science electives .......... 8
Speech 2311 .......... 9
Journalism 2215-20-30 .......... 11

NEWS-EDITORIAL SEQUENCE

Junior
Advertising 3000 .......... 3
Journalism 3110 .......... 3
Journalism 3410 .......... 3
Broadcasting 3610 .......... 3
*Social science or humanities electives .......... 14
*Journalism from Option A or B .......... 6
*Liberal arts electives .......... 18

Senior
Journalism 4410 .......... 3
Journalism 3410-20-30 .......... 3
Journalism 4990 .......... 3
Journalism from Option A or B .......... 9
*Social science or science electives .......... 16
*General electives .......... 15
TOTAL: 194 hours


Option B: For students primarily interested in editing. Required: Journalism 3310, 3220, 4420. Electives: Journalism 3510-20-30, 3810, 3910, 4130.

Option C: Any approved combination of Options A and B (including the required courses of one group) for students interested in both writing and editing.

PUBLIC RELATIONS SEQUENCE

Junior
Journalism 3110-20, 3810 .......... 9
Journalism 3120 and 3310 or 3910 .......... 6
Advertising 3370 and 4410 .......... 6
Sociology 3010 .......... 4
Psychology 2500 and 2510 .......... 7
Speech 3011 .......... 4
*Courses from specialization area .......... 10
*General electives .......... 3

Senior
Journalism 4510-20-30 or 4990 or Advertising 4360 or 4470* .......... 3
Journalism 3410, 3730, 4410 .......... 9
Broadcasting 3650 and 3670 .......... 6
Political Science 4535-36 .......... 8
Marketing 2215-20-30 .......... 6
*Courses from specialization area .......... 6
*General electives .......... 10
TOTAL: 194 hours

*Specialization Area Options:

a) Urban or Governmental Public Relations
Required: Sociology 3420, Political Science 4740-50, Electives: Sociology 4330, 4530, 4930; Political Science 3555, 3666, 4610-20-30; Psychology 4900; Office Administration 4310-20.

b) Educational Public Relations
Required: Sociology 4410; Educ. C & I 3020, 4750; Electives: Sociology 4330; Educ. C & I 4530; Political Science 5340; Office Administration 4310-20.

Department of Communications (259)

Professor: J.B. Haskins (Chairman of Research), Ph.D.
Minnesota; D.G. Hileman, Ph.D. Illinois
D.W. Holt, Ph.D. Northwestern; B.K. Leiter, Ph.D. Southern Illinois; J.R. Lynn, Ph.D. Southern Illinois.

Associate Professors: G.A. Everett, Ph.D. Iowa; H.H. Howard, Ph.D. Ohio.

1100 Introduction to Communications (3) Nature, functions, responsibilities of mass communications media and agencies. Survey of newspapers, magazines, radio, television, film advertising, public relations, press associations, and specialized publications. Open to majors who have had no communications courses and to nonmajors below junior level.

5000 Thesis
5002 Non-Thesis Graduation Completion (3-15)
5100 Introduction to Graduate Studies (3)
5120 Research Methods (3)
5130 Advanced Principles of Mass Communications (3)
5140 Communications Theory (3)
5150 Seminar in Communications Issues (3)
3510-20-30 Practicum in Journalism, I, II, III (1, 1, 1)
Supervised experience in newspapering and writing. Prereq: 2220.

3560 Investigative and Specialized Reporting (3)
Investigative and interpretive reporting of complex or specialized subjects to place news in perspective or to clarify situations. Emphasis on writing for publication. Prereq: 2220.

3710 Public Relations (3)
Theories and principles of public relations. Overview of PR as a management tool of business, government, institutions, and organizations.

3720 Public Relations: Advanced (3)
Publicity organization, techniques and tools. Preparation of communications materials to gain support from target publics. Prereq: 3710.

3730 Public Relations Cases (3)
Case studies and application of public relations principles to problems in business and industry, government, institutions, organizations, trades and professions. Prereq: 3720.

3810 Specialized Publications (3)
Business and industrial publications. Individual projects on newspapers and magazines in fields of agriculture, business and industry, engineering, home economics. Prereq: 2230 or consent of instructor.

3910 Basic Photography (3)
Principles, policies, and procedures of using pictures as an editorial medium. Press and reflex cameras and flash photography. Darkroom techniques in developing, enlarging, printing, 1 hr and 2 labs. Prereq: Consent of instructor.

4130 Editorial Writing (3)
Analysis of editorial policies, practices, pages. Writing of editorials, columns, paragraphs, and interpretative articles. Prereq: Senior standing.

4310 Reporting Public Affairs (3)
Reporting news of courts, politics, government, finance, labor, and social agencies. 2 hrs and 1 lab. Prereq: 2230 and senior standing.

4410 Mass Media and Society (3)
The role of communications media in society. Codes and ethical restraints on publications and broadcasting. Censorship, propaganda, and freedom of the press. Social responsibilities of the practice of journalism.

4420 Newspaper Management (3)
Daily and weekly business operations. Developments in newspaper management.

4510-20-30 Practicum in Journalism, IV, V, VI (1, 1, 1)
Supervised experience in news writing and editing. Prereq: Senior standing or consent of instructor.

4810 Journalism in the High School (3)
Functions and methods of publications. Staff organization, writing and editing techniques, editorial problems, and business management.

4910 News and Feature Photography (3)
Advanced principles and methods in black-and-white photography. Emphasis on news and feature photographs and picture stories. Prereq: 3910 or permission of instructor.

4950 International Communications (3)
Communication of news and opinion among nations and under varying types of political and economic systems: world news organizations; the press as a factor in international affairs; barriers to the flow of information; comparison of world press systems.

4990 Problems in Research (3)
Independent work course for seniors. Intensive study of some phase of the major field; investigative procedures, report writing.

GRADUATE

5210 Government and the Press (3)
5250 Public Opinion and Mass Media (3)
5510-20-30 Writing and Editing Projects (3, 3, 3)
5560 Magazine Article Writing (3)
5710 Studies in Public Relations Communications (3)
5810 Magazine Editing and Production (3)
5850 Communications and International Development (3)
5970 Independent Study (3)