



W. Page Pitt School of Journalism and Mass Communications

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Professors

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MISSION OF THE SCHOOL

The W. Page Pitt School of Journalism and Mass Communications' programs and curriculum are based in the conviction that future journalists and mass communicators are best prepared for life and for their careers when they are broadly educated in the liberal arts. The importance of preparing them for the demands of the workplace is recognized as well.

Knowledge and skills essential to success in journalism and mass communications are emphasized, with the aim of preparing students for full participation, including leadership, in their professions. In addition, the school's program seeks to promote knowledge and awareness about mass communications among students who do not intend to pursue careers in one of the mass communications fields.

Students in journalism and mass communications sequences will learn (1) how to gather, write, edit, package, and present information and entertainment in a multimedia context; (2) how the field of mass communications changes and evolves and how to adapt accordingly; (3) how to make responsible and effective decisions; and (4) the roles, effects, and impacts of mass communications in society.

The school offers a Bachelor of Arts degree in six fields: advertising, broadcast journalism, online journalism, print journalism, public relations, and radio-television. Professionally oriented courses and laboratory experiences are combined with extensive liberal arts preparation to provide students with the background necessary for employment in mass communications. The program is accredited by the Association for Education in Journalism and Mass Communications.

A journalism education major, offered through the College of Education and Human Services, prepares students for a two-fold career. Graduates qualify for certification to teach grades 9-12 and are prepared for employment in the news-editorial departments of newspapers.

ACADEMIC POLICIES

Of the 128 credit hours required for the bachelor's degree, students must have at least 80 non-journalism hours, at least 65 of which must be in the liberal arts and sciences.

Enrollment

Upon enrollment in the school, students will select a sequence and be assigned an adviser. Students enrolled within ten years prior to their expected graduation will meet the requirements in effect at the time they declared their majors. Students who fail to complete graduate requirements within ten years must meet the requirements of the catalog in effect at the end of that ten-year period.

Change of Major or Sequence

Students who change sequences will continue to operate under the catalog in effect when they became JMC majors. Students transferring from other units of the university must meet the requirements of the catalog in effect at the time of the change in major.

Mandatory Advising

All freshmen and sophomores are required to see their advisers before they register each semester.

Special Requirements

Students must pass the school's language skills test with a score of at least 77 percent or complete JMC 100 with at least a *C* before enrolling in JMC 201, JMC 240 or JMC 221. (JMC 100 does not count toward the 128 credit hours required for graduation.)

Students must have keyboard proficiency for many JMC courses.

A Grade Point Average of 2.25 in journalism and mass communications and overall is required for graduation.

A student who receives a *D* or *F* in a journalism and mass communications course counted toward graduation must repeat it and earn at least a *C* before graduation or before using that course as a prerequisite for another required course.

At least 48 hours of credit toward the B.A. must be in courses numbered 300-499. Courses transferred from two-year or community colleges cannot be used to satisfy this requirement. Courses taken at four-year accredited colleges transfer at the level at which they were taken.

The upper-division writing requirement is met by completing the major writing assignment in JMC 440 with a grade of at least a *C*.

Minors for Journalism and Mass Communications Majors

Journalism and mass communications students are required to complete a 15-hour predetermined minor with at least 12 of the 15 hours at the 200-level or above. (Note:

The minor in Integrated Science and Technology is an exception to the 12-hour requirement.) The minor must be declared not later than completion of 58 credit hours. A booklet describing approved minors and a declaration-of-minor form are available in the office of the School of Journalism and Mass Communications.

Minors in Journalism and Mass Communications

A minor in journalism and mass communications will be 12 hours. No more than three hours may be at the 100 level.

Graduation Check

During the semester students are enrolled for their 80th hour, they are required to have a check of their progress toward graduation. The check is to be initiated in the office of the School of Journalism and Mass Communications. Failure to do so will result in a hold on registration that will be removed after the check is completed.

Transfer Students

Due to standards of the school's accrediting body, students transferring into the school are restricted to using 12 hours of transfer credit in journalism and mass communications toward the 128 credit hours required for the B.A. Further, the hours must be at the 100 and 200 levels, with the exception of JMC 330, Fundamentals of Public Relations.

Transfer students, including those transferring from other units at Marshall, must have a 2.0 (*C*) average and no academic deficiencies in math and English.

Regents B.A. Students

Students in the Regents B.A. program are allowed no more than 12 hours of journalism and mass communications credit through presentation of a portfolio.

Academic Probation and Ineligibility

Students who have a deficit of quality points in their Marshall or overall GPA are classified as "on academic probation." Quality point deficits accumulate as a result of excessive grades of *D* or *F*, causing a student's GPA to fall below a 2.0. Students on probation have an *academic hold* placed on their registration status. This means that they cannot use telephone registration and that they must secure approval from the dean before they can register. Usually, students on probation cannot register for more than 13 semester hours. After consulting their academic adviser, they should bring their schedules to the dean for approval. One strategy is to repeat courses taken before the 60th attempted hour in which the student received a *D* or *F*. (See "*D/F* Repeat Rule" elsewhere in this catalog). When a student's quality point deficit is removed, the student is no longer on academic probation.

Suspension

Students who accumulate 20 or more quality point deficits in their cumulative Marshall or overall GPA (includes Marshall grades and any grades earned at other institutions) at the end of any given semester will be suspended. The rules for suspended students concerning enrollment and readmission are explained elsewhere in this catalog under "Academic Standing" in the section entitled "Academic Rights and Responsibilities of Students."

Student Media and Student Professional Organizations

Two student media are affiliated with the school. The student newspaper, *The Parthenon*, is published Tuesday through Friday during the fall and spring semesters and weekly during Summer Sessions C and D. The student radio station, WMUL-FM, is on the air 21 hours daily throughout the year.

The school also has chapters of organizations affiliated with national professional groups, including the Advertising Club, the National Association of Black Journalists, the National Broadcasting Society, the Public Relations Student Society of America, and the Society of Professional Journalists.

GENERAL EDUCATION REQUIREMENTS

<i>Requirement</i>	<i>Credit Hours</i>
ENGLISH	6
English 101 and 102 or Honors English 201H must be taken to fulfill the English requirement. Juniors and seniors who have not had ENG 102 must take ENG 302.	
FOREIGN LANGUAGE.....	12
Successful completion of four-semester sequence ending with German 204; Greek 302; Latin 204; French 204 or 264R; Spanish 204; or Japanese 204. Up to three semesters of the requirement may be waived by the Modern Languages Department for language taken in high school.	
COMMUNICATION STUDIES	3
Freshmen or Sophomores should take CMM 103, Juniors and Seniors CMM 305. This requirement may be waived by the Communication Studies Department if high school speech was taken and student passes a proficiency exam administered by the department.	
FINE ARTS	3
Choose one course from: ART 112, MUS 142, THE 112.	
CLASSICS, PHILOSOPHY OR RELIGIOUS STUDIES	3
Any 3-hour course must be taken from among the following: any Classics course except CL 230, 231, 232, or 233; any Philosophy course; or any Religious Studies course except RST 304, 310, 320, 325, 351.	
LITERATURE REQUIREMENT	6
Hours may be taken from any of the following: Classics 230, 231, 232, 233; any English 300 or 400 level course in literature; any Latin 300 or 400 level course; Religious Studies 304, 310, 320, 325, 351; any 300 or 400 level course in French, German, or Spanish literature.	
SOCIAL SCIENCES	15
Courses are to be taken in at least three fields. (Check sequence requirements for specific required social science courses.)	
Economics, History, Political Science, Psychology, Sociology/Anthropology (except SOC 108), Geography (choose from these courses—GEO 100, 203, 206, 302, 305, 309, 314, 315, 317, 320, 401, 402, 403, 405, 408, 410, 412, 420).	

(continued)

NATURAL SCIENCES	12
Integrated Science—4 hours (prerequisite MTH 121 or above)	
Choose 8 additional hours from the following fields: (Check prerequisites before registering.)	
Biology, Chemistry, Physics, Physical Science, Geology, Geography 101	
MATHEMATICS	3
MTH 121 or above must be taken to fulfill the Math requirement.	

JMC GENERAL AND SEQUENCE REQUIREMENTS

All Journalism and Mass Communications majors must take a JMC core of 18 credit hours:

JMC 101 Media Literacy	3 credits
JMC 102 Information Gathering & Research	3 credits
JMC 360 Digital Imaging for JMC	3 credits
JMC 402 Law of Mass Communications	3 credits
JMC 440 Mass Communications Ethics	3 credits
JMC 490 Internship or JMC 470 Practicum.....	3 credits

Advertising

Advertising students also take JMC 221, 241, 245, 382, 385, 408, 425 and a three-hour JMC elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200, PSY 201, PSC 307, MKT 340, HST 231 and one other U.S. history course.

Broadcast Journalism

Broadcast journalism students also take JMC 201, 301, 304 350, 351, 414, 461, and a three-hour JMC elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200, HST 230, HST 231, PSC 104, PSC 202. One of the following PSC courses also is required: 105, 207, 301, 303, 307, 381 and 436.

Online Journalism

Online journalism students also take JMC 201, 241, 301, 302, 414, 461, 462 and a three-hour JMC elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200, HST 230, HST 231, PSC 104, PSC 202, CJ 321 and GEO 100 or 317.

Print Journalism

Print journalism students also take JMC 201, 241, 301, 302, 304, 414, 430 and a three-hour JMC elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200, HST 230, HST 231, PSC 104, PSC 202, CJ 321 and GEO 100 or 317.

Public Relations

Public Relations students also take JMC 201, 241, 301, 330, 437, 438, 439 and a three-hour JMC elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200, ACC 410, GEO 100 or 317, PSY 201, PSC 307, one other PSC course and either PSY/ SOC 302 or SOC 200 or ANT 201. One of the following CMM courses also is required: 308, 311, 315, 319, 401, 408 and 409.

Radio-Television

Radio-Television students also take JMC 221, 231, 272-3 (one hour), 331, 332, 390, 435, 436 and a three-hour elective at the 300-400 level. The following non-journalism courses are required: ECN 100 or 200; PSY 201 or SOC 200 or ANT 201; GEO 100 or 317; and PSC 104 or 105 or 202.