



# College of Communication and Information

*Michael O. Wirth, Dean*

*Sally J. McMillan, Associate Dean for Academic Programs*

*Betty Bradley, Director of Advising*

<http://www.cci.utk.edu>

The College of Communication and Information fosters among students a sense of the legal and ethical responsibilities of access to information and the exercise of expression in a democratic society. Additionally, the college serves the professional goals of preparing students for careers in communication and information.

The college includes four schools – School of Advertising and Public Relations, School of Communication Studies, School of Information Sciences, and School of Journalism and Electronic Media. Four undergraduate majors are offered – advertising, communication studies, journalism and electronic media, and public relations. The four 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, journalism and electronic media, public relations, and college-wide master's program are accredited by the Accrediting Council on Education in Journalism and Mass Communication. Information sciences master's program is accredited by the American Library Association and the National Council for Accreditation of Teacher Education.

Exchange programs with the Dutch School of Journalism and Communication, Utrecht, and the Danish School of Journalism, Arthus, 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 the University of Tennessee, Knoxville, and pay only room, board, and transportation costs. A similar exchange program with Escuela de Comunicacion Monica Herrera in Ecuador also exists. Students also have an opportunity to study abroad as part of a summer study abroad program in Paris or as part of a communication consortium at Paderno del Grappa in Italy.

The college, or one of its units, is a member of the Advertising Research Foundation; American Academy of Advertising; American Advertising Federation; American Library Association; Association for Education in Journalism and Mass Communication; Association of Library and Information Sciences Education; Association of Schools of Journalism and Mass Communication; Broadcast Education Association; National Communication Association; Public Relations Society of America; Society of Professional Journalists; Southern States Communication Association; Special Libraries Association; Tennessee Library Association; and Tennessee Press Association.

## College Core Areas

Students in the Schools of Advertising and Public Relations, Communication Studies, and Journalism and Electronic Media take the following core areas.

- Overview/survey
- Writing
- Theory and research
- Free speech, law and ethics

Each unit designates a course (or courses) to fulfill the requirements.

## Satisfactory/No Credit Option

No course that is part of the specific requirements of the college or of a student's major can be taken under this option. With the exception of field experience courses or practica, this option applies only to general electives.

## Progression Requirements

Entering and transfer students are first associated with the college as pre-majors. Students may progress into a major in communication studies after completing at least 30 hours of coursework, including the college gateway course (Communication and Information 150), with a minimum 2.50 UTK cumulative GPA.

Entering students may progress into a major in journalism and electronic media after completing at least 30 hours of coursework, including the college gateway course (Communication and Information 150), with a minimum 2.50 cumulative GPA. Transfer students may progress into a major in journalism and electronic media after completing at least 30 hours of coursework, including the college gateway course (Communication and Information 150) and earning a minimum of 12 hours at the University of Tennessee, Knoxville, with a minimum 2.50 cumulative GPA.

Entering students and students from other University of Tennessee colleges may be considered for progression into a major in advertising or public relations after completing the first-year curriculum in advertising or public relations with a minimum 2.75 cumulative GPA in these courses. Transfer students must complete the first-year curriculum and earn a minimum of 15 credit hours at the University of Tennessee, Knoxville, with a min-

imum 2.75 cumulative GPA. All applicants must submit a completed school application, statement of career goals, and an academic history.

At the completion of 45 hours, undecided students must be affiliated with the college as pre-majors or majors. (See the University of Tennessee, Knoxville, policy on University Students under Academic Policies and Procedures.) Communication and Information pre-majors must be accepted into a major before completion of 60 hours. Students transferring from other University of Tennessee colleges with 60 or more hours of coursework must be eligible for admission to a major upon completion of the college gateway course, Communication and Information 150. Until students progress into a major, they may not enroll in college courses numbered 300 or above.

### Requirements for Graduation

The Bachelor of Science in Communication is awarded to majors who complete a program of at least 120 hours prescribed under the advertising, journalism and electronic media, or public relations requirements. At least 80 hours must be taken in courses other than journalism and electronic media, advertising, and/or public relations, with no fewer than 65 hours from the College of Arts and Sciences. Students must achieve a cumulative grade point average of at least 2.00 in all college courses used to fulfill graduation requirements.

The Bachelor of Arts in Communication is awarded to communication studies majors who successfully complete the 120 hours prescribed under the communication studies requirements. Students must earn at least a C in all communication studies courses completed for the hours to count toward requirements for the major.

For both the BA and BS, at least 18 hours in major courses must be taken at the University of Tennessee, Knoxville.

### Minors

Disciplinary minors are offered in communication studies, information studies and technology, and journalism and electronic media. Students interested in a disciplinary minor should contact the director of the appropriate school.

An interdisciplinary minor in communication and information is available to students majoring in communication studies and students in majors outside the College of Communication and Information. Students interested in an interdisciplinary minor should contact the Director of Advising.

At least six of the credit hours required for a minor must be completed at the University of Tennessee, Knoxville.

### Minor in Communication and Information\*

Required Courses	Hours Credit
Communication and Information 150	.3
6 hours from Advertising 250, Communication Studies 201, Information Sciences 102, Journalism and Electronic Media 200 or 275, or Public Relations 270	.6
9 hours of 300-level or above courses from one or more of the following areas – advertising, communication studies, information sciences, journalism and electronic media, or public relations	.9
<b>Total 18</b>	

\* Communication studies majors may not use communication studies courses to fulfill requirements for the minor.

## SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

<http://www.cci.utk.edu/advpr/>

Ronald E. Taylor, Director

### Professors

Haley, E., PhD	.Georgia
Hovland, R., PhD	.Illinois
Hoy, M., PhD	.Oklahoma State
Taylor, R.E., PhD	.Illinois

### Associate Professors

Fall, L.T., PhD	.Michigan State
McMillan, S. (Associate Dean), PhD	.Oregon
Morrison, M., PhD	.Georgia
White, C.L., PhD	.Georgia

### Assistant Professors

Avery, E.J., PhD	.Georgia
Blakeman, R., MA	.Southern Methodist
Childers, C.C., PhD	.Alabama
Haygood, D., PhD	.North Carolina
Palenchar, M., PhD	.Florida

### ADVERTISING MAJOR

#### Requirements for the Bachelor of Science in Communication • Advertising Major

First Year	Hours Credit
English 101*, 102*	.6
Communication and Information 150	.3
<sup>1</sup> Foreign Language*	.6
Anthropology 130*	.3
<sup>2</sup> Natural Science Electives*	.8
Mathematics 119 or 123*	.3
Mathematics 125* or 141*	.3-4
<b>Second Year</b>	
Advertising 250	.3
Public Relations 270	.3
<sup>3</sup> History 241*, 242* or 261*, 262*	.6
<sup>4</sup> English Literature Electives*	.6
Economics 201*	.4
Statistics 201*	.3
Accounting 200	.3
Advertising 310	.3
<b>Third Year</b>	
Business Administration 201	.4
Psychology 110*	.3
Advertising 340	.3
Advertising 350	.3
Advertising 360	.3
Advertising 380	.1
Communication Studies 240*	.3
Marketing 300	.3
Management 300	.3
<sup>5</sup> Arts and Sciences Electives	.6
<b>Fourth Year</b>	
Psychology 360	.3
Advertising 450	.3
Advertising 470	.3
Advertising 480	.3
Communication and Information Elective	.3
<sup>5</sup> Arts and Sciences Electives	.6
<sup>6</sup> General Electives	.3-4
<b>Total 120</b>	

\* Meets University General Education Requirement.  
 1 Six hours of foreign language (same language) at the intermediate level.  
 2 This requirement is met by taking two courses from Astronomy 161 or 217, 162 or 218; Biology 101, 102, 111, 112, 130, 140, 157; Chemistry 100, 110, 120 or 128, 130 or 138; Geography 131, 132; Geology 101 or 107, 102 or 108, 103.  
 3 Completion of one sequence. History 241-242 is the preferred sequence.  
 4 English Literature Electives – English 201 or 207, 202 or 208, 206, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.

- 5 Any course from the College of Arts and Sciences not currently required.
- 6 Any course not taught in advertising, journalism and electronic media, or public relations.

NOTE: Students must meet the University General Education Requirement for Communicating through Writing by selecting a course with a (WC) designation. This course may be from the major or from another discipline.

## PUBLIC RELATIONS MAJOR

### Requirements for the Bachelor of Science in Communication • Public Relations Major

First Year	Hours	Credit
English 101*, 102*	6	.6
Communication and Information 150	3	.3
<sup>1</sup> Foreign Language*	6	.6
Anthropology 130*	3	.3
<sup>2</sup> Natural Science Electives*	8	.8
Mathematics 119 or 123*	3	.3
Mathematics 125* or 141*	3-4	.3-4
Second Year		
Advertising 250	3	.3
Public Relations 270	3	.3
<sup>3</sup> History 241*, 242* or 261*, 262*	6	.6
Journalism and Electronic Media 200*	3	.3
Economics 201*	4	.4
Statistics 201*	3	.3
Accounting 200	3	.3
<sup>4</sup> English Literature Electives*	6	.6
Third Year		
Business Administration 201	4	.4
Psychology 110*	3	.3
Journalism and Electronic Media 333	3	.3
Advertising 310	3	.3
Advertising 340	3	.3
Public Relations 320	3	.3
Public Relations 370	3	.3
Public Relations 380	1	.1
Communication Studies 240*	3	.3
Marketing 300	3	.3
<sup>5</sup> Arts and Sciences Elective	3	.3
Fourth Year		
Psychology 360	3	.3
Public Relations 470	3	.3
Communication Studies 440 or Psychology 440	3	.3
Communication and Information Elective	3	.3
Journalism and Electronic Media 400	3	.3
<sup>5</sup> Arts and Sciences Electives	9	.9
<sup>6</sup> General Elective	0-1	.0-1
<b>Total</b>	<b>120</b>	

- \* Meets University General Education Requirement.
- 1 Six hours of foreign language (same language) at the intermediate level.
- 2 This requirement is met by taking two courses from Astronomy 161 or 217, 162 or 218; Biology 101, 102, 111, 112, 130, 140, 157; Chemistry 100, 110, 120 or 128, 130 or 138; Geography 131, 132; Geology 101 or 107, 102 or 108, 103.
- 3 Completion of one sequence. History 241-242 is the preferred sequence.
- 4 English Literature Electives – English 201 or 207, 202 or 208, 206, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.
- 5 Any course from the College of Arts and Sciences not currently required.
- 6 Any course not taught in advertising, journalism and electronic media, or public relations.

# SCHOOL OF COMMUNICATION STUDIES

<http://www.cci.utk.edu/commstudies/>

John W. Haas, Director

### Associate Professors

Glenn, R.W., PhD	Northwestern
Haas, J.W., PhD	Kentucky
Kupritz, V.W., PhD	Virginia Tech
Violanti, M.T., PhD	Kansas

### Assistant Professors

Ambler, R.S., PhD	Ohio State
Kotowski, M.R., PhD	Michigan State
Levine, K.J., PhD	Michigan State
Tang, L., PhD	Southern California

## COMMUNICATION STUDIES MAJOR

### Requirements for the Bachelor of Arts in Communication • Communication Studies Major

First Year	Hours	Credit
Communication and Information 150	3	.3
Communication Studies 201	3	.3
English 101*, 102*	6	.6
<sup>1</sup> Quantitative Reasoning Elective*	3	.3
Psychology 110*	3	.3
<sup>2</sup> Natural Sciences*	8	.8
<sup>3</sup> Arts and Humanities Elective*	3	.3
General Elective	1	.1
Second Year		
Communication Studies 210* or 240*	3	.3
Communication Studies 250 or 270	3	.3
<sup>4</sup> Social Sciences Elective*	3	.3
<sup>5</sup> History 241*, 242* or 261*, 262*	6	.6
Mathematics 115* or Statistics 201*	3	.3
<sup>3</sup> Arts and Humanities Elective*	3	.3
<sup>6</sup> Foreign Language*	6	.6
<sup>7</sup> Advanced Composition Elective*	3	.3
Third Year		
Communication Studies 300, 310, 320, or 330	3	.3
Communication Studies 340	3	.3
Communication Studies 350	3	.3
<sup>8</sup> Communication Studies Electives	6	.6
<sup>9</sup> College Elective	3	.3
<sup>10</sup> Arts and Sciences Electives	6	.6
General Electives	6	.6
Fourth Year		
Communication Studies 499	3	.3
<sup>8</sup> Communication Studies Elective	3	.3
<sup>10</sup> Arts and Sciences Electives	6	.6
<sup>9</sup> College Electives	6	.6
General Electives	12	.12
<b>Total</b>	<b>120</b>	

- \* Meets University General Education Requirement.
- 1 To be chosen from Mathematics 113 or 117, 123, 125, 141, 142, 151, or 152.
- 2 This requirement is met by taking two courses from: Astronomy 161 or 217, 162 or 218; Biology 101, 102, 111, 112, 130, 140, 157; Chemistry 100, 110, 120 or 128, 130 or 138; Geography 131, 132; Geology 101 or 107, 102 or 108, 103.
- 3 Two courses from the Arts and Humanities (AH) University General Education list.
- 4 To be chosen from the Social Sciences (SS) University General Education list.
- 5 Completion of one sequence. History 241-242 is the preferred sequence.
- 6 Six hours of foreign language (same language) at the intermediate level.
- 7 English 255, 295, 355, 360, 455; Journalism and Electronic Media 200.
- 8 Three courses, two of which (6 hours) must be 400-level courses, and no more than one of which (3 hours) may be a 200-level course. Students who complete Communication Studies 210 may not count Communication Studies 240 toward the major. Students who complete Communication Studies 240 may not count Communication Studies

210 toward the major. Communication Studies 445 may not be counted toward the major. A total of no more than 3 hours each of Communication Studies 491 and 493 may be counted toward the major.

<sup>9</sup> Three courses (9 hours) from advertising, information sciences, journalism and electronic media, or public relations. These courses must come from at least two different areas of study.

<sup>10</sup> Four courses (12 hours) to be taken from the following academic disciplines – Africana studies, American studies, anthropology, art history, cinema studies, classics, economics, English, French, geography, German, history, Italian, musicology, philosophy, political science, psychology, religious studies, Russian, sociology, Spanish, theatre, and women's studies. Six hours of these courses must be at the 300 or 400 level.

## HONORS PROGRAM IN COMMUNICATION STUDIES

The School of Communication Studies offers an honors program that provides an intense educational experience by challenging superior participating students. All students must complete the college prerequisite course, Communication and Information 150; and Communication Studies 207, 210 or 240, 250 or 270, 340 and 350. After completing these required courses with a cumulative GPA of 3.50, students are eligible to apply for admission to the communication studies honors program. Application forms are available in the school office, 293 Communications Building, and may be downloaded at <http://www.cci.utk.edu/commstudies>.

Upon acceptance into the program, students are required to complete the following.

- Communication Studies 407 (9 hours to include three of four topics – health communication, interpersonal communication, organizational and team communication, public communication).
- Communication Studies 497, 498 (3, 3).
- Communication Studies 499 (3).

To graduate with honors, students must maintain a 3.50 cumulative GPA in all courses in the major and a 3.25 cumulative GPA in all university courses.

## Minor in Communication Studies

Prerequisite to Minor	Hours	Credit
Communication and Information 150	.....	.3

<b>Required Course</b>		
Communication Studies 201 or 207	.....	.3

<b>Electives</b>		
Communication studies courses (6 credit hours must be at the 400 level; no more than 3 hours may be at the 200 level; 210, 240, 445, 491, and 493 do not count toward the minor)	.....	.12

**Total 18**

## SCHOOL OF INFORMATION SCIENCES

<http://www.sis.utk.edu/>

*Edwin M. Cortez, Director*

### Professors

Bilal, D., PhD	.....	Florida State
Cortez, E.M., PhD	.....	Southern California
Pemberton, J.M., PhD	.....	Tennessee
Tenopir, C., PhD	.....	Illinois

### Associate Professors

Robinson, W.C., PhD	.....	Illinois
Wang, P., PhD	.....	Maryland
Whitney, G., PhD	.....	Michigan

### Assistant Professors

Allard, S.L., PhD	.....	Kentucky
Black, K., PhD	.....	Florida State
Mehra, B., PhD	.....	Illinois
Normore, L., PhD	.....	Ohio State

Established in 1971, the School of Information Sciences provides an interdisciplinary undergraduate minor in information studies and technology and a graduate program for the preparation of librarians and other information professionals for work in all types of information environments.

## Minor in Information Studies and Technology

The minor in information studies and technology will complement majors in many fields, including liberal arts and sciences, engineering, applied life sciences, commerce, business administration, education and human ecology. Students electing the minor will learn about the impact of information and information technology on society, individuals, and organizations. They will acquire information and technology literacy skills enabling them to know how and where to find information, how to use it strategically, and how to design information containers and access systems in a variety of settings. Students will also learn how policies governing access and control of information resources are set and how policies affect organizations, individuals and society as a whole. Other aspects of information and information use that will be addressed in the minor include, but are not limited to, the ethical use of information; intellectual property rights; plagiarism; privacy vs. the right to know; the equity of access to information.

Students interested in the minor are encouraged to contact the School of Information Sciences' undergraduate faculty coordinator for guidance and more information.

Requirements for the minor in information studies and technology are as follows.

Required Courses	Hours	Credit
Communication and Information 150	.....	.3
Information Sciences 102	.....	.3
Information Sciences 310	.....	.3

### Electives

Information Sciences courses at the 300-400 level chosen from 301, 330, 350, 351, 410, 450, 451, 460, 461, 470, and 495	.....	.9
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**Total 18**

## SCHOOL OF JOURNALISM AND ELECTRONIC MEDIA

<http://www.cci.utk.edu/jem/>

*Peter Gross, Director*

### Professors

Ashdown, P.G., PhD	.....	Bowling Green
Bates, B.J., PhD	.....	Michigan
Bowles, D., PhD	.....	Wisconsin
Caudill, C.E., PhD	.....	North Carolina
Gross, P., PhD	.....	Iowa
Littmann, M. (Chair of Excellence), PhD	.....	Northwestern
Moore, B.A., PhD	.....	Ohio
Swan, N.R., PhD	.....	Missouri
Teeter, Jr., D.L., PhD	.....	Wisconsin
Wirth, M.O. (Dean), PhD	.....	Michigan State

### Associate Professors

Harmon, M., PhD	.....	Ohio
Heller, R.B., MA	.....	Syracuse
Kaye, B., PhD	.....	Florida State
Luther, C., PhD	.....	Minnesota

### Assistant Professors

Clark, N., PhD	.....	Florida
Legg, J.R., PhD	.....	Ohio

### Instructor

Hufford, B.L., MEd	.....	Bowling Green
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### Emeritus Faculty

Leiter, B.K., PhD	.....	Southern Illinois
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# JOURNALISM AND ELECTRONIC MEDIA MAJOR

## Requirements for the Bachelor of Science in Communication • Journalism and Electronic Media Major

First Year	Hours Credit
English 101*, 102*	.6
Communication and Information 150	.3
<sup>1</sup> Intermediate Foreign Language*	.6
Psychology 110*	.3
<sup>2</sup> Natural Sciences Electives*	.7-8
<sup>3</sup> Quantitative Reasoning Electives*	.6-8
Second Year	
Journalism and Electronic Media 200*	.3
Journalism and Electronic Media 275	.3
Political Science 102*	.3
Economics 201*	.4
<sup>4</sup> Cultural Studies Electives*	.6
Communication Studies 210* or 240*	.3
<sup>5</sup> English Literature Electives*	.6
<sup>6</sup> Arts and Sciences Elective	.3
Third Year	
Journalism and Electronic Media 457 or 465	.3
<sup>7</sup> Journalism and Electronic Media Track	.6
<sup>8</sup> Journalism and Electronic Media Elective	.3
Journalism and Electronic Media 367	.3
<sup>9</sup> Political Science Elective	.3
<sup>6</sup> Arts and Sciences Electives	.6
<sup>10</sup> General Electives	.6
Fourth Year	
Journalism and Electronic Media 400	.3
<sup>11</sup> Communication and Information Elective	.3
Journalism and Electronic Media 492	.1
<sup>7</sup> Journalism and Electronic Media Track	.6
<sup>8</sup> Journalism and Electronic Media Elective (Upper-Level)	.3
<sup>6</sup> Arts and Sciences Electives	.6
<sup>10</sup> General Electives	.3-6
<b>Total 120</b>	

- \* Meets University General Education Requirement.
- 1 Six hours of intermediate foreign language (same language).
- 2 This requirement is met by taking two courses from Anthropology 110 or 117; Astronomy 151 or 161 or 217, 152 or 162 or 218; Biology 101, 102, 111, 112, 130, 140, 157; Chemistry 100, 110, 120 or 128, 130 or 138; Geography 131, 132; Geology 101 or 107, 102 or 108, 103, 201, 202 or 208, 203, 205 or 207; Microbiology 210; Physics 101, 102. At least one of the courses must have a laboratory.
- 3 Two courses from Mathematics 113 or 117, 115, 123, 125, 141 or 147, 142 or 148, 151, 152.
- 4 Two courses from Africana Studies 235, 236; Anthropology 120; Asian Studies 101, 102; History 241, 242, 255, 256, 261, 262; Medieval Studies 201, 202.
- 5 English Literature Electives – English 201 or 207, 202 or 208, 206, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.
- 6 Any course from the College of Arts and Sciences not currently required.
- 7 Any four courses listed within one track.
  - News** – Journalism and Electronic Media 311, 315, 333, 411, 430, 460.
  - Magazine** – Journalism and Electronic Media 315, 333, 414, 415, 422, 433.
  - Visual Communication** – Journalism and Electronic Media 236, 280, 290, 336, 436, 490.
  - Media Management** – Journalism and Electronic Media 302, 311 or 315, 320, 420, 480, 485.
  - Sports Journalism** – Journalism and Electronic Media 311, 315, 333, 365, 375, 475.
  - Science Communication** – Journalism and Electronic Media 315, 333, 414, 450, 451, 456.
- 8 Any journalism and electronic media course(s).
- 9 Political Science 315, 320, 321.
- 10 Any course not taught in advertising, journalism and electronic media, or public relations.
- 11 Any course within the College of Communication and Information (including journalism and electronic media courses).

NOTE: At least 30 credit hours in courses numbered 300 or above must be completed.

## Minor in Journalism and Electronic Media

Prerequisite to Minor	Hours Credit
Communication and Information 150	.3
Required Courses	
Journalism and Electronic Media 200	.3
Journalism and Electronic Media 275 or 333	.3
Electives	
Journalism and Electronic Media courses (6 credit hours must be at the 300-400 level)	.9
<b>Total 18</b>	

