College of Communications

Donald G. Hileman, Dean
Paul Ashdown, Assistant Dean for Undergraduate Studies
Herbert H. Howard, Assistant Dean for Graduate Studies

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 Advertising, News-Editorial, Public Relations and Professional Master's programs. The college is a member of the American Association of Schools and Departments of Journalism and the Broadcast Education Association.

Admission Requirements

Association with the College of Communications may take place at any time. Those interested in this college should obtain a copy of the Program Planning Guidebook of the College of Communications.

Freshman admitted to the College of Communications are temporarily classified as premajors. They may apply for admission to a major degree program after they pass typing and spelling proficiency tests and complete, with at least a 2.0 cumulative average, the following courses:

- English 1010 or 1011, 1020, 1032 (with a minimum grade of C in each course).
- 12 hours of natural science
- History 1510-20
- Communications 1110-1118
- 9 hours of foreign language
- Sociology 1510

A final decision on admission may be deferred until students complete the core courses in their intended major with a minimum grade of B in one core course and no grade below C in other core courses. Students granted early admission must also meet these standards. Students must pass the college's typing and spelling tests before enrolling in or preregistering for any course in the college other than Communications 1110 or 1118. Students may not enroll in courses numbered 3000 or above in the college (with the exception of Advertising 3000) until they have successfully completed the core courses. The core courses by major are:

- Advertising — Communications 1110 or 1118, Journalism 2215, Advertising 3000
- Broadcasting — Journalism 2215, Advertising 3000, Broadcasting 2720
- Journalism — Journalism 2215, Journalism 2220, Journalism 2230

Transfer students may apply for admission into the College of Communications after they have completed all the premajor requirements including the core courses and attained at least a 2.0 average in all work attempted.

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 courses in the college may earn practicum credit for professional work in the field. Approval of the adviser and the departmental head must be obtained before such work is begun.

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 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 an undergraduate can take without special
permission is 17 hours. Permission to take 18 or more hours must be obtained from either the dean or the assistant dean for undergraduate studies with the recommendation of the student's adviser and department chairman or school director.

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. It also helps to develop a sense of responsibility and cooperation, creates greater interest and incentive in academic studies and provides part of the student's expenses. It also 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 37996-0332.

The Edward J. Meeman Distinguished Professorship

As a result of a $200,000 grant to the School of Journalism in 1970 by the Edward J. Meeman Foundation, outstanding journalists and journalism educators are brought to the campus as distinguished professors. The professorship is named for the late editor of The Memphis Press-Scimitar and founding editor of The Knoxville News, which later became the News-Sentinel. Kelly Leiter, former columnist, feature writer and assistant city editor of The Chicago Daily News, and the Indianapolis 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, 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. These 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 students may substitute eight or nine hours of courses listed below by majors.

Advertising and broadcasting majors may substitute the following courses (unless otherwise required in the student's major): Anthropology 2510-20-30; Geography 1810-20, or 2110-20-30; Mathematics 1540-50-60, or 1840-50; Philosophy 1510-20-30, or 211-21-31-41; Psychology 2500, 2530, 2540; Religious Studies 2610-11-12.

Journalism majors in the news-editorial sequence must take either Mathematics 1540-50-60 or Accounting 2110-20-30.

Journalism majors in the public relations sequence may substitute any of the courses listed above for the advertising and broadcast majors. All hours of sequences must be completed (in the sequence) and in addition may substitute any of the other following courses: Art 1815-25; any Black Studies course; Music 1210-20; Theatre 1310 and any Women's Studies courses.

The student may also fulfill the requirement with a foreign language.

NATURAL SCIENCE

You may take 12 hours of the following in any combination: Astronomy 2110-20-30; Biology 1210-20-30; Botany 1110-20; Chemistry 1510-20-30; Geology 1410-20-30, or Physics 1410-20-30 or 1210-20-30.

ENGLISH

This requirement is fulfilled by English 1010-11; 1020 or 1032 or appropriate honors courses. The eight hours of literature may be selected from courses 1510-20-30-40 and 2760-70-80 (and Comparative Literature 2010 for journalism majors). Upper-division literature courses may be substituted by students with a B+ average in freshman English at UTK.

PROFESSIONAL COURSES

The advertising major requires certain professional courses which may be selected from the following: Accounting 2110-20; Advertising 3740, 4510-20-30, 5310, 5350; Art 2515, 3515; Broadcasting 2750, 3860, 4020-30, 4670-80, Educational Curriculum and Instruction 4750; English 1033; Journalism 3120, 3410, 3710-20, 4710, 3810, 3910, 3990, 4410-20, 4950; Marketing 4140, 4230, 4310, 4440, 4510-20, 4710; Mathematics 3000; Office Administration 2750, 4310-20; Psychology 3120, 4640; Speech 3011; Statistics 3410.

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. Journalism majors may also take some black studies and women's studies courses as social science electives with consent of their adviser. Humanities electives may be selected from English, speech and theatre (not performance courses), music (except applied music), art (except applied art), classics (except grammar and composition), language culture courses (not grammar and composition), and upper division philosophy and religious studies.

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

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<thead>
<tr>
<th>Course</th>
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<tr>
<td>*English 1010-20, 1032</td>
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<td>*History 1510-20</td>
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Sophomore

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<td>Economics 2120</td>
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<td>Mathematics 1540-50-60</td>
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<td>Marketing 3110-20</td>
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<tr>
<td>Psychology 2500, 2530</td>
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TOTAL: 194 hours

* See Requirements for Graduation.

Broadcasting

LOWER-DIVISION CURRICULUM (Required of all broadcasting majors)

Freshman

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<th>Course</th>
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</table>
3000 Advertising Principles (3) Advertising in business and society. Types and functions of advertising. Fundamentals of broadcast and publications advertising. Stress on communications aspects of advertising. Prerequisite: Sophomore standing or higher. Prerequisite: Communications 1110 or 1118 for communications majors only.

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. Prerequisite: 3000 with grade of C or better or consent of instructor.

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. Prerequisite: 3000 with grade of C or better or consent of instructor.

3740 Retail Advertising and Promotion (3) Planning of retail advertising and promotion; practice in retail copy and layout; selecting media; research. Prerequisite: 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. Prerequisite: 3630 with grade of C or better or consent of instructor.

4360 Advertising Media (3) Media markets and audiences. Evaluation of media in relationship to communication needs of advertisers. Prerequisite: 3000 with grade of C or better or consent of instructor.

4460 Cases and Problems (3) Case approach to study of advertising problems. Analysis of campaigns and trends. Prerequisite: 3630, 3650, and 4360 with grades of C or better, or consent of instructor.

4470 Advertising Campaigns (4) Application of theory in planning and execution of campaigns. Market and consumer research; development and allocation of budgets. Choice of appeals and approaches; media selection; preparation of advertisements. Prerequisite: 3650, 4000 and 4360 with grades of C or better, or consent of instructor.

4510-20-30 Practicum (1, 1, 1) Prerequisite: 3000. May be repeated. Maximum credit 6 hrs. S/N option.

GRADUATE

5310 Current Issues in Advertising (3)

5390 Advertising Management (3)

5350 Advanced Advertising Research (3)

5510 Creative Projects (3)

5970 Independent Study (3)

**Broadcasting (202)**

Professor: D. W. Holm (head), Ph.D. Northwestern; H. H. Howard, Ph.D. Ohio.

Associate Professors: P. G. Ashdown, Ph.D. Bowling Green; I. G. Simpson, M.S. Syntse; M. W. Singley, Ph.D. Southern Illinois.

Assistant Professors: F. A. Lester, M.A. Tennessee, Certificate NBC Television Institute, Northwestern; B. A. Moore, Ph.D. Ohio; R. A. Shirley, M.A. Tennessee; M. K. Sider, Ph.D. Northwestern.

2750 Introduction to Broadcasting (3) Theory, history, technology, and economic aspects of broadcasting industry and its functions in society. Prerequisite: Communications 1110 or 1118 for communications majors only.

3580 Television and Radio Advertising (3) Principles of successful radio/television advertising; emphasis on media research, rate structure, programming, creativity; television commercials.

3610 Radio-Television News (3) Theory and technique of writing news 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. Prerequisite: Journalism 2220 or consent of instructor.

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

3670 Television News (3) Theory and techniques of portable video tape and film production for television. Ethical considerations and editing techniques. Emphasis on news and informational programs. 2 hrs. and 1 lab.

3690 Speech for Broadcasting (3) Fundamental broadcast conditions affecting the announcer; pronunciation and oral interpretation of general American speech, Spanish, Italian, German, and French pronunciation. Prerequisite: Speech 2311.

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

4021 Advanced Radio Production (3) Application of the theories, techniques, and tools of radio production to create programming of a professional level of sophistication and quality. Prerequisite: 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 techniques and professional broadcast student in mind. Prerequisite: 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. Prerequisite: 4030 or consent of instructor.

4410-20-30 Practicum (1, 1, 1) Prerequisite: Consent of instructor. S/N option.

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 newspaper. 2 hrs. and 1 lab. Prerequisite: 3610 and 3670 or consent of instructor.

4670 Radio-Television Management (3) Business policies and practices of network stations and stations. Departmental functions, copy, advertising, sales techniques, promotion, advertising agencies, and government regulations. Lectures by commercial broadcasters. Prerequisite: 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. Prerequisite: 2750 or consent of instructor.

GRADUATE

5410 Educational Broadcasting (3)

5510 Creative Projects (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 (594)**

Professors: J. A. Crook (Director), Ph.D. Iowa State; J. B. Haskins, Ph.D. Minnesota; B. K. Leiter (Medical Distiguished Professor), Ph.D. Southern Illinois; D. D. Nimmo, Ph.D. Vanderbilt.


Instructors: D. L. Menn, M.S. Florida State; A. R. Padson, M.S. Columbus.

On leave.

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. Prerequisite: English 1010 or 1011; 1020; 1031 or 1032 or 1033.

2215 Basic News Writing (3) Information gathering and writing under deadline. Observation, interviewing, speech reporting for print and broadcast media. Grammar workshop. Prerequisite: English 1032. Communications 1110 or 1118 and typing proficiency of 30 wpm.

2220 Reporting (4) Methods of gathering and writing news for mass media. Emphasis on news and news features. Prerequisite: 2210 or 2215.

2230 Editing for Mass Media (3) Methods and practice in judging news, editing copy, and writing headlines. Emphasis on publication design, production terminals. Emphasis on precise word use. Prerequisite: 2220.

3110 Communications History (3) Development of newspapers, magazines, broadcasting, photography, film, and book publishing in America and their relationship to society.

3120 Writing Feature Articles (3) Selection of topics and practices in writing feature articles for newspapers, magazines, and company publications. Prerequisite: 2220 or consent of instructor.

3210 Advanced Reporting (3) Gathering and writing news in depth on current issues and concerns under deadline. Special emphasis on business news. Use of video display terminals. Prerequisite: 2230.

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

3310 Graphic Arts in Journalism (3) Survey of printing processes and associated technologies. Emphasis on publication design, offset techniques, and computer technology.

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 Practicum in Journalism, (1-3) Supervised experience in news writing and editing. May be repeated for credit. Prerequisite: 2230. Maximum 3 hours.

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

3720 Advanced Public Relations (3) Preparation of communications materials to gain support from various publics; planning public relations programs. Prerequisite: 3710.

3810 Specialized Publications (3) Editorial and design considerations for company publications and small magazines. Prerequisite: 2236 and 3310 or consent of instructor.

3910 Basic News Photography (3) Principles of photojournalism including historical perspectives and special techniques. Medium and small format reflex cameras used. Darkroom techniques for black-and-white photography. Prerequisite: Consent of instructor.

3990 Journalism Research Methods (3) Use of social science research methods in journalism with em-
phasis on survey techniques. Interpretation and communication of research findings to public.

4130 Editorial Writing (3) Analysis of editorial policies, practices, pages. Writing of editorials and columns, with emphasis on study and use of rhetorical devices and logic.

4150 Issues in Journalism (3) Topics vary. May be repeated. Maximum credit 6 hrs.

4310 Reporting Public Affairs (3) Reporting news of courts, politics, and government. State, county, and local coverage. Prereq: 2220 and senior standing.

4410 Mass Media and Society (3) Roles and responsibilities of mass media in society. Critique of mass media performance. Media codes and controls on the media.

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

4510 Practicum in Journalism, (1-3) Supervised experience in news writing and editing. May be repeated for credit. Prereq: Senior standing or consent of instructor. Maximum 3 hours.

4560 Investigative 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.

4710 Public Relation Cases (3) Case studies and application of public relations principles to problems 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.

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 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; barriers 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)

5560 Magazine Article Writing (3)

5710 Studies in Public Relations Communications (3)

5950 Communications and International Development (3)

5970 Independent Study (3)