

Department of Communications

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Faculty

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Mission

The Department of Communications' mission is to provide students with a broadly based, hands-on education that gives them the opportunity to strengthen the skills fundamental to succeeding in a communications career or graduate study: writing, speaking and producing. These skills, combined with instruction in ethics, theory, law and modern professional practices, comprise a well-balanced preparation that will advance students in careers as professional communicators and enhance lifelong learning in the areas of News-Editorial, Broadcasting (Radio and Television), Public Relations, and Visual Communication. To buttress that preparation, the faculty engage in basic and applied research in order to stay current in this fast-changing field and to explore more effective ways to communicate to the masses. The Department also stresses the value and responsibility of student and faculty service to the campus, community and profession.

Expected Outcomes

Communications graduates should know:

1. the history and development of mass communication
2. the current working relationships and establishments of the modern mass communication industries
3. the role of business/management principles in media organizations
4. the principles of and basic procedures for media production
5. the laws and regulations governing mass communications
6. the ethics of the profession
7. basic communication theory as it applies to informative and persuasive speaking

Broadcasting graduates should be able to:

- a. develop and write copy and scripts for all forms of electronic media
- b. produce all forms of electronic media products
- c. intelligently discuss the principles of management and programming of broadcast/cable media
- d. perform as talent or direct the performances of talent in broadcast media productions
- e. once employed, develop additional skills to respond to changes in media and related/integrated industries
- f. prepare and deliver informative and persuasive oral presentations.

News-Editorial graduates should be able to:

- a. write professional-quality news and feature stories, commentary and editorials for the mass media
- b. edit and produce newspapers and magazines
- c. be a skilled newsgatherer (researching and “sourcing” stories and interviewing newsmakers)
- d. intelligently discuss the principles of management of print news organizations
- e. once employed, develop additional skills to respond to changes in media and related/integrated industries
- f. prepare and deliver informative and persuasive oral presentations.

Public Relations graduates should be able to:

- a. understand the administrative-managerial role of the public relations practitioner in various organization structures and understand how that role interplays with the organization’s integrity, its public acceptance, and the larger cultural milieu
- b. utilize research and objective-based planning in implementing particular communication strategies with individual publics
- c. plan, prepare copy for and/or produce all forms (print, electronic and multimedia) of public relations communication devices
- d. serve as corporate spokesperson and media liaison
- e. once employed, develop additional skills to respond to changes in media and related/integrated industries
- f. prepare and deliver informative and persuasive oral presentations.

Visual Communication graduates should be able to:

- a. produce, edit and design print (newspaper, magazine, desktop publishing) and online media
- b. produce and prepare photographic materials for use in all forms of visual media
- c. generate and write copy for the visual media
- d. once employed, develop additional skills to respond to changes in the visual media and related/integrated industries
- e. understand the administrative/managerial role in the production workflow for the visual communication media.

The Communications major is a professionally-oriented program in the College of Humanities and Fine Arts. The curriculum is designed to educate students in both the theoretical and applied aspects of the communications discipline. Each sequence, Broadcasting, News-Editorial, Public Relations and Visual Communication, has a similar core and develops a specialization in its upper-division courses. The Broadcasting sequence prepares students for a number of careers in various aspects of the electronic media, including jobs in writing, production, promotion, news, advertising sales and management in radio, television, and cable TV. Broadcasting graduates also work in writing and media production in corporate communications, advertising, public relations and in many other industries, from hospital video to recording engineering. The News-Editorial sequence prepares students for many kinds of careers in the print media, including jobs in reporting, editing, and advertising sales and management in newspapers and magazines. Because of their preparation at UT Martin in newswriting, editing, and

desktop publishing, some News-Editorial graduates become writers and editors in corporate or organizational publications. The Public Relations sequence prepares students for a number of different careers in corporate, organizational, or advertising/P.R. agency communications. As spokespersons, information officers, press secretaries and organizational communications specialists, public relations practitioners manage communications with many constituent publics. Visual Communication graduates work in all forms of print and online media to generate and edit images (photography/digital imaging), to design for print media (newspapers, magazines, newsletters and other corporate/desktop publications) and online media (designing and maintaining online media) and to play a key role in the production workflow, from conception of the idea to completion of the media product. As media are blending and becoming more visual, students skilled in this emerging area will increasingly become in high demand.

Through mass media internships, senior seminar preparation, personnel placement and alumni communications activities, the department's faculty work to assist students in obtaining their first career opportunities.

The Department of Communications also provides courses in Public Speaking and Interpersonal Communication in support of the university's oral communication requirement. Visit the department Web site at <http://www.utm.edu/departments/comm/comm.htm>.

An Accredited Program

The Department of Communications is one of only 105 programs in the USA accredited by the Accrediting Council on Education in Journalism and Mass Communications. UT Martin's Department of Communications follows the Association for Education in Journalism and Mass Communications standard: "The curriculum must provide students with a solid opportunity to learn not only why and how to communicate but also what to communicate. This requirement calls for a reasonable balance between journalism and mass communications courses and courses in other disciplines, primarily in the liberal arts and sciences. Balance also should be provided between instruction in practical skills and in the more philosophical aspects of journalism and mass communications." To this end, UT Martin Communications majors "... must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the basic liberal arts and sciences."

Facilities

The Department of Communications has superior facilities and laboratories in which students gain valuable hands-on experience. Broadcasting students operate two radio stations and two television studios, where programs and video products are made for airing on WLJT-TV, on UT Martin's campus cable television system and for use by organizations and businesses. WLJT operates a mobile TV production truck and uses many Communications majors to work on live television coverage of football and basketball games and other field and studio productions. Students complete post-production editing on radio and television projects in the department's multi-format audio/videotape editing laboratory.

The UT Martin campus newspaper, The Pacer, is produced by News-Editorial students and other student volunteers. Students produce The Pacer electronically, writing stories, scanning pictures and art, designing and laying out pages on computers using the latest software. The Pacer also publishes an electronic version on the World Wide Web. Visit this Web site at <http://mars.utm.edu/~pacer/>. News

writing and editing labs interconnected in a computer network are used to teach students the most modern journalistic practices. In addition, there is a well-equipped darkroom where students learn photojournalism.

The department has a large departmental reading room for student use. It is equipped with newspapers from across the region and the country, broadcasting, journalistic and public relations trade publications, academic journals, textbooks, almanacs, writers' guides, special collections, library tables and chairs, and comfortable lounging furniture.

Scholarships

The Department of Communications offers scholarships for entering freshmen who have declared a Communications major, as well as for sophomores, juniors, and seniors. On the department's annual Communications Career Day, a number of scholarships sponsored by the faculty, alumni, philanthropists, broadcasters, newspapers, local industries and media organizations are awarded to Communications majors.

Communications Career Day and Fall Career Convocation

The Department of Communications sponsors an annual event called Communications Career Day, during which 50 to 75 media professionals, many of whom are UT Martin graduates, visit the campus to engage in panel discussions and personal conversations with Communications majors, high school students and their teachers. Also, each fall the department sponsors a career convocation for all Communications majors, during which members of the department's Communications Industry Advisory Board present the "state of the industry" in public relations, broadcasting, visual communication and the newspaper business.

Student Organizations

The Department of Communications sponsors a Broadcasting Guild, plus chapters of the Society of Professional Journalists, the Public Relations Student Society of America, Women in Communications, Inc., the National Association of Black Journalists, and the Visual Communication Society.

Communications Major

Communications

B.A. or B.S. Curriculum. Each communications major must complete the department's lower-division requirements and then choose and complete one of the four sequences described below. Communications majors must also complete the B.A. or B.S. general education requirements, and a minor or a second major. Students must complete a minimum of 80 semester hours in courses (with the exception of Communications 230) outside the Department of Communications. Of these, no fewer than 65 semester hours must be completed in courses in the basic liberal arts and sciences from the disciplines listed in general requirements for the B.A. or B.S. degrees.

I. Lower-Division Requirements (12 hours)

Required Courses: Communications 100, 200, 220, and 250.

All these courses must be completed with a grade of at least C before beginning upper-division work. A 2.00 overall grade point average and successful completion of English 112 are prerequisites to upper-division Communications courses. Communications 475 Internship in Communications may not be used by students in the Broadcasting or News-

Editorial sequences to satisfy the 42 credits required for their major. Students in the Public Relations sequence may use either three credits of Communications 381/383 Communications Practicum or Communications 475 Internship in Communications, but not both, to satisfy the 42 credits required for their major.

Broadcasting Sequence (2412)

- II. **Upper-Division Requirements** (30 hours)
- A. Required Communications courses: 315, 350, 360, 420, 491 and 492
 - B. Practicum - 3 hours of 381 (repeated) or 381 (2 hours) and 383 (1 hour)
 - C. Elective Communications courses: 9 upper-division hours to be selected by the student and adviser. Six of the hours must be selected from 340, 341, 365, 370, 419, and 460.

Total Communications Hours Required: 42

News Editorial Sequence (2414)

- II. **Upper-Division Requirements** (30 hours)
- A. Required Communications courses: 300, 305, 320, 341, 491 and 492
 - B. Practicum: 3 hours of 383 (repeated), or 383 (2 hours) and 381 (1 hour)
 - C. Elective Communications courses: 9 upper-division hours to be selected by the student and adviser. Six of the hours must be selected from 322, 323, 324, 325, 390 and 400.

Total Communications Hours Required: 42

Public Relations Sequence (2416)

- II. **Upper-Division Requirements** (30 hours)
- A. Required Communications courses: 326, 327, 328, 329, 491 and 492
 - B. Internship or Practicum: 3 hours from 475 or 381/383 (repeated)
 - C. Elective Communications courses: 9 upper-division hours to be selected by the student and adviser. Six of the hours must be selected from 305, 322, 323, 324, 325 and 341.

Total Communications Hours Required: 42

Visual Communication Sequence (2418)

- II. **Upper-Division Requirements** (30 hours)
- A. Required Communications courses: 322, 323, 341, 410, 491 and 492
 - B. Practicum: 3 hours from 475
 - C. Elective Communications courses: 9 upper-division hours to be selected by the student and adviser. Six of the hours must be selected from 305, 324, 325, 340, 360 and 365.

Total Communications Hours Required: 42

Communications Minor

The Communications minor consists of Communications 100, 200 or 210, 230, 250, and nine additional hours of upper-division Communications courses (exclusive of practicum hours). English 112 is a prerequisite to all upper-division Communications courses.

Courses Offered by Department of Communications

Communications 100 Survey of Mass Media (F, Sp)

Communications 200 News Writing (F, Sp)

Communications 210 Introduction to Journalism (F, Sp)

- Communications 220 Voice and Diction (F, Sp)
Communications 230 Public Speaking (F, Sp)
Communications 230H Honors Public Speaking (F, Sp)
Communications 231 Interpersonal Communication (F, Sp)
Communications 250 Introduction to Broadcasting (F, Sp)
Communications 300 News Gathering (F)
Communications 305 Copy Editing, Computerized Design and Layout (Sp)
Communications 310 History of Mass Media (as needed)
Communications 315 Writing for Broadcast Media (F, Sp)
Communications 320 Writing Features and Editorials (Sp)
Communications 322 Desktop Publishing/Presentation Graphics (F, Sp)
Communications 323 Communications and the World Wide Web (F, Sp)
Communications 324 Introduction to Interactive Multimedia (as needed)
Communications 325 Principles of Advertising (F)
Communications 326 Principles of Public Relations (F)
Communications 327 Public Relations Techniques (F, Sp)
Communications 328 Public Relations Research (F)
Communications 329 Public Relations Strategy and Implementation (Sp)
Communications 332 Small Group Communication (as needed)
Communications 334 International Public Relations (Sp-odd)
Communications 340 Film Appreciation (F)
Communications 341 Photojournalism (F, Sp)
Communications 350 Radio Production (F)
Communications 360 Television Production (Sp)
Communications 365 Electronic Field Production (as needed)
Communications 370 Broadcast News (F)
Communications 381 Practicum in Radio (F, Sp)
Communications 382 Practicum in Television (F, Sp)
Communications 383 Practicum in Journalism (F, Sp)
Communications 390 Newspaper Organization and Management (as needed)
Communications 399 Special Topics in Communications (F)
Communications 400 Computer Assisted Reporting (as needed)
Communications 410 Advanced Visual Communication (Sp)
Communications 419 Broadcast Programming and Audience Measurement (as needed)
Communications 420 Broadcast Management and Sales (Sp)
Communications 430 Business and Professional Speech (as needed)
Communications 460 Broadcast Producing and Directing (as needed)
Communications 471 Independent Study (F, Sp)
Communications 475 Internship in Communications (F, Sp)
Communications 491 (691) Communication Law and Ethics (F, Sp)
Communications 492 Senior Seminar in Communication Theory (F, Sp)

Complete course descriptions can be found in the Course Description section of the catalog.