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

An exchange program with Central Nederlandse Polytechnic, Utrecht, offers students a European Semester called "Europe in the World." Tennessee students study in European journalism in the Netherlands, but maintain their enrollment at UTK and pay only room, board and transportation costs.

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 and the 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 dropping courses.

MINORS

Minors are offered in Broadcasting and Journalism.

A minor in Broadcasting consists of 18 hours as follows: Communications 100, 290, Broadcasting 275 and Broadcasting electives (any three courses).

A minor in Journalism consists of 18 hours from the following: Communications 290, 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 18 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 freshman 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 course work 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 without approval.

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:**
- Paul G. Ashdown, Ph.D., Bowling Green
- James A. Crowe, Ph.D., Iowa State
- George A. Everett, Ph.D., Iowa
- Herbert H. Howard, Ph.D., Ohio
- Mark Miller, Ph.D., Michigan State
- Michael W. Singelby, Ph.D., Southern Illinois
- Norman R. Swain, Jr., Ph.D., Missouri

**Associate Professors:**
- Dorothy A. Bowles, Ph.D., Wisconsin (Madison)
- Edward C. Taylor (Head), Ph.D., Illinois
- Roxanne Howard, Ph.D., Illinois
- Barbara A. Moore, Ph.D., Ohio
- Michael J. Stanley, Ph.D., Illinois

**Assistant Professors:**
- S.M. Lucarelli, Ph.D., Tennessee

**Graduate:**
Consult the Graduate Catalog for listing of graduate level courses.

### Advertising

**Professor:**
- Richard Joel (Emeritus), M.A., Wisconsin
- Ronald C. Taylor (Head), Ph.D., Illinois

**Associate Professors:**
- DeForest Jackson, M.S., Tennessee
- Roxanne Howard, Ph.D., Illinois
- Michael J. Stanley, Ph.D., Illinois

**Assistant Professor:**
- Maragie G. Hoy, Ph.D., Oklahoma State
- Eric Hoy, Ph.D., Georgia

**Hours Credit:**
- Freshman
  - English 110-112: 6
  - Foreign Language (Intermediate Competency): 6
  - Communications 100: 3
  - Mathematics 119: 3
  - Foreign Language 101: 3
  - History 151-152: 6

- Sophomore
  - English Literature: 6
  - Political Science 101: 3
  - Advertising 350: 3
  - Statistics 202: 3
  - Mathematics 121: 3
  - Communications 200: 3

- Junior
  - Marketing 301: 3
  - Marketing 310: 3

- Senior
  - Advertising 450, 470, 490: 6
  - Communications 400: 3
  - Psychology 310, 320: 6
  - Psychology 351: 3
  - General Electives: 6

**Total:** 128 hours

### Broadcastings

**Professors:**
- Dame W. Holt (Emeritus), Ph.D., Northwestern
- Herbert H. Howard, Ph.D., Ohio
- Norman R. Swain, Jr., (Head), Ph.D., Museum

**Adjunct Professor:**
- Lindsey Nelson, B.A., Tennessee

**Associate Professors:**
- Barbara A. Miller, Ph.D., Ohio
- Dhyana Ziegler, Ph.D., Southern Illinois

**Assistant Professors:**
- Joseph G. Burdine, Ph.D., Indiana
- Jeffrey S. Whorton, Ph.D., Georgia

**Hours Credit**
- Freshman
  - English 110, 112: 6
  - History 151-152: 6
  - Foreign Language (Intermediate Competency): 6
  - Communications 100: 3
  - Mathematics 119: 3
  - Foreign Language 101: 3
  - History 151-152: 6
- Sophomore
  - English Literature: 6
  - Political Science 101: 3
  - Advertising 350: 3
  - Statistics 202: 3
  - Mathematics 121: 3
  - Communications 200: 3
- Junior
  - Marketing 301: 3
  - Marketing 310: 3
- Senior
  - Advertising 450, 470, 490: 6
  - Communications 400: 3
  - Psychology 310, 320: 6
  - Psychology 351: 3
  - General Electives: 6

**Total:** 128 hours

### Natural Science Electives

**Natural Science Electives are:**
- Astronomy 151-152 or 161-162
- Biology 110-120, 121-122
- Chemistry 101-110 or 120-130
- Geography 131-132
- Geology 101-102 or 101-103

- Special Broadcastings Electives are:**
  - Anthropology, Broadcast, Marketing, Psychology, Child and Family Studies and Sociology
  - English Language Electives: Subject to approval of advisor.

### Journals

**Professors:**
- Paul G. Ashdown, Ph.D., Bowling Green
- James A. Crowe (Director), Ph.D., Iowa State
- George A. Everett, Ph.D., Iowa
- Mark Miller (Chair of Excellence), Ph.D., Northwestern
- Mark Miller, Ph.D., Michigan State
- Michael W. Singelby, Ph.D., Southern Illinois
- Dwight L. Taylor, Jr., Ph.D., Wisconsin (Madison)

**Associate Professors:**
- Dorothy A. Bowles, Ph.D., Wisconsin (Madison)
- Edward C. Taylor, Ph.D., North Carolina

**Assistant Professors:**
- Daniel Foley, M.S., Northwestern
- Susan M. Lucarelli, Ph.D., Tennessee

**Instructors:**
- Bonnie L. Huford, M.Ed., Bowling Green

**Emeritus Professors:**
- June D. Adair, M.S., Tennessee
- D. Cadle, Ph.D., Iowa
- Jack B. Hawkins, Ph.D., Minnesota
- John L. Lahn, M.A., Iowa
- K. Kelly Lollar, Ph.D., Southern Illinois
- Frank B. Thompson, M.S., Florida
- Willie C. Tucker, M.S., Kentucky

### News-Editorial Concentration

**Hours Credit**
- Freshman
  - English 110, 112: 6
  - Foreign Language: 6
  - History 151-152: 6
  - Mathematics Elective: 3
  - Communications 100: 3
  - Communications 200: 3
  - Journalism 363: 3
  - Political Science 101: 3
  - Economics 201: 3
  - Psychology 110: 3
  - Philosophy 135 or Mathematics Elective: 3
  - Foreign Language: 3
  - Journalism 363, 366: 3
  - Communications 300: 3
  - Journalism 363: 3
  - Humanities Elective: 3
  - Physical Science Elective: 3
  - English Literature: 6
  - Communications Elective: 3
  - General Elective: 3
  - Mathematics Elective: 3
  - Senior
  - Journalism 400, 420, 430, 482: 6
  - Communications 400: 3
  - Social Science Elective: 3
  - General Elective: 6
  - Humanities Elective: 6

**Total:** 120 hours

**Natural Science Electives are:**
- Astronomy 151-152 or 161-162
- Biology 110-120, 121-122
- Chemistry 100-110 or 120-130
- Geography 131-132
- Geology 101-102 or 101-103

- "Students will take the 300 level or above of the same language.

**Master's or Ph.D. Electives:**
- Mathematics Elective: Mathematics 112, 115, 121 (Philosophy 135: Accounting 201)
- Humanities Elective: Social Science Electives: Political Science 315, 320, 327
- Foreign Language Electives: Journalism 310, 410, 414, 433
- English Literature Electives: English 201, 252, 251, 252, 353, 351, 352, 255, 253

*Must be approved by advisor.

### Public Relations Concentration

**Hours Credit**
- Freshman
  - English 110, 112: 6
  - Foreign Language: 6
  - "Foreign Language: 6
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<tr>
<th>Year</th>
<th>Course</th>
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</table>

Total: 128 hours

*Natural Science Electives are: Astronomy 151-152 or 161-162; Biology 110-120; Botany 110-120; Chemistry 101-110 or 120-130; Geography 101-102 or 101-103. Six hours at the 200 level or above of the same language.*

*Mathematics or Philosophy electives: Mathematics elective, Philosophy 135 or Statistics 201.*

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

*English Literature electives: English 201, 202, 221, 231, 250, 251, 252, 253.*

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

*Business Administration electives: Accounting 301, Economics 325.*

*Communications electives: Must be approved by advisor.*

*Social Science-Anthropology, Geography, Economics, History, Political Science, Psychology, Sociology, Child and Family Studies, African American Studies, Women's Studies, and Library and Information Science.*

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