Communications is 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, Broadcasting and Speech Communication. Five concentrations are offered: advertising, broadcasting, journalism, public relations and speech communication. The five academic sequences have a core curriculum. This permits specialization at the junior and senior levels.

Programs for which accrediting is available are fully accredited. The advertising, broadcasting, journalism, public relations, and graduate programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

An exchange program with the Dutch School of Journalism, Utrecht, offers students a European Semester called "Europe in the World." Tennessean students study European journalism in the Netherlands, but maintain their enrollment at UTK and pay only room, board and transportation costs. A similar exchange program with Escuela de Comunicación Monica Herrera in Ecuador also exists.

The College, or one of its departments, is a member of the Association of Schools of Journalism and Mass Communication; the American Advertising Federation; the American Academy of Advertising; the Broadcast Education Association; the Tennessee Press Association; the Southern States Communication 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 department head or school director.

REQUIREMENTS FOR ALL CURRICULA

CORE AREAS

All students in the College take the following core areas:

- Overview/Survey
- Writing
- Theory and Research
- Free Speech, Law and Ethics

Each department designates a course (or courses) to fulfill each of the five majors.

SATISFACTORY/NO CREDIT OPTION

This option applies only to general elective courses with the exception of field experience courses. No course that is 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 and humanities electives required by the various departments cannot be taken 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, Journalism/Public Relations, and Speech Communication. An interdisciplinary Communications minor is also available.

HONORS PROGRAM IN SPEECH COMMUNICATION

The Speech Communication Department offers an honors program that provides an intensive educational experience designed to assure the participating student a superior and challenging undergraduate education. Speech Communication 107, the Honors version of Introduction to Speech Communication, is open to students with a 3.0 or higher cumulative GPA and to entering freshmen with a 3.0 or higher cumulative high school GPA and ACT composite score of 27 or better. Majors who are prospective juniors and who have a 3.0 or higher cumulative GPA in the major are eligible to apply for admission to the Speech Communication Honors Program. Application forms are available in the department office. To graduate with Honors, students must meet all requirements for the Speech Communication major.

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

A minor in Journalism or Public Relations consists of 18 hours from the following: Journalism 200, Communications 400, plus 10 hours in journalism or public relations approved by the School of Journalism minor advisor.

A minor in Speech Communication consists of Speech Communication 100 plus 18 additional hours of Speech Communication courses, at least 12 of which must be at the 300 level and above. Speech Communication 445, 491, 492, 493 may not be included toward requirements for the minor.

An 18 hour interdisciplinary minor in Communications for non-majors is available that consists of either Communications 100 or Speech Communication 100, two 200-level sequence introduction courses (Advertising 250, Broadcasting 275, Journalism 200, Public Relations 270, Speech Communication 260); and three upper division courses across two sequences in which the 200-level introductory courses have been taken. Students seeking an interdisciplinary minor should see the College of Communications undergraduate associate dean.

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ASSISTING PROFESSORS
Margaret Morrison, Ph.D., Georgia; Sally McMillan, Ph.D., Oregon.
Emeritus Professor: Richard River, M.A., Wisconsin.

REQUIREMENTS FOR GRADUATION

The bachelor of Science degree in Communications is awarded to majors who complete a program of 124 hours prescribed under the Advertising, Broadcasting, or Journalism departments. The major program may be taken in the College of Communications as soon as they 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, Broadcasting, or Speech Communication after the completion of at least 30 hours of prescribed coursework with a 2.5 cumulative GPA. During their last 32 hours prior to graduation, all students must have been accepted as majors in the College.

TRANSFER STUDENTS

Students from other institutions within the University are eligible to progress to a major in the College of Communications if they can complete at least 30 hours of prescribed coursework with a 2.5 cumulative GPA, complete Communications or Speech Communication 100, and make application to the appropriate Department or School.

College of Communications 113

Graduate Studies Catalog for listing of graduate level courses.

ADVERTISING

Professors: Roxanne Hovland, Ph.D., Biola; Ronald E. Taylor (Associate), Ph.D., Biola.

Associate Professors: Eric Harvey, Ph.D., Georgia; Martha G. Hoy, Ph.D., Oklahoma State.

Assistant Professors: Sharon (Head), Ph.D., Illinois.

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GRADUATE

Consult the Graduate Catalog for listing of graduate level courses.

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PUBLIC RELATIONS CONCENTRATION

Freshman

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<td>Journalism Elective</td>
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</table>

Total: 124 hours

SPEECH COMMUNICATION

Professor: Fay D. Julian, Ph.D. Tennessee State

Associate Professor: John W. Haas (Head), Ph.D. Kentucky; Marcus A. Brandt, Ph.D. Ohio State; Charles H. Grant, Ph.D. South Florida; Michelle T. Villareal, Ph.D. Kansas.

Emeritus Professor: G.A. Smart, Ph.D. Louisiana State

SPEECH COMMUNICATION

Freshman

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Total: 124 hours

MATHEMATICS ELECTIVES

Junior

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SPEECH COMMUNICATION

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