College of Communications

Dwight L. Teeter, Jr., Dean
Kelly Leiter, Dean Emeritus
Edward Caudill, Associate Dean for Graduate Studies and Research
Eric Haley, Associate Dean for Undergraduate Studies
Betty Bradley, Director of Advising

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 Public Relations 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 level.

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.

Exchange programs with the Dutch School of Journalism and Communication, Utrecht, and the Danish School of Journalism, Arhus, offer students an opportunity for a European Semester. Tennessee students study European journalism and communication in the Netherlands or Denmark, but maintain their enrollment at UT and pay only room, board, and transportation costs. A similar exchange program with Escuela de Comunicacion 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; American Advertising Federation; Advertising Research Foundation; American Academy of Advertising; Broadcast Education Association; Tennessee Press Association; Society of Professional Journalists; Public Relations Society of America; National Communication Association; Southern States Communication Association.

**COURSE LOAD**

The maximum number of hours an undergraduate may take without special permission is 19 hours. Permission to take 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 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.

A minor in Broadcasting consists of 18 hours as follows: Communications 100, Broadcasting 275, Broadcasting 310 or 320, and Broadcasting electives (any three courses in the department).

A minor in Journalism or Public Relations consists of 18 hours from the following: Journalism 200, Communications 400, plus 12 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.

**HONORS PROGRAM IN SPEECH COMMUNICATION**

The Speech Communication Department offers an honors program that provides an intense 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 3.5 or higher cumulative high school GPA and/or ACT composite score of 27 or better. Majors who are prospective juniors and who have a 3.0 or higher cumulative GPA and a 3.25 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

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requirements for the Speech Communication major and must complete 397 (Honors Seminar) during the junior year and 497-498 (Senior Honors Thesis) during the senior year. The GPA requirement for admission to the program must be maintained, and the grade in 498 must be B or higher.

REQUIREMENTS FOR GRADUATION

The Bachelor of Science degree in Communication is awarded to majors who complete a program of 124 hours prescribed under the Advertising, Broadcasting and Journalism 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.

The Bachelor of Arts in Communications degree is awarded to Speech Communication majors who successfully complete the prescribed 124 hours of courses listed below. Students must achieve a cumulative grade point average of at least 2.0 in all College of Communications courses used to fulfill graduation requirements.

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 and Public Relations or the Departments of Broadcasting or Speech Communication after the completion of at least 30 hours of prescribed coursework with a 2.5 cumulative GPA. Students who have completed the course requirements for the freshman year with a minimum 2.75 cumulative average in those courses will be considered for progress into the Department of Advertising. Applicants must submit a completed department application, a statement of career goals, and an academic history.

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.

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, with the exception of the advertising major, as soon as they 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. Students pursuing a major in advertising must complete the freshman year course requirements with a 2.75 cumulative GPA to be considered for admission.

GRADUATE

Consult the Graduate Catalog for listing of graduate level courses.

ADVERTISING

Professors: Roxanne Hovland, Ph.D. Illinois; Maria G. Hoy, Ph.D. Oklahoma State; Ronald E. Taylor (Head), Ph.D. Illinois.

Associate Professor: Eric Haley, Ph.D. Georgia.

Assistant Professors: Michael Hoefges, Ph.D. Florida; Margaret Morrison, Ph.D. Georgia; Sally McMillan, Ph.D. Oregon.

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

REQUIREMENTS FOR PROGRESSION

Freshman

English 101, 102 ............................................. 6
Communications 100 ........................................... 3
Foreign Language ............................................... 6
Anthropology 130 ............................................. 3
Natural Science ............................................... 8
Mathematics 119 or 123, 125 .......................... 6

Sophomore

Advertising 250 .............................................. 3
History 241, 242 ............................................... 6
English Literature ............................................. 6
Economics 201 .................................................. 3
Statistics 201 ................................................... 3
Political Science 101 or 102 ............................. 6
Accounting 201 ............................................... 3
Journalism 280 ................................................. 3

Junior

Psychology 110 ................................................. 3
Advertising 340, 350 ........................................... 6
Advertising 360 ................................................. 3
Speech 240 ....................................................... 3
Marketing 300 .................................................. 6
Marketing 310 ................................................... 3
Management 300 .............................................. 3
Arts and Sciences Electives ............................. 6

Senior

Psychology 360 ................................................. 3
Advertising 380, 450 ........................................... 4
Advertising 470, 480 ........................................... 6
Communications Electives ............................. 6
Arts and Sciences Elective ............................... 3
Electives outside College of Communications ....... 9

Total: 124 hours

1 Six hours of intermediate foreign language is required.
2 Natural Science Electives are any two courses from: Astronomy 161, 162; Biology 101, 102; Botany 110, 120; Chemistry 100, 110 or 120, 130; Geography 131, 132; Geology 101, 102, or 103.
3 Mathematics Electives: 110, 115, 119, 123, 125.

JOURNALISM

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

Associate Professor: Benjamin J. Bates, Ph.D. Michigan.

Assistant Professors: Barbara K. Kaye, Ph.D. Florida State; Catherine A. Luther, Ph.D. Minnesota; Mark D. Harmon, Ph.D. Ohio.


BROADCASTING

Professors: Bob Legg, M.S. Colorado.

Associate Professors: Catherine A. Luther, Ph.D. Minnesota; 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: Daniel Foley, M.S.J. Northwestern; Robert B. Heller, M.S. Syracuse; Jerry L. Morrow, Ph.D. Toledo; Candace L. White, Ph.D. Georgia.

Assistant Professors: Lisa T. Fall, Ph.D. Michigan State; Bonnie P. Riechert, Ph.D. Tennessee; Candace L. White, Ph.D. Georgia.
PUBLIC RELATIONS CONCENTRATION

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<th>Hours Credit</th>
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<tbody>
<tr>
<td>Freshman</td>
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</tr>
<tr>
<td>English 101, 102</td>
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<tr>
<td>Communications 100</td>
<td>3</td>
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<tr>
<td>Humanities Electives</td>
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<td>Total: 124 hours</td>
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SPEECH COMMUNICATION

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<tr>
<td>Freshman</td>
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<tr>
<td>Speech 100</td>
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<tr>
<td>English 101, 102</td>
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<td>Mathematics Electives</td>
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<tr>
<td>Psychology 110</td>
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<tr>
<td>Mathematics Electives</td>
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<tr>
<td>Social Science Electives</td>
<td>6</td>
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<tr>
<td>Total: 124 hours</td>
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Natural Science Electives are any two courses from:
- Astronomy 161, 162; Biology 101, 102; Botany 110, 120; Chemistry 100, 110 or 120, 130; Geography 131, 132; Geology 101, 102, or 103.
- Mathematics Electives: Math 110, 119, or 125
- Humanities Electives: Art; Classics; English; Foreign Language; Journalism 444, 456; Music; Theatre; Philosophy; Religious Studies.
- Political Science Electives: 315, 320, 321.
- Social Science Electives: Anthropology; Geography; Economics; History; Political Science; Psychology; Sociology; Child and Family Studies; African and African-American Studies; Women’s Studies; Speech Communication; Information Sciences.