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 17. 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, must have at least a 2.0 average. Majors must complete English 1010-20-31/32/33 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 with 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 for professional work in the major field.

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 associate 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 Catledge, former executive editor of The New York Times, and John Hume, former administrative director 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 a laboratorv with special equipment for instruction in writing, editing, photography, advertising, and broadcasting. In addition, advanced students gain experience through summer internships arranged with the University's general program of publishing and broadcasting. The Office of Public Relations, campus publications such as the Daily Campus and the University radio station provide practice for communications majors. The Tennessee Press Association and Tennessee High School Press Association, 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. 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.

AMERICAN HISTORY

Students lacking a high school credit of American history must take nine quarter hours of American history in addition to History 1510-20. Those hours may be applied to the general electives requirement.

FOREIGN LANGUAGES

One year of foreign language on the college level is required unless two units of high school credit is presented in which case 8 hours selected from the following courses may be substituted: Anthropology 2510, 2520, 2530; Geography 1810-20 or 2110-20-30; Mathematics 1540-50; Philosophy 1510-20, 2510-20, 3111-21-31-41; Psychology 2500, 2530, 2540; Religious Studies 2610. The requirement may also be fulfilled with a foreign language.

ENGLISH

This requirement is fulfilled by English 1010-20-32. English 1031 or 1033 may be substituted for 1032 with the consent of the adviser. Eight 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 UT.

PROFESSIONAL COURSES

The advertising major requires certain professional courses which may be selected from the following: Advertising 3740, 4510-20-30, 5310, 5350; Journalism 3120, 3410, 3710, 3720, 3810, 3910, 4410, 4420, 4950, 4990; Broadcasting 2750, 3360, 4020, 4670, 4680; Accounting 2110-20; Marketing 4140, 4230, 4310, 4440, 4510, 4520, 4710; Speech 3011; Office Administration 4310, 4420.

SOCIAL SCIENCE AND HUMANITIES

Social science electives may be selected from 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 courses.

GENERAL ELECTIVES

All electives are subject to the adviser's consent. 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>Course</th>
<th>Hours</th>
<th>Credit</th>
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<tr>
<td>*English 1010-20, 1032</td>
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<tr>
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<td>Art 2516</td>
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<td>Junior</td>
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<td>General electives</td>
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TOTAL: 194 hours

*See Requirements for Graduation.

Broadcasting

LOWER-DIVISION CURRICULUM

(Required of all broadcasting majors)

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<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Credit</th>
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<tr>
<td>*English 1010-20, 1032</td>
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<td>Natural science electives</td>
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<td>*History 1510-20</td>
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<td>Journalism 2210</td>
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<td>Advertising 3000</td>
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<td>Psychology 2500, 2530 or 2540</td>
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</table>
NEWS AND PUBLIC AFFAIRS SEQUENCE

Junior
Broadcasting 3610, 3670 8
Broadcasting 4020 or 4021, 4030 6
Journalism 2220, 3110, 3410 10
Geography 4900 4
Music 1210 4
*Social science and/or humanities electives 12
*General electives 5

Senior
Broadcasting 4010, 4610, 4670 9
Journalism 4100 9
Communications electives 9
Speech electives 8
*Social science or science electives 12
*General electives 6
TOTAL: 194 hours

MANAGEMENT SEQUENCE

Junior
Broadcasting 3650, 3360 6
Broadcasting 3670 3
Broadcasting 4020 or 4021, 4030 6
Journalism 3110, 3410 6
Advertising 4390 3
Marketing 3110-20 3
Industrial Management 3100 3
Accounting 2110 3
*General electives 12

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 211 4
Theatre 222 4
*Social science and/or speech/theatre electives 12
*General electives 4

Senior
Broadcasting 4010, 4040 6
Broadcasting 4510, 4570 6
Journalism 3910, 4410 6
Communications electives 9
Speech and Theatre 3311 and 3550 8
3661 or 3671 or 4661 8
*Upper-division social science and/or humanities electives 8
*General electives 5
TOTAL: 194 hours

*See Requirements for Graduation.

Journalism
LOWER-DIVISION CURRICULUM (Required of all journalism majors)

Freshman
*English 1010-20, 1032 9
*History 1910-20 6
Natural science electives 8
*Foreign language electives 9
Sociology 1510-20 3
Communications 1110 3

Sophomore
*English literature electives 8
Foreign language, mathematics, or science electives 8
Economics 2110-20-30 9
Political science electives 4
Speech 2311 4
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 16

Senior
Journalism 4410 3
Journalism 4510-20-30 3
Journalism 4990 3
Journalism from Option A or B 9
*Social science or science electives 16
*General electives 13
TOTAL: 194 hours

Option A. For students primarily interested in writing. Required: Journalism 3120, 3210, 4310. Electives: Journalism 3510-20-30, 3960, 3910, 4130.

Option B. For students primarily interested in editing. Required: Journalism 3310, 3220, 4420. Electives: Journalism 3510-20-30, 3810, 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 3710-20, 3810 3
Journalism 3120 and 3310 or 3910 6
Advertising 3000, 3630 7
Sociology 3010 4
Psychology 2500 and Marketing 4210 7
Speech 3011
*Courses from specialization area 10
*General elective 3

Senior
Journalism 4510-20-30 or 4990 or Advertising 4380 or 4470 3
Journalism 3410, 3730, 4410 9
Broadcasting 3650 and 3670 6
Political Science 4535-36 8
Marketing 3110-20 6
*Courses from specialization area 6
*General electives 9
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, 3566, 4610-20-30; Psychology 4900; Office Administration 4310-20.


c) Industrial or Corporate Public Relations Required: Industrial Management 3010; Marketing 4140-50; Electives: Speech 3211, 5440; Business Law 4110-20; Economics 3410-20; Educ. C & I 4750; Office Administration 4310-20.

d) Other Areas

Another area of specialization, and courses to develop it, may be selected with the adviser's help and approval.

*See Requirements for Graduation.

Eighteen hours of liberal arts electives may be selected from the following: Anthropology 2510-20-30; Geography 1810-20 or 2110-20-30; Mathematics 1540-50-60 or 1840-50; Philosophy 1510-20, 2510-20-30, 3111-21-31-41; Psychology 2550-20-30, Religious Studies 2610-20.

Departments of Instruction

Communications (259)

Professors: J.B. Haskins, Ph.D. Minnesota; D.G. Hileman, Ph.D. Illinois; D.W. Hotchkin, 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; E.F. Shaw, Ph.D. Stanford; S.K. Zeigler, Ph.D. Michigan State.

1110 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.

GRADUATE

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)
5970 Independent Study (3)
6000 Doctoral Research and Dissertation
6100 Seminar in Communications Theory (3)
6200 Seminar in Communication Topics (3)
6300 Survey Research Methods in Communications (3)
6310 Experimental Research Methods in Communications (3)
6320 Seminar in Historical Research Methods in Communications (3)

Advertising (012)

Professors: R. Joel (Head), M.A. Wisconsin; D.G. Hileman, Ph.D. Illinois; J.R. Lynn, Ph.D. Southern Illinois.

Associate Professors: A.D. Fletcher, Ph.D. Illinois; S.K. Zeigler, Ph.D. Michigan State.

Assistant Professor: D.S. Bagley, III, Ph.D. Tennessee.


3630 Advertising Copy and Layout (4) Ideas and their translation into persuasive words and pictures. Principles and techniques of copy and layout, Lecture and labs. Prereq: 3000 or Marketing 4150.

3650 Basic Advertising Research (3) Use of research in solving media, creative, and managerial problems in advertising. Introduction to secondary information sources and primary research methodology. Prereq: 3000 or Marketing 4150.

3740 Retail Advertising and Promotion (3) Planning of retail advertising and promotion; practice in retail copy and layout; selecting media; research, Prereq: 3000 or Marketing 4150.
4000 Advanced Advertising Copy and Layout (4)
Creative strategy and execution of advertisements for mass media. Problems in idea creation for advertisers. Lecture and labs. Prereq: 3630.

4360 Advertising Media (3) Media markets and audiences. Evaluation of media in relationship to communication needs of advertisers. Prereq: 3000 or Marketing 4150.


4510-20-30 Practicum (1, 1, 1) Prereq: 3000. S/N/C.

GRADUATE

5310 Current Issues in Advertising (3)

5350 Advanced Advertising Research (3)

5510 Advertising (3)

5970 Independent Study (3)

Broadcasting (202)
Professor: D.W. Holt (Head), Ph.D. Northwestern.

Associate Professors: H.H. Howard, Ph.D. Ohio; I.G. Simpson, M.S. Syracuse.
Assistant Professors: P.A. Lester, M.A. Tennessee; Certificate NBC Television Institute; Northwestern; R.A. Shirley, M.A. Wisconsin; M.K. Sidel, Ph.D. Northwestern.

2750 Introduction to Broadcasting (3) Theory, history, regulation, and economic aspects of broadcasting industry and its functions in society.

3360 Television and Radio Advertising (3) Principles of successful radio-televising advertising; emphasis on media research, rate structure, programming, creativity; television commercials.

3610 Radio-Television News (3) Theory and techniques of writing news and features for broadcast media. Editing and rewriting press association dispatches, gathering local news, recording interviews, and preparing newscasts and feature programs. 2 hrs and 1 lab. Prereq: Journalism 2220 or consent of instructor.

3650 Radio-Television Writing (3) Theory and technique of writing broadcast scripts except news and documentaries. Special events, interviews, musical scripts, radio talks, documentaries, and promotion material.

3670 Television Film News (3) Theory and techniques of making films for television. Film processing and editing techniques. Emphasis on news and documentary broadcasts. 2 hrs and 1 lab.

4010 Speech for Broadcasting (3) Fundamental broadcast conditions affecting the announcer: pronunciation and oral interpretation of general American speech; Spanish, Italian, German and French pronunciation. Prereq: Strongly recommended but not mandatory. Speech 2310, 3050.

4020 Radio Production (3) Study of radio productions, past and present. Familiarization with production tools and techniques. Group and individual production activities. Prereq: 2750 or consent of instructor.

4021 Advanced Radio Production (3) Application of the theories, techniques, and tools of radio production to create and program of a professional level of sophistication and quality. Prereq: 4020 or consent of instructor.

4030 Television Production (3) Overview of elements of television production: cameras, sound, lighting, film videotape recording, optics, and studio control centers. Presented with the layman and professional broadcast student in mind. Prereq: 4020 or consent of instructor.

4040 Advanced Television Production (3) A semi-independent course in program origination, producing, directing, and performing with orientation to the professional broadcast student. Prereq: 4030 or consent of instructor.

4510-20-30 Practicum (1, 1, 1) Prereq: Consent of instructor. S/N/C.

4610 Broadcast News Operation (3) Theory and practice in covering local news and public affairs events for radio and television. Gathering and production of news broadcasts, using tools of broadcast newsperson. 2 hrs and 1 lab. Prereq: 3610 and 3670 or permission of instructor.

4670 Radio-Television Management (3) Business policies and practices of networks and stations. Departmental functions, cost and income figures, sales techniques, promotion, advertising agencies, and governmental regulations. Lectures by commercial broadcasters. Prereq: 2750 or consent of instructor.

4680 Broadcast Sales Management (3) Problems and practices of television and radio sales, case studies in sales development, pricing, promotion, and other areas of sales management. Prereq: 2750 or consent of instructor.

5510 Broadcasting (3)

5610 Public Affairs Broadcasting (3)

5620 Broadcast Law and Regulations (3)

5630 Broadcast Documentary Writing (3)

5650 Radio-Television Program Development (3)

5970 Independent Study (3)

School of Journalism (584)


Associate Professors: J.N. Adamson, M.S. Tennessee; J.A. Crock (Director), Ph.D. Southern Illinois; S.A. Errett, Ph.D. Iowa; L.S. Puet, M.S. Tennessee; E.F. Shaw, Ph.D. Stanford; F.B. Thornburg, Jr., M.A. Florida.

Assistant Professor: P.G. Ashdown, Ph.D. Bowling Green.


Visiting:

2210 Writing for Mass Media (3) Principles and practice of writing for major types of mass communications media. Not available to majors in the College of Communications.

2215 Basic News Writing (4) Information gathering and writing techniques with deadline pressure. Observation, interviewing, speech reporting for print and broadcast mass media. 3 hrs and 1 lab. Prereq: Communications 1110 and typing proficiency of 35 wpm.

2220 Reporting (4) Methods of gathering and writing facts for mass media. Emphasis on news and news features. 3 hrs and 1 lab. Prereq: 2210.

2230 Editing for Mass Media (3) Copyreading methods and practice in editing types of copy for print and broadcast media. 2 hrs and 1 lab. Prereq: 2220.

3110 Communications History (3) Development of newspapers, magazines, and broadcasting in America. Biographies of major journalists.

3120 Writing Feature Articles (3) Instruction and practice in writing feature articles for newspapers, trade journals, and magazines. Market analysis and free-lance selling. Prereq: 2210 or consent of instructor.


3220 News Editing and Display (3) Instruction and practice in making up newspapers and magazines. Advanced work in copyreading, rewriting, and headlining. Picture editing. 1 hr and 2 labs. Prereq: 2230.

3310 Graphic Arts in Journalism (3) Printing equipment and production methods. Typography, letterpress, offset, gravure, engraving, stereotyping, proofreading, copyrighting, and current developments in mechanical processes.

3410 Communications Law (3) Statutory law and judicial precedents affecting mass communications media. Libel, contempt of court, invasion of privacy, copyright, broadcasting, advertising, and postal regulations.

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: 3050 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, 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.


4420 Newspaper Management (3) Daily and weekly business operations. Development of newspaper management.

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

4910 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)

5950 Communications and International Development (3)

5970 Independent Study (3)