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, journalism, 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 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 Communications 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 with the exception of field experience 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.

PROGRESSION REQUIREMENTS

Entering freshmen and transfer students are first associated with the college as Premajors. 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 90 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. Ashton, Ph.D., Bowling Green; Dorothy A. Bowles, Ph.D., Wisconsin (Madison); Edward Caudill, Ph.D., North Carolina; 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 J. Stankiewicz, Ph.D., Illinois; Norman R. Sivan, Jr., Ph.D., Macaulay; Ronald E. Taylor, Ph.D., Illinois; Dwight L. Teeter, Jr., Ph.D., Wisconsin (Madison).

Assistants: Rosemary Hovland Marsh, Ph.D., Illinois; S.M. Lucassen, Ph.D., Tennessee; Dhyana Ziegler, Ph.D., Southern Illinois.

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

ADVERTISING

Professors: Ronald E. Taylor (Head), Ph.D., Illinois.

Associate Professors: Rosemary Hovland Marsh, Ph.D., Illinois; Niranjan Raman, Ph.D. (Texas State). Assistant Professors: Martha G. Hoy, Ph.D., Oklahoma State; Jack Eric Hallay, Ph.D., Georgia; Margret Morrison, M.S., Ohio State.

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

Freshman
English 101, 102..............................................6
French Language (Intermediate Competency).............................6
Communications 100................................................3
Mathematics 110.......................................................3
Natural Science.................................6
History 241, 242..............................................6
Sophomore
English Literature................................................6
Computer Science 100..............................................3
Economics 201.........................................................3
Psychology 101.........................................................3
Communications 200..............................................3
Speech 210 or 240..................................................3
Junior
Broadcasting Electives.............................................6
Foreign Language..................................................6
Communications 400..............................................3
Economics Elective..................................................3
Communications Elective............................................3
Senior
Mathematics Elective..............................................3
Psychology 102.........................................................3
Social Science.......................................................6
General Electives...................................................6

Total: 128 hours

Natural Science Electives are any two courses from:
Astronomy 151-152 or 161-162, Biology 110-120, Botany 110-120, Chemistry 100-110 or 120-130, Geography 101-102, Geology 101-102 or 101-103.

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

JOURNALISM

Professors: Paul D. Askew, 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; Robert B. Haller, M.S., Syracuse; Mark Lifton (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; Susan T. Lucassen, Ph.D., Tennessee; Jerry S. Morrow, Ph.D., Toledo; Sammie Lynn Puett, M.S., Tennessee.

Assistant Professor: Derick Finley, M.S., Northwestern; Candace L. White, M.P.A., Georgia.


Emeritus Professors: Jane N. Adamson, M.S., Tennessee; Doree C. Cade, Ph.D., Iowa; Jack B. Haskins, Ph.D., Minnesota; John L. Lane, M.A., Iowa; B. Sally Leiter, Ph.D., Southern Illinois; Frank B. Thomberg, M.S., Florida; Willis C. Tucker, M.S., Kentucky.

NEWS-EDITORIAL CONCENTRATION

Freshman
English 101, 102..............................................6
History 211, 212....................................................6
Economics 201.........................................................3
Psychology 101.........................................................3
General Electives...................................................6

Total: 128 hours

Natural Science Electives are any two courses from: Astronomy 151-152 or 161-162, Biology 110-120, Botany 110-120, Chemistry 100-110 or 120-130, Geography 101-102, Geology 101-102 or 101-103.

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

*Foreign Language Elective is required.

*Social Science Electives are any two courses from: Astronomy 151-152 or 161-162, Biology 110-120, Botany 110-120, Chemistry 100-110 or 120-130, Geography 101-102, Geology 101-102 or 101-103.

*Six hours of intermediate foreign language is required.

*Six hours of intermediate foreign language is required.

*Three hours of intermediate foreign language is required. Department of Communications
### Political Science Electives
- Political Science 315, 320, 321

### Journalism Electives
- Journalism 310, 412, 414, 433, 450, 451, 490

### English Literature Electives
- English 201, 202, 221, 231, 232, 233, 251, 252, 253

- Must be approved by advisor.

### Social Science

### PUBLIC RELATIONS CONCENTRATION

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours Credit</th>
</tr>
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<tbody>
<tr>
<td>English 101, 102</td>
<td>6</td>
</tr>
<tr>
<td>Natural Science</td>
<td>8</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>6</td>
</tr>
<tr>
<td>Mathematics Elective</td>
<td>3</td>
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<tr>
<td>Communications 100</td>
<td>3</td>
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<tr>
<td>Speech 210</td>
<td>3</td>
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<tr>
<td>Accounting 201</td>
<td>3</td>
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<tr>
<td>Humanities Elective</td>
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<tr>
<td>Foreign Language</td>
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<tr>
<td>Philosophy or Mathematics Elective</td>
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<tr>
<td>English Literature Elective</td>
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<tr>
<td>Business Administration Elective</td>
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<td>General Elective</td>
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<td>Public Relations 470, 482</td>
<td>5</td>
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<tr>
<td>Communications 400</td>
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<tr>
<td>General Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total: 128 hours**

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

- Six hours of intermediate foreign language is required.

- Mathematics or Philosophy electives: Mathematics elective, Philosophy 130, or Statistics 201.

- Communications electives: Journalism 310, 412, 414, 433, 450, 451, 490.


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

- Business Administration electives: Marketing 310,

- Management 221, Economics 325,

- Communications electives: Must be approved by advisor.
