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-Communications 1110, Advertising 3000; Broadcasting—Communications 1110, Journalism 2215, Broadcasting 2750, Advertising 3000; Journalism—Communications 1110, Journalism, 2215-23-30.

Curriculum
The college curriculum offers academic majors in advertising, broadcasting, journalism, and public relations. 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 subject matter in which performance may be somewhat less outstanding than work in preferred subject fields, or 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.

Upper Division
Consent 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 SNC course must indicate this at the time of registration. Under no circumstances may the student change from SNC to regular credit or from regular credit to SNC 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 the assistant dean for undergraduate studies.

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
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.

**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 are presented in which case eight or nine hours selected from the following courses may be substituted:

- Anthropology 2510, 2520, 2530; Geography 1810-20 or 2110-20; 2540; Mathematics 1450-55; Philosophy 1510-20; 2310-20; 2111-2112; 2113.
- Psychology 2530, 2540; Religious Studies 2110. The requirement may also be fulfilled with a foreign language.

**ENGLISH**

The requirements are fulfilled by English 1010 or 1011; 1020; 1032. English 1021 or 1033 may be substituted for 1032 with the consent of the adviser. The eight hours of literature may be selected from English 2510-20-30-40 and 2560-70-80 (and Comparative Literature 2010 for journalism majors). Upper-division literature courses may be substituted by students with a B- average in freshman English at UT.

**PROFESSIONAL COURSES**

This requirement requires certain professional courses which may be selected from the following:

- Accounting 2510, 3510-20, 3520; Economics 2110-20; Art 2515, 3155; Broadcasting 2570, 3560, 4200-20, 4570-20; Educational Psychology 1510-20; English 1033; Journalism 3120, 3410, 3710-20, 3810, 3910, 3990, 4410-20, 4950; Marketing 4140, 4230, 4310, 4440, 4510-20, 4710; Mathematics 3000; Office Administration 2790, 4310-20; Psychology 2210, 4640, Speech 3011; Statistics 3410.

**SOCIAL SCIENCE AND HUMANITIES**

For the social science and humanities requirement selected from geography, economics, political science, psychology, history, sociology, anthropology, classics (except grammar and composition courses), and upper-division courses in philosophy and the humanities. 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**

The electives are selected to the adviser's consent. Students are advised to consult the University's degree requirements as listed in the front section of this catalog as well as the requirements for the college or department.

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**ADVERTISING**

- Freshman
  - English 1010 or 1011, 1020: 1022... 6
  - History 1510-20... 8
  - Foreign language electives... 12
  - Sociology 1510... 4
  - Communications 1119... 3
  - Economics 2110-20... 6
  - Sociology 1520... 4
  - Speech 2511... 3
  - Economics 2130... 3
  - English literature electives... 6
  - Mathematics 1545-50... 8
  - Marketing 2110-20... 6
  - Psychology 2500, 2530... 8
  - Journalism 2215... 4
  - Art 2118...

- Junior
  - Political Science 2510-20
  - Anthropology elective... 4
  - Advertising 3900... 3
  - Advertising 4630... 8
  - Advertising 4700...
  - Psychology 3150... 4
  - *Professional courses... 6
  - General electives...

- Senior
  - Advertising 4800... 3
  - Advertising 4840-70... 7
  - Computer Science 1410... 5
  - *Professional courses... 14
  - *Social science or humanities electives... 10
  - General electives...

**TOTAL: 194 hours**

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**BEFORE REQUIREMENTS FOR GRADUATION**

**BROADCASTING**

- LOWER-DIVISION CURRICULUM
  - (Required of all broadcasting majors)
    - Freshman
      - English 1010 or 1011, 1020: 1022... 6
      - History 1510-20...
      - Foreign language electives...
      - Communications 1110...
      - Journalism...
      - English literature electives...
      - Economics 2110-20...
      - Political science electives...
      - Speech 2111...
      - Marketing 2115...
      - Journalism 2215...
      - Psychology 2500, 2530 or 2540...
    - Junior
      - Broadcasting 3510...
      - Broadcasting 4030 or 4091, 4092...
      - Journalism 2230, 3110, 3410...
      - Geography 3810...
      - Music 1270...
      - *Social science or humanities electives...
      - *General electives...
### College of Communications

#### Departments of Instruction Communications (259)

**Professors:**
J. B. Hopkins, Ph. D. Minnesota; D. G. Hileman, Ph. D. Ohio; J. R. Lynn, Ph. D. Southern Illinois.

**Associate Professors:**

**Assistant Professor:**
J. P. McKinnis, Ph. D. Minnesota.

#### 119 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 communications organizations. Open to majors who have had no communications courses and to non-majors below junior level.

#### 5000 Thesis

#### 5108 Introduction to Graduate Studies (3)

#### 5120 Research Methods (3)

#### 5135 Principles of Mass Communications (3)

#### 5130 Mass Communication Theory (3)

#### 5150 Seminar in Communications Issues (3)

#### 6009 Doctoral Research and Dissertation

#### 6100 Seminar in Communications Theory (3)

#### 6200 Seminar in Communication Topics (3)

#### 6305 Survey Research Methods in Communications (3)

#### 6315 Experimental Research Methods in Communication (3)

#### 6320 Seminar in Historical Research Methods in Communications (3)

#### Advertising (012)

**Professors:**

**Assistant Professor:**

#### 3000 Advertising Principles (8)

#### 3030 Advertising Copy and Layout (4)
Ideas and their translation into persuasive words and pictures. Stylization of the advertising message and its delivery. Prepr: 3000 with grade of C or better, or consent of instructor.

#### 3065 Basic Advertising Research (3)
Use of research in setting media, creative, and managerial problems in advertising. Introduction to secondary information sources and primary research methodology.

#### 3060 Retail Advertising and Promotion (3)
Planning of retail advertising and promotion practices in retail copy and layout; selecting media; research. Prepr: 2050 or Marketing 4100.

#### 4000 Advanced Advertising Copy and Layout (4)
Creative strategy and execution of advertisements for mass media. Problems in data creation for advertise...
4021 Advanced Radio Production (3) Application of theory in planning and execution of campaigns.

4470 Advertising Campaign (3) Application of cases and problems to with grade of C or better or consent of instructor.


4430 Radio-Television Management (3) Business and public relations. Overview of PR as a management tool. Business operations. Developments in newspaper journalism including historical perspectives and special techniques. Medium and small format reflex cameras used. Electro-optical techniques for black and white photography. Top emphasis on publication design, offset techniques, and computer technology.

4710 Public Relations Cases (3) Case studies and application of public relations principles to professional level of sophistication. Emphasis on writing for mass media. Principles and practice of writing for major types of mass communication. Emphasis on publication design, offset techniques, and computer technology.
lens in business and industry, government, institutions, trades, and professions; solving problems in public relations situations. Prereq: 3720.

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

4810 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 consent 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, barrier to the flow of information; comparison of world press systems.

4970 Independent Study (3) May be repeated. Maximum credit 6 hrs.

GRADUATE

5210 Government and the Press (3)

5250 Public Opinion and Mass Media (3)

5510-20-30 Writing and Editing Projects (3, 3, 3)

5580 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)