College of Communications

Dwight L. Teeter, Jr., Dean
Kelly Leiter, Dean Emeritus
Herbert H. Howard, Assistant Dean for Graduate Studies and Research
Paul Ashdown, Acting Associate Dean for Undergraduate Studies
Gail Palmer, Coordinator of Advising

Communications media are a vital force in today's complex society. As a result, programs in the College of Communications acquaint students with the communications process and prepare them for professional work in many fields.

The College includes the School of Journalism and the Departments of Advertising and Broadcasting. The three academic divisions have a common core curriculum. This permits specialization at the junior and senior level.

The advertising, broadcasting, news-editorial, public relations and master's programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

The College is a member of the Association of Schools of Journalism and Mass Communication and of the Broadcast Education Association.

COURSE LOAD

The maximum number of hours an undergraduate may take without special permission is 18 hours. Permission to take 19 or more hours must be obtained from the dean or the associate dean for undergraduate studies with the recommendation of the student's advisor and department chairman or school director.

REQUIREMENTS FOR ALL CURRICULA

CORE COURSES
All students in the College take the following core courses:
- Communications 100 - Introduction to Mass Communications
- Communications 200 - Writing for Mass Communications
- Communications 300 - Mass Communications Research Methods
- Advertising 340 - Advertising Research Methods
- Communications 400 - Mass Communications Law and Ethics

SATISFACTORY/NO CREDIT OPTION

This option applies only to general elective courses. No course that is a part of the specific requirements of the College of Communications or a 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 as S/NC.

Courses evaluated as "satisfactory" will count as hours toward 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 a student change from S/NC to regular credit or from regular credit to S/NC after the deadline for adding courses.

MINORS

Minors are offered in Broadcasting and Journalism.
- A minor in Broadcasting consists of 18 hours as follows: Communications 100, 200, Broadcasting 275 and Broadcasting electives (any three courses).
- A minor in Journalism consists of 18 hours from the following: Communications 200, 400, plus 12 hours in journalism approved by the School of Journalism minor advisor.

REQUIREMENTS FOR GRADUATION

The Bachelor of Science in Communications is awarded to majors who complete a program of 128 hours prescribed under departmental requirements listed below. At least 90 of those hours must be taken in courses other than the major or related communications fields. At least 16 of the hours in the major must be taken at The University of Tennessee, Knoxville. Normally no more than 14 transfer credits in the major will be applied to the 128 hours.

PROGRESSION REQUIREMENTS

Entering freshmen and transfer students are first associated with the college as Pre-Majors. They may progress to a major in the School of Journalism or the Departments of Advertising or Broadcasting after the completion of at least 30 hours of prescribed coursework with a 2.3 cumulative GPA.

Until they progress to a major, students may not enroll in courses in the College numbered 300 or above.

Students who do not progress to a major by the time they have accumulated 80 credit hours will be dismissed from the College.

Students must achieve a cumulative grade point average of at least 2.0 in all College of Communications courses used to fulfill graduation requirements.

During their last 32 hours prior to graduation, all students must have been accepted as majors in the College.

TRANSFER STUDENTS

Students from other colleges within the University are eligible to progress to a major in the College of Communications as soon as they complete at least 30 hours of prescribed coursework with a 2.3 cumulative GPA and complete Communications 100 (Introduction to Mass Communications) with at least a "C" grade and make application to the appropriate Department or School.

COMMUNICATIONS

Professors:
P.G. Ashdown, Ph.D. Bowling Green; J.A. Crook, Ph.D. Iowa State; G.A. Everett, Ph.D. Iowa; H.H. Howard, Ph.D. Ohio; M.W.
**Public Relations Concentration/College of Communications**

**BROADCASTING**

**Professors:**
- D.W. Holt (Emeritus), Ph.D. Northwestern; H.H. Howard, Ph.D. Ohio; N.R. Swan, Jr. (Head), Ph.D. Missouri.
- Adjunct Professor: Lindsey Nelson, B.A. Tennessee.

**Associate Professors:**
- B.A. Moore, Ph.D. Ohio; D. Ziegler, Ph.D. Southern Illinois.
- Communications Specialist: Jeff Wilkinson, M.A. Georgia.

**NEWS-EDITORIAL CONCENTRATION**

**Instructor:**

**Freshman**
- English 101, 102 ......................................................... 6
- History 151, 152 .......................................................... 6
- Foreign Language (Intermediate Competency) ...................... 6
- Communications 100 ..................................................... 3
- Mathematics 110 .......................................................... 3
- Natural Science ............................................................ 8
- History 151, 152 .......................................................... 6

**Sophomore**
- Communications 300 ..................................................... 3
- Professional Electives ................................................... 9
- General Electives ........................................................ 11

**Senior**
- Communications 400 ..................................................... 3
- Broadcasting Electives (broadcasting 410, 420, 430, 492) ........ 9
- Professional Electives ................................................... 9
- General Electives ........................................................ 6

Total: 128 hours

**JOURNALISM**

**Professors:**
- J.N. Adamson (Emeritus), M.S. Tennessee; P.G. Ashdown, Ph.D. Bowling Green; D.C. Cade (Emeritus), Ph.D. Iowa; J.A. Crook (Director), Ph.D. Iowa State; G.A. Everatt, Ph.D. Iowa; J.L. Lain (Emeritus), M.A. Iowa; B.K. Leiter (Emeritus), Ph.D. Southern Illinois; M.E. Litman (Chair of Excellence), Ph.D. Northwestern; M.M. Miller, Ph.D. Michigan State; M.W. Singletary, Ph.D. Southern Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin; W.C. Tucker (Emeritus), M.S. Kentucky.

**Associate Professors:**
- D.A. Bowles, Ph.D. Wisconsin (Madison); C.E. Caudill, Ph.D. North Carolina; J.L. Morrow, Ph.D. Toledo; S.L. Puett, M.S. Tennessee.

**Assistant Professors:**
- S.M. Caudill, Ph.D. Tennessee; R.B. Heller, M.S. Syracuse.
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<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>English Literature</td>
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<td>Political Science Elective</td>
<td>3</td>
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<td>Humanities Elective</td>
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<td>Business Administration Elective</td>
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<td>General Elective</td>
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<td><strong>Senior</strong></td>
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<td>Journalism 390, 470, 492</td>
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<tr>
<td>Communications 400</td>
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<td>Communications Elective</td>
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<td><strong>Total: 128 hours</strong></td>
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1Natural Science Elective: Astronomy 151-152, Biology 110-120, Botany 110-120, Chemistry 100-110, Geology 101-102, Physics 121-122, Geography 131-132.

2Six hours at the 200 level or above of the same language.

3Mathematics or Philosophy electives: Mathematics elective, Philosophy 135; or Statistics 201.

4Journalism electives: Journalism 310, 412, 414, 433.


6Political Science electives: Political Science 315, 320, 321.

7Business Administration electives: Marketing 310; Management 301; Economics 325.

8Communications electives: Must be approved by advisor.

9Social Science - Anthropology, Geography, Economics, History, Political Science, Psychology, Sociology, Child and Family Studies, Black Studies, Women’s Studies, and Library and Information Science.

10Humanities Electives - Art, Classics, Drama, English, Music, Philosophy, Religious Studies.