College of Communications

Dwight L. Teeter, Jr., Dean
Kelly Leiter, Dean Emeritus
Herbert H. Howard, Associate Dean for Graduate Studies and Research
Michael J. Stankey, 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.

An exchange program with Central Netherlands 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 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
or
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 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 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 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 and make application to the appropriate Department or School.
COMMUNICATIONS

Professors:
Paul G. Ashdown, Ph.D. Bowling Green; Dorothy A. Bowles, Ph.D. Wisconsin (Madison); James A. Crook, Ph.D. Iowa State; George A. Everett, Ph.D. Iowa; Herbert H. Howard, Ph.D. Ohio; Mark Miller, Ph.D. Michigan State; Barbara A. Moore, Ph.D. Ohio; Michael W. Singletary, Ph.D. Southern Illinois; Michael J. Stankey, Ph.D. Illinois; Norman R. Swan, Jr., Ph.D. Missouri; Ronald E. Taylor, Ph.D. Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin (Madison).

Associate Professors:
Edward Caudill, Ph.D. North Carolina; Roxanne Howland, Ph.D. Illinois; S.M. Lucarelli, Ph.D. Tennessee; Dhyana Ziegler, Ph.D. Southern Illinois.

Assistant Professor:
Richard Joel, M.A.; Wisconsin.

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

ADVERTISING

Professors:
Ronald E. Taylor (Head), Ph.D. Illinois; Michael J. Stankey, Ph.D. Illinois.

Associate Professors:
DeForrest Jackson, M.S. Tennessee; Roxanne Howland, Ph.D., Illinois.

Assistant Professor:
Novia G. Hoy, Ph.D., Oklahoma State; J. Eric Haley, Ph.D. Georgia.

Emeritus Professor:
Richard Joel, M.A.; Wisconsin.

NEWS-EDITORIAL CONCENTRATION

Hours Credit
Freshman
English 101, 102 ......................................................6
Foreign Language ....................................................6
Communications 103 ..................................................3
Mathematics 119 .......................................................3
History 151, 152 .......................................................6
Junior
Engineering 101 .......................................................4
Communications 200 ..................................................3
Mathematics 121 .......................................................3
Economics 201 .........................................................4
Anthropology 130 ......................................................3
Senior
Communications 300 ..................................................3
Mathematics 119 .......................................................3
Economics 201 .........................................................4
Anthropology 130 ......................................................3

Total: 128 hours

BROADCASTING

Professors:
Barbara A. Moore (Acting Head), Ph.D. Ohio; Herbert H. Howard, Ph.D. Ohio; Norman R. Swan, Jr., Ph.D. Missouri.

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

Emeritus Professor:
Darrel W. Holt, Ph.D. Northwestern.

JOURNALISM

Professors:
Paul G. Ashdown, Ph.D. Bowling Green; Dorothy A. Bowles, Ph.D. Wisconsin (Madison); James A. Crook (Director), Ph.D. Iowa State; George A. Everett, Ph.D. Iowa; Mark Littmann (Chair of Excellence), Ph.D. Northwestern; Mark Miller, Ph.D. Michigan State; Michael W. Singletary, Ph.D. Southern Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin (Madison).

Associate Professors:
Edward Caudill, Ph.D. North Carolina; Robert B. Heller, M.S. Syracuse; Susan M. Lucarelli, Ph.D. Tennessee; Jerry L. Morrow, Ph.D. Toledo; Sammie Lynn Puetz, M.S. Tennessee.

Assistant Professor:
Daniel Foley, M.S.J. Northwestern.

Instructors:

Emeritus Professors:
June N. Adamson, M.S. Tennessee; Dozier C. Cade, Ph.D. Iowa; Jack B. Haskins, Ph.D. Minnesota; John L. Linn, M.A. Iowa; B. Kelly Leiter, Ph.D. Southern Illinois; Frank B. Thornburg, M.S. Florida; Willis C. Tucker, M.S. Kentucky.

NEWSPAPER ELECTIVE

Natural Science Electives are: Astronomy 151-152 or 161-162; Biology 110-120; Botany 110-120; Chemistry 100-110 or 120-130; Geography 131-132; Geology 101-102 or 101-103.

Social Science Electives are: Anthropology, Geography, Economics, History, Political Science, Psychology, Child and Family Studies and Sociology.

General Electives: Subject to approval of advisor.
## PUBLIC RELATIONS CONCENTRATION

<table>
<thead>
<tr>
<th>Grade</th>
<th>Hours</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Freshman</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English 101, 102</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td><em>Foreign Science</em></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td><em>Foreign Language</em></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>History 151, 152</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td><em>Mathematics Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Communications 100</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Sophomore</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications 200</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Journalism 203</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Speech 240</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Journalism 270</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Economics 201</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Accounting 201</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Humanities Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Foreign Language</em></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td><em>Philosophy or Mathematics Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Junior</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalism 360, 370</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Communications 300</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Journalism Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Marketing 301</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>English Literature</em></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td><em>Political Science Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Humanities Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Business Administration Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Senior</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalism 390, 470, 492</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Communications 400</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Communications Elective</em></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><em>Social Science Electives</em></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td><em>Humanities Elective</em></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>General Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td>128 hours</td>
</tr>
</tbody>
</table>

*1Natural Science Electives are: Astronomy 151-152 or 161-162; Biology 110-120; Botany 110-120; Chemistry 100-110 or 120-130; Geography 131-132; Geology 101-102 or 101-103.*

*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, 450, 451, 490.*

*5English Literature electives: English 201, 202, 221, 231, 232, 233, 251, 252, 253.*

*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, African-American Studies, Women's Studies, and Library and Information Science.*

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