College of Communications

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

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 Broadcast Education Association. The college is a member of the American Association of Schools and Departments of Journalism and the Broadcast Education Association.

Association Requirements

Association with the College of Communications may take place at any time. At least 45 quarter hours in residence in the college is required for a degree. Those interested in this college should obtain a copy of the Planning Guidebook of the College of Communications.

Freshmen associated with the College of Communications are temporarily classified as premajors. They may apply 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).
- Sociology 1510
- History 1510-20
- Communications 1110 or 1118
- 9 hours of foreign language, or approved electives if two years of high school language credit are presented.
- 3000-and 4000-level courses, with the exception of Advertising 3000, in the College of Communications.

A final decision 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 2750
- Journalism — Journalism 2215, Journalism 2220, Journalism 2230

Transfer students may apply for association with 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, except for 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 full-time 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. Interested students should contact
the Dean's office during their first quarter on
campus.

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
professor is named for the late 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 Star, is the first
permanent fulltime faculty member to hold the
position.

Turner Catledge, 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 professorship.

Equipment and Facilities

The Communications and Extension
Building provides extensive facilities for
communications instruction. The college has
laboratories with special equipment for
communications, advertising, public relations, and
the broadcast media.

The college radio station WUTK
provide practice for communications majors.

The Tennessee Press Association and
Tennessee High School Press Association,
centered at the University, present
time for special work and study.

Requirements for Graduation

The Bachelor of Science in
Communications is awarded to majors who
complete a minimum of 154 hours prescribed
under departmental requirements listed below.
At least 24 of these hours must be taken in
courses other than the major and related
communications fields. At least 27 of these
hours 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
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 1640-50; Philosophy 1510-20-30, or 3111-
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 (unless otherwise required 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
course.

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
or 1011 or 1018; 1020 or 1032 or appropriate
honors courses. The eight hours of literature
may be selected from English 2510-20-30-40
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, 4810-20-30; 5510, 5360; Art
2515, 3515; Broadcasting 2750, 3360, 4020-
30, 4670-80; Educational Curriculum and
Instruction 4750; English 1033; Journalism
3120, 3410, 3970-20, 4710, 3810, 3910, 3990,
4410-20, 4580; Marketing 4140, 4230, 4310,
4440, 4510-20, 4710; Office Administration
2750, 4310-20, Psychology 3120, 4840;
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 advisor.

Humanities electives may be selected from
English, speech and theater (not performance
courses), music (except applied music), art
(except applied art), classics (except grammar
and composition), language culture courses,
and upper division philosophy and religious
studies.

GENERAL ELECTIVES

All elective hours are subject to the adviser's
counsel. 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

Freshman

HOURS CREDIT

English 1010-20, 1032...

2

Natural science electives...

12

History 1510-20...

6

Foreign language electives...

9

Sociology 1510...

4

Communications 1110 or 1118...

3

Economics 2110-20...

6

Sophomore

Sociology 1520...

4

Economics 2130...

4

English literature electives...

8

Mathematics 1540-50...

8

Marketing 3110-20...

6

Psychology 2215, 2530...

8

Journalism 2215...

4

Art 2516...

4

Junior

Political Science 2510-20...

8

Anthropology electives...

4

Advertising 3300...

4

Advertising 3630...

4

Advertising 3650...

3

Advertising 4000...

4

Journalism 3310...

3

Mathematics 3000...

4

Marketing 4210...

4

Professional courses...

6

General electives...

6

Senior

Advertising 4360...

3

Advertising 4460-70...

7

Computer Science 3010...

3

Professional courses...

14

Social science or humanities electives...

10

General electives...

9

TOTAL: 194 hours

Broadcasting

LOWER-DIVISION CURRICULUM

(Required of all broadcasting majors)

Freshman

HOURS CREDIT

English 1010-20, 1032...

9

*See Requirements for Graduation.
Theatre 2221 4
Theatre 2111 4
Journalism 3110, 3410 6
Journalism 4410 3
Speech electives 8
Communications electives 9
Journalism 4410 3
Broadcasting 4010, 4610, 4670 9
Junior
Advertising 3000 3
Sociology 1510-20 8
Sophomore
English literature electives 8
Economics 2110-20-30 9
Political science electives 8
Film course elective 4
Speech 2311 4
Broadcasting 2750 4
Journalism 2215 4
Advertising 3000 3
Psychology electives and 2530 or 2560 8
NEWS AND PUBLIC AFFAIRS SEQUENCE
Junior
Broadcasting 3610, 3670 6
Broadcasting 4030 or 4021, 4030 6
Journalism 2220, 3110, 3410 10
Geography 3810 4
Music 1210 3
Social science and/or humanities electives 12
*General electives 6
Senior
Broadcasting 4010, 4610, 4670 9
Journalism 4410 3
Communications electives 9
Speech electives 8
Social science and/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 4380 3
Marketing 3110-20 6
Management 5100 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, 4050 6
Journalism 3110, 3410 6
Music 1210 2
Theatre 2111 4
Theatre 2221 4
*Special science and/or speech/theatre electives 12
*General electives 6
Senior
Broadcasting 4010, 4040 6
Broadcasting 4021, 4670 6
Journalism 3910, 4410 6
Communications electives 9
Speech and Theatre 2021 and 3651 or 3661 or 3671 or 4640 7
Upper-division social science and/or humanities electives 8
*General electives 5
TOTAL: 194 hours

*See Requirements for Graduation.

Journalism

NEWS-EDITORIAL SEQUENCE
Freshman Hours Credit
English 1010 or 1011; 1020; 1032 9
History 1510-20 8
*Natural science electives 12
*History 1510-20 8
*Foreign language electives 8
Sociology 1510-20 4
Communications 1110 or 1118 3
Sophomore
English literature electives 8
Economics 2110-20-30 9
Political science electives 8
Film course elective 4
Speech 2311 4
Broadcasting 2750 4
Journalism 2215 4
Advertising 3000 3
Psychology electives, and 2530 or 2560 8

*See Requirements for Graduation.

*Eighteen hours of liberal arts electives must be selected from the following: Anthropology 2510-20-30; Art 1819-25;

TOTAL: 194 hours

PUBLIC RELATIONS SEQUENCE
Freshman Hours Credit
English 1010 or 1011; 1020; 1032 9
History 1510-20 8
*Natural science electives 12
*History 1510-20 8
*Foreign language electives 8
Sociology 1510-20 4
Communications 1110 or 1118 3
Sophomore
English literature electives 8
Economics 2110-20-30 9
Political science electives 8
Film course elective 4
Speech 2311 4
Broadcasting 2750 4
Journalism 2215-20-30 11
Junior
Advertising 3000 3
Journalism 3110 3
Journalism 3120 3
Journalism 3210 3
Journalism 3410 3
Journalism 3910 3
Journalism 3990 3
Broadcasting 3810 3
Humanities electives 11
Liberal arts electives 11
Senior
Journalism 4310 3
Journalism 4410 3
Journalism 4420 3
Journalism 4510 3
*Liberal arts electives 7
Social science and/or natural science electives 16
*General electives 13

TOTAL: 194 hours

MANAGEMENT SEQUENCE
Junior
Broadcasting 3650, 3360 6
Broadcasting 3670 3
Broadcasting 4020 or 4021, 4030 6
Journalism 3110, 3410 6
Advertising 4380 3
Marketing 3110-20 6
Management 5100 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, 4050 6
Journalism 3110, 3410 6
Music 1210 2
Theatre 2111 4
Theatre 2221 4
*Special science and/or speech/theatre electives 12
*General electives 6
Senior
Broadcasting 4010, 4040 6
Broadcasting 4021, 4670 6
Journalism 3910, 4410 6
Communications electives 9
Speech and Theatre 2021 and 3651 or 3661 or 3671 or 4640 7
Upper-division social science and/or humanities electives 8
*General electives 5
TOTAL: 194 hours

*Specialization Area Options:
(a) Governmental Public Relations. Required: Sociology 2500, Economics 2220, Electives: Sociology 2420, 4330, 4530, Political Science 3555, 3566, 4610; Geography 3000, 3160.
Sociology 1510-20.
(b) Corporate Public Relations. Required: Management 3100, Economics 3240, Marketing 4210. Electives: Speech 2351, 3021; Business Law 4110, 4120; Economics 3260; Geography 3000, 3160.
(c) Other Areas. For those interested in designing their own areas of specialization. Advisers will assist students in the following areas: Agriculture, Recreation, Cultural affairs, Consumer affairs, International affairs, Religion, Education, or Others.

*See Requirements for Graduation.

Graduate

DEPARTMENTS OF INSTRUCTION

Communications (259)

Professors:
J. A. Crook, Ph.D. Iowa State; A. D. Fletcher, Ph.D. Illinois; J. B. Haskins, Ph.D. Minnesota; D. G. Hileman, Ph.D. Illinois; D. W. Holt, Ph.D. Northwestern; H. H. Howard, Ph.D. Ohio; B. K. Leiter, Ph.D. Southern Illinois; D. D. Nimmo, Ph.D. Vanderbilt.

Associate Professors:
G. A. Everett, Ph.D. Iowa; M. Miller, Ph.D. Michigan State; M. W. Sigel, Ph.D. Southern Illinois.

1100 Introduction to Communications (3) Nature, functions and 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 non-majors below junior level.

1118 Honors: Introduction to Communications (3) Nature, functions and responsibilities of mass communications media and agencies, with in-depth study of special problems. Open only to those majors selected on the basis of placement scores and high school record.

Graduate

5000 Thesis
5100 Introduction to Graduate Studies (3)
5120 Communications Research Design (3)
5121 Communications Research Methods (3)
5130 Advanced Principles of Mass Communications (3)
5140 Mass Communication Theory I (3)
5150 Seminar in Communications Issues (3)
5200 Seminar in Communications Education (3)
5410 Seminar in Communications Law (3)
5420 Seminar in Communications History (3)
5470 Seminar in Media Economics and Management (3)
5970 Independent Study (3)
6000 Doctoral Research and Dissertation
6100 Introduction to Doctoral Studies (1)
6140 Mass Communication Theory II (3)
6141 Mass Communication Theory III (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)
6330 Content Analysis (3)

Advertising (012)

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

Black Studies: Geography 1810-20 or 2110-20; Mathematics 1540-50 or 1840-50; Music 1210-20; Philosophy 1510-20, 2510-20; Religious Studies 2610-11-12; Theatre 1310, Women's Studies.
Associate Professor: D. Jackson, M.S. Tennessee.

Assistant Professor: J. B. Dunlap, Ed.D. Akron.

3000 Advertising Principles (3) Advertising in Busi-
ness and Society. Types and functions of advertising. Fundamentals of broadcast and publications advertis-
ing. Stress on communications aspects of advertising. Prereq: Sophomore standing or higher. Prereq: Com-
munications 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. Prereq: 3000 with grade of C or better or consent of instructor.

3650 Basic Advertising Research (3) Use of re-
search in solving media, creative, and managerial problems in advertising. Introduction to secondary information sources and primary research methodology. Prereq: 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. 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 with grade of C or better or consent of instructor.

4360 Advertising Media (3) Media markets and audi-
ences. Evaluation of media in relationship to communica-
tion needs of advertisers. Prereq: 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. Prereq: 3630, 3650, and 4360 with grades of C or better, or consent of instructor.

4470 Advertising Campaigns (4) Application of theo-
ry 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. Prereq: 3650, 4000 and 4360 with grades of C or better, or consent of instructor.

4510-20-30 Practicum (1, 1, 1) Prereq: Consent of
instructor.

4600 Advanced Practicum (3) An independent course in program origination, producing, directing, and performing with production tools and techniques. Group and individual production activ-
ities. Prereq: 2750 or consent of instructor.

4610 Broadcast News Operation (3) Theory and prac-
tice in covering local news and public affairs events for radio and television. Gathering and produc-
tion of news broadcasts, using tools of broadcast
newsreporting. Prereq: 3619 and 3670 or consent of instructor.

4670 Radio-Television Management (3) Business policies and practices of networks and stations. Departmen-
tal functions, cost and income figures, sales technique, promotion, advertising agencies, and gov-
ernmental regulations. Lectures by commercial broad-
casters. 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.

GRADUATE

5100 Current Issues in Advertising (3)

5200 Advertising Management (3)

5400 Advertising Management (3)

5350 Advanced Advertising Research (3)

5510 Creative Projects (3)

5970 Independent Study (3)

Broadcasting (202)

Professors: D. W. Holt (Head), Ph.D. Northwestern; H. H. Howard, Ph.D. Ohio.

Associate Professors: P. G. Ashdown, Ph.D. Bowling Green; L. G. Simpson, M.S. Syracuse; M. W. Singleton, Ph.D. Southern Illinois.

Assistant Professors: B. A. Moore, Ph.D. Ohio; R. A. Shirley, M.A. Tennessee.

2750 Introduction to Broadcasting (3) Theory, histo-
ry, regulation, and economic aspects of broadcasting industry and its functions in society. Prereq: Com-
munications 1110 or 1118 for communications majors only.

3360 Television and Radio Advertising (3) Princi-
ples of successful radio-television advertising; empha-
sis on media research, rate structure, programming, creativity; television commercials.

3610 Radio-Television News (3) Theory and tech-
nique of writing news and features for broadcast media. Editing and rewriting press association dis-
patches, 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 tech-
nique of writing broadcast 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. Empha-
ses on news and information programs. 2 hrs. and 1 lab.

4010 Speech for Broadcasting (3) Fundamental broad cast conditions affecting the announcer; pronun-
ciation and oral interpretation of general American speech. Prereq: Speech 201.

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

4021 Advanced Radio Production (3) Application of theo-
ries, techniques, and tools of radio production to create programming of a professional level of so-
phistication and quality. Prereq: 4020 or consent of instructor.

4030 Television Production (3) Overview of ele-
ments of television production: cameras, sound, light-
ing, film videotape recording, optics, and studio control centers. Presented with the inexperienced and profes-
sional broadcast student in mind. Prereq: 4020 or consent of instructor.

4040 Advanced Television Production (3) A semi-
independent course in program origination, producing, direct-
ing, and performing with production tools and techniques. Group and individual production activ-
ities. Prereq: 2750 or consent of instructor.

5100-20-30 Practicum (1, 1, 1) Prereq: Consent of
instructor.

5110 Educational Broadcasting (3)

5510 Creative Projects (3)

5970 Independent Study (3)

School of Journalism (594)

Professors: J. A. Grook (Director), Ph.D. Iowa State; J. B. Haskins, Ph.D. Minnesota; B. K. Leiter (Meeman

Distinguished Professor), Ph.D. Southern Illinois; D. D. Neeley, Ph.D. Illinois.

Associate Professors: J. N. Adamson, M.S. Tennnese; P. G. Ashdown, Ph.D. Bowling Green; G. A. Everett, Ph.D. Iowa; M. Miller, Ph.D. Michigan State; S. L. Pettit; M.S. Tennessee; M. W. Singletary, Ph.D. Southern Illinois; F. B. Thorburn, Jr., M.A. Florida.

Assistant Professors: M. L. Kern, Ph.D. Wisconsin, D. L. Smith, M.A. San Francisco State.

Instructors:

A. L. Landin; M.S. Murray State; A. R. Paddon, M.S. Columbia.

On leave.

2210 Writing for Mass Media (3) Principles and practice of writing for major type of mass communica-
tions media. Not available to majors in the College of Communications. Prereq: English 1010 or 1011, 1020, 1031 or 1032 or 1033.

2215 Basic News Writing (4) Information gathering and writing under deadline. Observation, interviewing, speech reporting for print and broadcast media. Gram-
mar workshops. Prereq: English 1023, 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. Prereq: 2210 or 2215.

2230 Editing for Mass Media (3) Methods and prac-
tice in judging news copy and writing head-
lines. Introduction to video display terminals. Emphasis on precise word use. Prereq: 2220.

3110 Communications History (3) Development of newspapers, magazines, broadcasting, photography, film, and periodical publishing in America and their relation-
ship to society.

3120 Writing Feature Articles (3) Selection of topics and practices in writing feature articles for newspa-
per, magazine, and company publications. Prereq: 2220 or consent of instructor.

3140 Copywriting (3) Gathering and writing news
in depth on current issues and concerns under dead-
line. Special emphasis on business news. Use of video display terminals. Prereq: 2230.

3200 News Editing and Display (3) Principles and prac-
tice in making up newspapers and magazines. Advanced work in copyediting, rewriting, and headline-

3310 Graphic Arts in Journalism (3) Survey of print-
ning 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 regu-
larations.

3510 Practicum in Journalism, (1-3) Supervised ex-
perience in news writing and editing. May be repeated for credit. Prereq: 2220. 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 organiza-
tions.

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

3810 Specialized Publications (3) Editorial and de-
sign considerations for company publications and small magazines. Prereq: 2220 and 3310 or consent of instructor.

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

3990 Journalism Research Methods (3) Use of social science research methods in journalism with
emphasis 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: 2230 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 Relations 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)