

Scripps College of Communication

<http://www.commcoll.ohiou.edu/>

Radio-Television Building 497

Gregory J. Shepherd
Dean

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The Scripps College of Communication includes the School of Communication Studies (formerly the School of Interpersonal Communication), the J. Warren McClure School of Communication Systems Management, the E. W. Scripps School of Journalism, the School of Telecommunications, and the School of Visual Communication.

The College was created to meet the communication needs of a changing society. New forms of communication, the growth of communication systems, and the need for better communication among people, races, economic groups, and nations were factors in Ohio University's decision to prepare graduates both for traditional roles and for a variety of new opportunities.

The College is equipped to train graduates for careers and post-baccalaureate study in journalism, telecommunications, voice and data communication, visual communication, and organizational and interpersonal communication. The College operates on the assumption that professional competency in these areas calls for the highest proficiency in the field of specialization, plus the broadest liberal education in other disciplines.

The School of Communication Studies offers a liberal education, emphasizing the scientific and artistic basis of communication. It is firmly committed to providing quality instruction in the theoretical bases of human communication and the application of theory in specific contexts. Students choose areas of concentration and specific courses that lead to professional and preprofessional competence in such fields as training and human resources, law, politics and government, health advocacy, campaign implementation, and survey research.

Students majoring in communication studies must choose one area of concentration from among health communication, organizational communication, or communication and public advocacy.

The J. Warren McClure School of Communication Systems Management is a unique program that educates students about the design, management, and uses of advanced communication technologies. The only program of its kind in Ohio, and one of very few in the nation, the school offers a four-year baccalaureate program leading to a degree in communication systems management. Coursework centers on the business applications of voice and data networks and services. The interdisciplinary approach, a highly successful paid internship program, and substantial hands-on laboratory experience prepare students for careers managing business communication networks, as well as with major telephone companies, consulting firms, and government agencies.

The E. W. Scripps School of Journalism is fully accredited, with undergraduate

sequences in advertising, broadcast news, news writing and editing, magazine journalism, public relations, and online journalism.

The journalism school is recognized nationally and by the Ohio Board of Regents for the quality of its more than 200 annual graduates who move into careers on leading newspapers, magazines, and news-gathering organizations, as well as into advertising and public relations positions. Careers and graduate study take them to all parts of the world.

The School of Telecommunications is one of the largest broadcasting and electronic media programs in the United States, and national surveys have ranked it as one of the best in the country. Like the School of Journalism, it has received Program Excellence awards from the Ohio Board of Regents in recognition of the quality of its instruction.

The telecommunications program provides a broad-based education that prepares students for a range of careers in the electronic media. Many opportunities are provided for hands-on experience on campus, including a campus radio station, a video production unit, and public broadcasting stations WOUB AM-FM-TV. A year-round internship program provides opportunities for qualified advanced students to obtain professional experience outside the University.

The School of Visual Communication prepares students for careers in informational graphics/publication design, interactive multimedia, photojournalism, and commercial photography. Students graduating from the program are qualified to pursue careers in newspapers, magazines,

corporate communications, web design, advertising photography, and new media production.

All programs of study at the undergraduate level lead to the bachelor's degree. More detailed descriptions and the requirements for the various majors offered in the schools are given in the pages immediately following.

Graduate programs in all five schools are described in detail in the *Graduate Catalog*.

Admission Requirements

Freshman admission to the Scripps College of Communication's J. Warren McClure School of Communication Systems Management, School of Communication Studies, E. W. Scripps School of Journalism, School of Telecommunications, and School of Visual Communication is based on high school grades, test scores, and professional activities, as well as availability of openings.

You may receive additional consideration if you have demonstrated talent or experience, or if you come from a disproportionately represented group. For information on admission procedures, contact the school director.

Transfer Policy

In general, all students **currently enrolled at Ohio University** who wish to transfer into the College must have earned at least 48 quarter hours (32 semester hours) with a g.p.a. of at least 2.5. However, some schools in the Scripps College of Communication have a higher g.p.a. standard. Students **not enrolled at Ohio University** must abide by policies in this catalog under the heading "Undergraduate Admissions: Transfer Applicant." Applicants may receive additional consideration if they have demonstrated talent or experience, or if they come from a disproportionately represented group.

The Schools of Communication System Management and Visual Communication follow the rolling transfer model, meaning students may apply to transfer at any time. However, University policy requires that processing the paperwork to change programs takes place only within the first 15 days of each quarter, regardless of the application date. The Schools of Communication Studies, Journalism, and Telecommunications have application deadlines (October 1 and March 1) and different rules for applying. See each school's section for details.

Students transferring into one of the schools within the Scripps College of Communication will be required to complete the major requirements in effect during the academic year of the approved transfer.

This regulation applies to:
Students transferring from other universities.

Students transferring from other colleges within Ohio University.

Students transferring from one school to another within the Scripps College of Communication.

Degrees and Requirements

The Scripps College of Communication offers curricula leading to the degrees of Bachelor of Science in Communication (interpersonal communication, telecommunications, communication systems management), Bachelor of Science in Journalism, and Bachelor of Science in Visual Communication.

As a candidate for a degree in the Scripps College of Communication, you must satisfy the requirements established by the program in which you are enrolled. Additionally, you are required to meet the General Education Requirements that have been established by Ohio University. Most University general education courses can satisfy both program and University requirements. Consult your advisor on the dual application of those courses.

You must also have a minimum total of 192 earned hours with a 2.0 accumulative grade-point average (g.p.a.) and a 2.0 g.p.a. in your major. When courses are retaken, only the final hours and grades earned count toward graduation.

After transferring into the Scripps College of Communication, you must complete a minimum of 48 credit hours as a resident of the school conferring the degree. In certain cases, exceptions may be made by the academic dean in consultation with the director of the school you plan to enter.

Advising

When you enter a school in the Scripps College of Communication, you are assigned an academic advisor on the basis of your interests. Your faculty advisor assists in the preparation of a schedule each quarter so that you select the proper sequence of courses in the major and appropriately related courses. However, you are responsible for seeing

that all degree requirements are met (See also title page of this catalog).

Scholarships

Scholarships sponsored by each of the five schools within the Scripps College of Communication for qualified undergraduate students are available on an annual basis. For more information, contact the scholarship chair of each school, the assistant dean for undergraduate programs and services, or the College's Web site: <http://www.commcoll.ohiou.edu/>

Education Abroad

For information about education abroad opportunities, refer to "Office of Education Abroad" in the "University-Wide Academic Opportunities" section.

Global Leadership Center

The Global Leadership Center (GLC) is an innovative program that prepares students for leadership opportunities in a rapidly changing world. Open to all majors, the GLC brings together the resources of the colleges of Communication, Arts and Sciences, Engineering, and Business in an interdisciplinary 30 credit-hour program on global issues, with a strong emphasis on real-world projects and problem-solving skills. The program has several distinctive features:

Project-based learning. GLC courses are not traditional classes with lectures, tests, and papers. Instead, students work in project teams on real-world problems and issues. Project-based learning challenges students to determine what they need to know to solve the problem, how they are going to find the information they need, and how they are going to apply it. Project-based learning also changes the role of faculty members; rather than providing the students with specific course content, faculty advise, consult, and provide feedback on all aspects of a project—from research and analysis to report writing and presentations.

Learning community. The GLC is housed in Bromley Hall. Students enter the GLC in fall quarter of their sophomore or junior year. Sophomores may choose to spend their sophomore year in residence; residency is also an option for entering juniors and second year GLC students. Faculty join students for meals, cultural events, and other activities. The purpose of the

residential plan is to build a living and learning community that combines the professional and social spheres and fosters teamwork; in such a community, students working in teams on projects should come to regard each other as colleagues with a shared mission.

International experiences. Each GLC student completes at least two international and cross-cultural projects. First year GLC students undertake consulting projects, working in bi-national teams with students from an overseas university (the GLC has worked in Hungary, Ecuador, the Czech Republic, Thailand, and Mexico). After the first year, students do an internship overseas or complete a second study abroad program.

Students apply for admission in their freshman or sophomore year. All standard financial aid programs apply.

Plan of study. The program consists of eight projects and an international internship or second study abroad program, taken over two years in the following sequence:

Sophomore Year

Fall	GLC 201, 202	(8 hours)
Winter	GLC 203, 204	(8 hours)
Spring	GLC 205	(2 hours)

Junior Year

Fall	GLC 301	(4 hours)
Winter	GLC 302	(4 hours)
Spring	GLC 303	(4 hours)

The internship (GLC 400, 0-6 hours) may be taken at any time after the first year in the GLC program. GLC courses count toward specialization or distribution requirements for most majors.

Other requirements. Students are required to demonstrate competency in a modern language to the 213 level (or equivalent) or complete an advanced sign language course by the time they graduate.

For more information, call 740.597.2794, visit our Web site at <http://www.ohio.edu/glc/> or reach us by e-mail at glc@ohio.edu.

Political Communication Certificate Program

The colleges of Communication and Arts and Sciences jointly sponsor a certificate in political communication for students who wish to supplement their undergraduate majors with an inquiry into the arena of political communication. Political communication encompasses the interactions of political figures, political interests, the press, and the public in their efforts to persuade and influence political outcomes. The program is open to any undergraduate student in the University.

To receive a certificate in political communication, you must complete POCO 201 Introduction to Political Communication and POCO 401 Seminar in Political Communication, as well as 22 quarter hours from the courses listed below. No more than two courses from any one department can be counted toward the certificate. Many course options listed under "Courses in the Curriculum" have lower-level prerequisites that can not be waived.

A Political Communication Certificate is awarded upon completion of the requirements and graduation from the University. Notation of the award is recorded on your transcript. Consult the director of the Political Communication Program before the deadline for graduation to ensure that the certificate will be awarded.

Required Courses

POCO 201	Intro to Political Comm.	3
POCO 401	Seminar in Political Comm.	5

Courses in the Curriculum

ECON 430	Public Finance	4
COMS 260	Intro to Communication in Public Advocacy	4
COMS 300	Field Research Methods in Communication	4
COMS 342	Comm. and Persuasion	4
COMS 352	Political Rhetoric	4
COMS 430	Comm. and the Campaign	5
COMS 442	Responsibilities and Freedom of Speech	4
JOUR 233	Information Gathering	3
JOUR 370	Media Relations and Publicity	4
JOUR 464	Public Affairs Reporting	3
JOUR 471	Public Relations Principles	5
JOUR 472	Advanced Public Relations	4
LING 280	Language in America	5
PHIL 240	Social and Political Philosophy	4
POLS 250	International Relations	5
POLS 304	State Politics	4
POLS 406	Elections and Campaigns	4
POLS 410	Public Policy Analysis	4
POLS 415	The American Presidency	4
POLS 416	Legislative Processes	5
POLS 420	Women, Law, and Politics	4
POLS 490H	Women and Politics	4
PSY 304	Human Learning and Cognitive Processes	4
PSY 336	Social Psychology	4
SOC 210	Intro to Social Psychology	4
SOC 351	Elementary Research Techniques	4
SOC 414	Contemporary Social Movements	4
SOC 465	Social Change	4
TCOM 453	Law and Regulation	5
TCOM 475	Politics and the Electronic Media	4

School of Communication Studies

(formerly School of Interpersonal Communication)

Claudia L. Hale, Director

Anita C. James, Associate Director for Undergraduate Studies

James W. Dearing, Associate Director for Graduate Studies

The School of Communication Studies (COMS) offers a liberal education, emphasizing the scientific and artistic basis of communication. The School is firmly committed to providing quality instruction in the theoretical bases of human communication and the application of theory in specific contexts. The core courses combine theory and practice as students learn the historical and conceptual foundations of the field of communication. At the same time, the curriculum equips students with skills in speaking, writing, critical thinking, discussion, and problem solving. Students complete a rigorous academic program consisting of courses in theory, research methods, presentations, and engaged learning practica. Elective courses in the school

complement the required courses and expand the students' repertoire of competencies and skills. Enhancing the core and major courses are courses in a related area or minor, study of other cultures, and contemporary technology. Students' choices lead to professional and preprofessional competence in such fields as training and human resources, law, politics and government, health advocacy, campaign implementation, and survey research. All told, the major is designed to augment students' lives and careers through a clearer understanding of the effects of communication and messages in their professional and personal lives.

The COMS Web site (<http://www.coms.ohiou.edu/>) should be consulted for the most current information.

Special Opportunities

Internship Program

For students to apply the theory of the classroom to the practical world of the workplace, the School of Communication Studies supports a carefully supervised internship program. During the academic year, majors serve as student interns in a wide variety of occupational settings. Many of these internships are identified and developed by the students. The period of an internship is usually 10 weeks, and 1 to 15 credits may be earned. To qualify for an internship, a student must be a major in Communication Studies and satisfy a series of school requirements; as a result, internships for academic credit are usually scheduled during the junior or senior year. For more information regarding this program, contact the school's internship coordinator.

Forensics Program

Through its forensics program, the School of Communication Studies provides the opportunity for all University students to meet outstanding undergraduates from 300 or more colleges or universities in intellectual competition. Approximately 20 tournaments at other schools and several held on campus enable a student to develop skills in debate, extemporaneous speaking, oratory, rhetorical criticism, and oral interpretation. Excellence in scholarship and superior performance in speech communication are rewarded in several ways. Delta Sigma Rho–Tau Kappa Alpha national honorary is open to students in the upper third of their class who excel in forensics. A student need not be a Communication Studies major to participate in the forensics program. For more information regarding Ohio University forensics, contact Dan West, the John A. Cassese Director of Forensics, at his e-mail address: westd1@ohio.edu.

Preparation for Law School

The Association of American Law Schools states that the goals of prelegal education are: (1) comprehension and expression in words, (2) critical understanding of the human institutions and values with which the law deals, and (3) creative powers in thinking. Students in the School of Communication Studies who plan to enter law or paralegal school will find excellent opportunities for meeting these goals. In addition, all Ohio law schools require an undergraduate degree from an approved institution before admission.

A prelaw student in Communication Studies will be individually counseled and advised in developing a total course of study to meet the intellectual challenges of the legal profession. Suggested areas of study include communication theory and practice, argumentation, legal oratory and communication, English composition and literature, history, political science, business law, behavioral sciences, humanities, comparative arts, economics, and philosophy.

Prelaw students are encouraged to investigate the Communication and Public Advocacy concentration of the Communication Studies major.

Transferring into the School of Communication Studies

Students interested in applying to COMS are encouraged to make an appointment to meet with Dr. Anita James, Associate Director of Undergraduate Studies. Appointments are scheduled by contacting Brenda Nelson in Lasher 024, by telephone at 740.593.4842, or by e-mail at nelsonb1@ohio.edu during business hours.

The School of Communication Studies permits internal applications as follows:

- students in their first year at Ohio University, with fewer than 48 hours, should apply by March 1 for transfer the following Fall (September);
- students who have completed more than 48 hours should apply by October 1 for transfer the following Winter (January) or March 1 for transfer the following Spring (April);
- students must have a minimum cumulative g.p.a. of 2.75 for consideration; applying with the minimum does not guarantee acceptance;
- students must apply online using the form available two weeks prior to the deadline at the School Web site, <http://www.coms.ohio.edu/>
- transfers from outside Ohio University must abide by the policies spelled out in the "Undergraduate Admissions" page at the beginning of this catalog.

University policy requires the processing of the paperwork to change programs only **within the first two weeks of each quarter**, regardless of the application date.

Degree Requirements

Major code BC5363

In addition to the General Education requirements and the 192 total hours specified by the University, all majors in the School of Communication Studies must complete (1) seven core courses, (2) three theory courses, two in one of the areas of emphasis, (3) one course in research methods, (4) one concentration-specific internship or practicum, (5) one course in advanced presentations, (6) three elective courses in the school, (7) a minimum of 28 hours in a related area approved by a faculty advisor, (8) three consecutive quarters of another language, study abroad (including predeparture preparation), or three courses emphasizing cultural studies, and (9) two courses in contemporary technology. Only one approved course in the major can be applied toward the University's Tier II requirements.

Core Courses

All majors in the School of Communication Studies must complete a 28-hour sequence of seven courses comprising a common core of knowledge. This requirement provides all majors with a foundation upon which more advanced courses are built. A grade of C or better is required in each course in the core. The seven core courses are:

COMS 103	Public Speaking	4
COMS 110	Communication Between Cultures	4
COMS 205	Techniques of Group Discussion	4

COMS 206	Communication in Interpersonal Relationships	4
COMS 215	Argumentative Analysis and Advocacy	4
COMS 235	Introduction to Communication Theory	4
COMS 450	Capstone Seminar in Communication	4

Summary

Core courses	28
Area of emphasis courses	36
Related Area courses	28
Foreign language/culture courses	12
Technology courses	8
total	112 hours

Concentrations in the Major

The major in Communication Studies provides students with the best features of a liberal arts and a professional education. The core courses, in combination with the University's General Education requirements, provide students with opportunities to develop competencies through examining the role played by communication in various contexts. The concentration is the means through which students develop a specialization, while exploring the spectrum of human communication. The concentration provides a focus to the major but are not intended to be career specific. Each area provides skills and competencies applicable to a variety of potential careers under the broader headings of health communication, organizational communication, and communication and public advocacy. Majors are expected to complete the requirements of at least one of the following three concentrations.

Health Communication

Health communication professionals, and the organizations in which they work, are concerned with meeting people's communication and knowledge needs in such areas as the relationships between patients and their health care providers, family dynamics, dissemination of health information, cultural and gender influences on communication, and health-focused public campaigns. Recent graduates are employed in large health care companies, national nonprofit health agencies, and research institutions.

1. Theory Courses (3 courses; 1 course must be COMS 245 or 260)

COMS 240	Health Communication	4
COMS 310	Information Diffusion	4

2. Research Methods Course (1 course)

COMS 300	Field Research Methods in Communication	4
COMS 301	Empirical Research Applications in Communication	4
COMS 303	Rhetorical Analysis and Criticism	4

3. Internship or Practicum (1 course)

COMS 430	Communication and the Campaign	4
COMS 445	Senior Practicum	4
COMS 496A	Health Communication Internship	4

4. Advanced Presentations Course (1 course)

COMS 315	Advanced Argument and Debate	4
COMS 403	Advanced Presentations	4
COMS 421	Instructional Training and Development in Communication	4

5. Elective Courses (3 courses)

COMS 217	Advanced Forensics	4
COMS 220	Oral Interpretation of Literature	4
COMS 245	Introduction to Organizational Communication	4
COMS 260	Introduction to Communication in Public Advocacy	4

COMS 304	Principles and Techniques of Interviewing	4
COMS 306	Interpersonal Conflict Management	4
COMS 342	Communication and Persuasion	4
COMS 351	Courtroom Rhetoric	4
COMS 353	Contemporary Culture and Rhetoric	4
COMS 405	Meeting and Conference Planning	4
COMS 406	Advanced Interpersonal Communication	4
COMS 410	Cross-Cultural Communication	4
COMS 411	Communicating with People with Disabilities	4
COMS 420	Gender and Communication	4
COMS 422	Communication in the Family	4
COMS 442	Responsibility and Freedom of Speech in Communication	4
COMS 448	Rhetoric and Electronic Media	4
COMS 480	Topics in Communication	4
COMS 498	Independent Study	1-4

Organizational Communication

Students focused on organizational communication are preparing for careers in business, education, government, industry, or the nonprofit sector. The skills and competencies acquired through this concentration enable students to understand the dynamics of, and function more effectively in, organizational structures. Recent graduates are employed in consulting firms, national financial service providers, conference planning companies, and information management organizations.

1. Theory Courses (3 courses; 1 course must be COMS 240, 310, or 260)

COMS 245	Introduction to Organizational Communication	4
COMS 345	Advanced Organizational Communication	4

2. Research Methods Courses (1 course)

COMS 300	Field Research Methods in Communication	4
COMS 301	Empirical Research Applications in Communication	4
COMS 303	Rhetorical Analysis and Criticism	4

3. Internship or Practicum (1 course)

COMS 430	Communication and the Campaign	4
COMS 445	Senior Practicum	4
COMS 496B	Organizational Communication Internship	4

4. Advanced Presentations Course (1 course)

COMS 315	Advanced Argument and Debate	4
COMS 403	Advanced Presentations	4
COMS 421	Instructional Training and Development in Communication	4

5. Elective Courses (3 courses)

COMS 217	Advanced Forensics	4
COMS 220	Oral Interpretation of Literature	4
COMS 240	Introduction to Health Communication	4
COMS 260	Introduction to Communication in Public Advocacy	4
COMS 304	Principles and Techniques of Interviewing	4
COMS 306	Interpersonal Conflict Management	4
COMS 342	Communication and Persuasion	4
COMS 351	Courtroom Rhetoric	4
COMS 353	Contemporary Culture and Rhetoric	4
COMS 405	Meeting and Conference Planning	4

COMS 406	Advanced Interpersonal Communication	4
COMS 410	Cross-Cultural Communication	4
COMS 411	Communicating with People with Disabilities	4
COMS 420	Gender and Communication	4
COMS 422	Communication in the Family	4
COMS 442	Responsibility and Freedom of Speech in Communication	4
COMS 448	Rhetoric and Electronic Media	4
COMS 480	Topics in Communication	4
COMS 498	Independent Study	1-4

Communication and Public Advocacy

Students emphasizing this area experience an integration of political and legal communication theory and practice. The courses emphasize the role of communication in argument, debate, and politics, including the ethical and rhetorical implications of constitutional guarantees of political, social, and religious speech and persuasive strategies characteristic of contemporary political communication. Recent graduates are attending law school, working in state legislative roles, and managing political campaigns.

1. Theory Courses (3 courses; 1 course must be COMS 240, 310, or 245)

COMS 260	Introduction to Communication in Public Advocacy	4
COMS 352	Political Rhetoric	4

2. Research Methods Courses (1 course)

COMS 300	Field Research Methods in Communication	4
COMS 301	Empirical Research Applications in Communication	4
COMS 303	Rhetorical Analysis and Criticism	4

3. Internship or Practicum (1 course)

COMS 430	Communication and the Campaign	4
COMS 445	Senior Practicum	4
COMS 496C	Communication and Public Advocacy Internship	4

4. Advanced Presentations Course (1 course)

COMS 315	Advanced Argument and Debate	4
COMS 403	Advanced Presentations	4
COMS 421	Instructional Training and Development in Communication	4

5. Elective Courses (3 courses)

COMS 217	Advanced Forensics	4
COMS 220	Oral Interpretation of Literature	4
COMS 240	Introduction to Health Communication	4
COMS 245	Introduction to Organizational Communication	4
COMS 304	Principles and Techniques of Interviewing	4
COMS 306	Interpersonal Conflict Management	4
COMS 342	Communication and Persuasion	4
COMS 351	Courtroom Rhetoric	4
COMS 353	Contemporary Culture and Rhetoric	4
COMS 405	Meeting and Conference Planning	4
COMS 406	Advanced Interpersonal Communication	4
COMS 410	Cross-Cultural Communication	4
COMS 411	Communicating with People with Disabilities	4
COMS 420	Gender and Communication	4
COMS 422	Communication in the Family	4
COMS 442	Responsibility and Freedom of Speech in Communication	4
COMS 448	Rhetoric and Electronic Media	4
COMS 480	Topics in Communication	4
COMS 498	Independent Study	1-4

Related Area Requirement

In addition to the core courses and requirements in the concentration, all majors must complete a minimum of 28 hours in a related area. The related area is intended to complement and supplement the work in the major to increase the marketability of the student. Related areas should be selected early and must be approved by the student's faculty advisor. Each student must submit a Declaration of Related Area to the Scripps College of Communication office. The form is obtained from the student's faculty advisor and must be signed by the advisor.

The courses comprising the related area can come from one department or school or from several, but all must be outside the School of Communication Studies. Collectively, the related area course work should constitute a unified body of knowledge having a definite relationship with the concentration. At least 16 of the hours should be courses at the 300- and 400- level.

Language and Culture Requirement

All COMS majors are required to complete 12 credit hours of study of a language or culture other than their native language/culture. Students may meet this requirement by completing: (1) three consecutive courses in the same language; (2) a study abroad experience, including the pre-departure training; or (3) three courses emphasizing cultural topics. Students should discuss their interests and intentions with their advisor to ensure all course requirements are being met.

- Students meeting this requirement by completing three consecutive quarters of another language may begin with the first course, e.g., SPAN 111. Other majors may not "count" a first year of language study, but COMS will accept it.
- To learn more about the study abroad programs offered to Ohio University students, go to the Education Abroad Web site at: <http://www.ohio.edu/studyabroad/>, send an e-mail to education.abroad@ohio.edu, telephone 740.593.4583, or walk-in to Gordy Hall room 107.
- A variety of courses will meet the requirement of focusing on cultural topics, but a good place to begin is to explore the courses listed for Tier II, Area 5, Cultural Perspectives. Courses taken to meet Tier II requirements cannot meet this option.

Technology Requirement

All COMS students are required to complete two courses in technology. The list of acceptable courses is available from advisors in the school and on the School Web site.

Minor in Communication Studies

Minor code ORCOMS

The minor in Communication Studies is available to students in all disciplines. A student declaring the minor will not be permitted to substitute courses for those listed below and, if non-listed COMS courses are taken, will not be permitted to register for credits beyond 28 hours, even if that means the minor cannot be completed.

Required Courses (8 hours):

101, 103

Elective Courses (20 hours):

217, 220, 240, 245, 260, 304, 306, 310, 320, 342, 345, 351, 352, 353, 405, 410, 411, 420, 422, 442, 448, 480

J. Warren McClure

School of Communication

Systems Management

Andrew Snow, Director

Philip Campbell, Associate Director for Undergraduate Studies

Bachelor of Science In Communication (BSC) Communication Systems Management

Major code BC5329

Founded in the fall of 1980 as the Center for Communication Management, this program was the first of its type in Ohio and only the second in the United States at the baccalaureate level. It is a multidisciplinary major, with students taking courses in nine other schools and departments in addition to the J. Warren McClure School of Communication Systems Management. The program was designed with the assistance of the International Communications Association and other telecommunications professionals.

Purposes and Objectives

The purpose of the J. Warren McClure School of Communication Systems Management is to provide academic studies and research for the training of professionals in the field of voice/data telecommunications. These communication professionals fill a large number of roles: they design, supervise, and operate specialized communication systems for private industry and government; they design and market communication services on behalf of major telephone companies, Internet service providers, cellular providers, and equipment vendors; and they apply their expertise on behalf of consulting firms and regulatory agencies.

Until the 1970s, professionals in the field were trained primarily on the job. But with the rapid expansion of technology and its applications, universities were asked to provide quality educational programs in this field. The Ohio University program is the result of five years of consultation and planning with experts at both the academic and applied levels.

The program is based on the philosophy that the communication professional must have broad basic knowledge and skill in such diverse areas as technology, business, computer systems, and written and oral communication.

While working toward their degrees, students are encouraged to gain practical experience through lab exercises, case studies, internships, and practica. Students are given opportunities to observe and use communication systems (voice, image, and data) in the school's laboratories and through tours of the University's Communication Network Services installation and other facilities.

Transfer Policy

Current Ohio University Students

Current Ohio University students who wish to transfer into the school must have a cumulative g.p.a. of at least 2.5 for all collegiate work attempted at Ohio University. Should space become a problem, other transfer procedures may be adopted.

You are required to meet with the school's Director or Associate Director before applying for transfer. In order to

apply for transfer, you must complete a Transfer Information Sheet (available in the school's office) and supply your latest DARS report. You may apply for transfer at any time.

Transfer Students from Other Universities

Transfer students from other universities who are admitted to Ohio University may elect CSM as their major as part of the university admissions process. In this case, there is no need to meet with the Director or fill out the Transfer Information Sheet prior to transfer into the school.

Internships and Practica

Hands-on experience is an important part of your course of study, and you are strongly encouraged to fulfill this component of your studies through an internship or practicum. Course credit for either an internship or a practicum applies toward the 45 hours of COMT courses required of all majors. Credit toward the 45 hours is not awarded for both an internship and a practicum.

The school has a strong internship program with more than 30 sponsoring organizations. Internships are usually 12 weeks long and take place off campus during the summer; other arrangements are possible. You are treated as a staff member and are paid for your efforts. Internships are awarded on a competitive basis and are subject to availability. You must be majoring in the program, have completed at least 90 hours, including specified courses in the program (see the Director for a list), and have one quarter remaining on campus after the internship is completed. Individual internship sponsors establish g.p.a. requirements. You must enroll in the University for academic credit during the internship and may earn up to 12 hours of course credit for completion of all internship requirements; a maximum of 5 hours of course credit will apply to the 45-hour major requirement. Apply to the internship coordinator for consideration.

The school also provides practicum experience. You may choose to complete a practicum project under the supervision of a school faculty member. Practica are conducted on campus, either within the school or for other units, and are unpaid. You must enroll in the University for academic credit during the quarter in which the practicum is conducted. A maximum of 5 hours of course credit will apply to the 45-hour major requirement. Practica are arranged with individual faculty members.

If you are unable to complete either an internship or a practicum, you may complete the 45-hour major requirement through an additional COMT elective course.

Curricula and Requirements

A communication professional is asked to have reasonable familiarity with a number of concerns, both general and technical. The communication management major requires a multidisciplinary approach involving courses in other participating schools and departments, in addition to coursework offered by the school itself.

All majors in the program must earn a grade of C (2.0) or better in COMT 214, COMT 220, COMT 222, and COMT 302. If you earn a grade below C in any of these courses, you will not be permitted to enroll in upper-division COMT courses. Courses may be retaken according to University policy.

Additionally, to remain active in the major, you must maintain a 2.0 average in all required courses, not solely those labeled as communication management courses.

You are required to complete a secondary area of concentration. Common areas of concentration have included business management, marketing, management information systems,

political science, computer science, and communication studies. Other areas are possible as well. You develop your specific secondary area of concentration with your advisor's approval after completing COMT 214. Further information is available from the school office.

Each major must complete the core courses, focus area requirements, and other University requirements.

Requirements are structured to meet simultaneously the University's General Education Requirements and the needs of the major field.

Core Courses

1. General

ECON 103, 104	Principles	8
	Freshman Tier I English	5
	Tier I mathematics	4–5
	Statistics	4–5
	Other Tier requirements	

2. Technical and Business

ACCT 101, 102	Accounting	8
BUSL 255	Law and Society	4
CS 120	Comp. Literacy	4
MGT 202	Management	4
MKT 202	Marketing Principles	4
	One computer language	5

3. General Communication

COMS 101, 103, 215		12
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4. Communication Systems Management

COMT 214, 220, 222, 302, 304, 310, 312, 444, and 14 hours of additional COMT courses (including up to 5 hours of COMT 401 or 495 but excluding COMT 101, 201, 431, and 493)

45

5 Secondary area of concentration 20–25

Specific courses dependent upon area of concentration

6 Electives

As recommended by advisor

E. W. Scripps School of Journalism

Thomas Hodson, Director

Jan Slater, Associate Director

Joe Bernt, Director of Graduate Studies

Bachelor of Science in Journalism

Ohio University's E. W. Scripps School of Journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communication. It is one of a limited number of accredited schools and departments of journalism in the United States.

Mission Statement

The E. W. Scripps School of Journalism is dedicated to the needs of its students; to excellence in teaching, advising, service, and research; and to leadership in journalism education. The school stresses the need for a liberal arts foundation combined with a professional education and practical experience for its students. The goals are to search for truth; to develop critical analysis, thinking, writing, and speaking abilities; to enhance free, responsible, and effective expression of ideas.

To that end, the E. W. Scripps School of Journalism:

- stresses the importance of the First Amendment;
- fosters the highest standards of journalism ethics;
- prepares students to enter the journalism professions;
- provides a liaison between students and professionals;
- involves students and faculty in an extended University;
- values an international presence and perspective;
- attracts, nurtures, and retains a diverse group of outstanding students;
- expands scholarly activity to enhance the body of knowledge within journalism;
- supports a diverse faculty offering an array of contributions;
- offers an environment that equips students to live in a diverse world; and
- upholds the University mission of commitment to educational excellence through focus on the individual student.

The School

Journalism today is a profession—like medicine, law, teaching, or engineering. It requires its practitioners to be educated culturally and trained professionally. Blending the liberal arts with professional courses, Ohio University journalism students take approximately three-fourths of their courses outside the professional school.

Six sequences are offered, all leading to the Bachelor of Science in Journalism degree: advertising, broadcast news, magazine, news writing and editing, public relations, and online journalism.

While there is overlap between journalism and telecommunications in broadcast news career preparation, students interested in being news writers, reporters, and anchors should enroll in the E. W. Scripps School of Journalism, and students interested in studio and field production should enroll in the School of Telecommunications.

The school's **Institute for International Journalism** prepares students to work as international journalists, supports research on topics related to international journalism, enhances communication among journalists, students and media scholars, and cooperates with global partners in journalism education. With scholarship funding provided through endowed scholarships, more than 200 Ohio University journalism majors have completed John R. Wilhelm foreign correspondence internships in about 30 countries since the program began in 1970.

In cooperation with The Sales Centre in the College of Business, the School of Journalism provides students the opportunity to earn a certificate in media sales. This is a professional development program that uses advertising course work from the School of Journalism and marketing courses through The Sales Centre in the College of Business. Admission to the program is competitive and applications can be obtained from the Sales Centre, Copeland 609.

Media Practice

A basic philosophy of the E. W. Scripps School of Journalism is that students should get media experience while working toward their degrees. Experience is available on a laboratory magazine, *Southeast Ohio*; on a community Web site, *Athensi.com*; and on a daily laboratory news broadcast, *Athens MidDay*. Information gathering, graphics, and advertising laboratories also offer practical experience.

Many students add to their experience by writing for and editing *The Post*, the independent daily campus newspaper; the *Athena*, the University yearbook; or *The Ohio Journalist*, the school's alumni publication. Some also serve on the staffs of local newspapers. Work might include gathering and writing news and features; editing local and wire copy; writing headlines; and preparing layouts.

In broadcast news, students can get practical experience preparing and broadcasting news over WOUB AM, FM, and TV, the University's radio and television stations, and over the local cable television system.

Online journalism opportunities are available for students through virtually any department or agency on campus or in the community, since most have active Web sites.

Advertising and public relations students gain practical experience through internships with agencies, corporations, hospitals, charitable groups, newspapers, magazines, and broadcast stations.

With increased media use of computers and the Internet, many employers are seeking graduates who can write and design materials for the World Wide Web. The E.W. Scripps School of Journalism provides opportunities and courses to help students develop the skills necessary for Internet-based journalism careers.

Internship Program

Consistent with its policy of combining classwork with practical training, the E. W. Scripps School of Journalism requires each student to complete an advisor-approved internship. Interns are provided with varied hands-on experiences in media-related organizations. Internship opportunities are located throughout the nation and abroad.

Admission Requirements

The E. W. Scripps School of Journalism admits only the best academically and professionally qualified freshmen who rank in the top 15 percent of their high school class and meet minimum standardized test score requirements (25 ACT / 1140 SAT). Students demonstrating notable talent or experience and members of disproportionately represented groups will be given special consideration. The school has an early admission deadline of December 15.

Transfer Students

The following policy has been established by the E. W. Scripps School of Journalism as a means of selecting the best qualified students for the program. The academic quality of the curriculum depends in part on maintaining enrollment at a number that may be effectively served by our faculty. The school is dedicated to top-quality instruction, and this policy is one means through which that goal is achieved. This transfer policy applies to students from other universities as well as students in other units on campus.

- 1 Approximately 40 transfer students will be accepted annually into the E. W. Scripps School of Journalism.
- 2 Transfer students from within or outside Ohio University will be considered only when they have completed at least 48 quarter hours (32 semester hours) with a minimum 3.0 g.p.a.
- 3 In addition to grades, consideration will be given to journalism grades, journalism experience or background in a program offered by the school (professional or college), test scores, letters of recommendation, personal statements of intent, and work samples.
- 4 You must apply for transfer using the school's Application for Transfer form which is available on the school's Web site <http://scrippsjschool.org/>

5 Official transcripts, letters, and other supporting documents must be attached to the Application for Transfer at the time of its submission.

6 Transfer applications are accepted twice during the academic year – no later than October 1 for transfer in Winter quarter and March 1 for transfer in Fall quarter. Application for transfer can be made only once per academic year. Applications must be received by the above dates. Late applications will not be considered.

7 A special faculty committee will conduct evaluations and recommendations. The school's Director and Associate Director will make final decisions.

Curricula and Requirements

The Accrediting Council on Education in Journalism and Mass Communication includes among its accrediting standards the following provision: three-fourths of the student's program should consist of courses in the liberal arts and sciences and one-fourth in professional courses in journalism.

Journalism students at Ohio University meet the above provision by fulfilling two sets of requirements: general, which are followed by all students, and specialized, which are chosen by the student with the guidance of an advisor.

General Requirements

Political Science (2 qtrs)

Sociology and/or Anthropology (2 qtrs)

Economics (2 qtrs)

Psychology (1 qtr) (except PSY 120)

History (2 qtrs)

English (2 qtrs)

Statistics (1 qtr) (from approved school list)

Philosophy (2 qtrs) (one must be PHIL 120 or 320)

Foreign Language (3 qtrs basic sequence or 1 qtr advanced) or Natural Science (3 qtrs as approved by advisor)

Comparative Arts/Fine Arts (nonperformance courses) (2 qtrs) or African American and/or Women's Studies (2 qtrs)

Speech (1 qtr) COMS 103

Specialization Area

The specialization area must be approved by an advisor. Students may choose one of four options:

- 1 A minimum of 36 hours in a single department within the College of Arts and Sciences (usually structured in accordance with the major requirements of the selected department).
- 2 A minimum of 18 approved hours in each of two departments in Arts and Sciences.
- 3 A minimum of 18 approved hours in one Arts and Sciences department and 18 advisor-approved hours in any other series of related courses.
- 4 A minimum of 20 approved hours in one Arts and Sciences department and 16 advisor-approved hours in any other series of related courses.

Any courses defined as professional cannot be used as specialization courses.

Additional non-journalism courses are required in some sequences. No course may be counted in more than one type of requirement. For example, a course used to meet a general requirement may not be applied to a sequence or specialization area requirement as well.

Hours Requirement

To assure the liberal emphasis of the overall program, the nonprofessional content of the B.S.J. must be a minimum

of 128 quarter hours of the 192 required for the degree. Minimum professional hours required is 45 quarter hours. Professional hours are defined as credits in journalism, visual communication, telecommunications, or photography. Non-journalism courses required in sequences may be counted as nonprofessional hours.

Standards.

1 To remain active in the B.S.J. program, you must earn at least a C in all core courses.

2 No course may be retaken more than twice.

Journalism Sequences

All journalism majors complete a basic 26-hour core of six courses. A grade of C or better is required in all core courses.

JOUR 101	Journalism and Society	4
JOUR 133 or 133A	Precision Language	4
JOUR 221	Graphics	5
JOUR 231 or 231A	News Writing	4
JOUR 233	Information Gathering	3
JOUR 411	Communication Law	3
JOUR 412	Ethics, Mass Media & Soc.	3

Additional requirements for the various sequences are as follows:

Advertising Management

Major code BJ6932

JOUR 250	Advertising Principles	4
JOUR 340	Advertising Strategies	4
JOUR 375	Advert. Media Planning and Buying	4
JOUR 450	Advert. Copy Writing	3
JOUR 482	Advertising Management	4
JOUR 486	Advertising Campaigns	5
MKT 202	Marketing Principles	4

Advisor-approved internship.

Recommended electives:

JOUR 321	Print Advertising and Layout	4
JOUR 476	Advertising Research	4
JOUR 475	Advanced Media Planning and Buying	4
JOUR 477	Promotional Media	4

Broadcast News

Major code BJ6936

JOUR 350	Radio Broadcast News	4
JOUR 352	TV Broadcast News	4
JOUR 452	Broadcast News Producing	4
JOUR 455	Seminar in Broadcast News	3
JOUR 458	TV News Practice	4
JOUR 459	Advanced TV News Practice	3
JOUR 464	Reporting Public Affairs	3

Advisor-approved internship.

Magazine Journalism

Major code BJ6933

JOUR 430	Mag. Editing and Prod.	4
JOUR 431	Mag. Practice	3
JOUR 441	Mag. Feature Writing	4

Select four advisor-approved electives; additional electives as desired. Recommended electives are:

JOUR 311	History of Journalism	4
JOUR 314	Online J. Fundamentals	4
JOUR 331	Reporting Contemporary Issues	3
JOUR 333	News Editing	4
JOUR 363	Review and Criticism	3

JOUR 407	Electronic Publishing	4
JOUR 418	Web Editing	3
JOUR 432	Specialized Bus. Mags.	4
JOUR 435	Advanced Editing	3
JOUR 442	Adv. Feature Writing	3
JOUR 464	Reporting Public Affairs	3
JOUR 466	International Mass Media	4
JOUR 467	Foreign Correspondence	4
JOUR 468	Column Writing	3
JOUR 479	Computer Assisted Reptg.	3

Journalism electives to make 45 or more hours.

News Writing and Editing

Major code BJ6934

JOUR 311	Hist. of Am. Journalism	4
JOUR 331	Reporting Contemp. Issues	3
JOUR 333	News Editing	4
JOUR 464	Reporting Public Affairs	3

Advisor-approved internship.

Select two of the following:

JOUR 350	Radio Broadcast News	4
JOUR 363	Review and Criticism	3
JOUR 441J	Mag. Feature Writing	4
JOUR 442	Adv. Mag. Feature Writing	3
JOUR 465	Editorial Page	3
JOUR 467	Foreign Correspondence	4
JOUR 468	Column Writing	3
JOUR 470	Sportswriting	3

Journalism electives to make 45 or more hours

Online Journalism

Major code BJ6909

JOUR 314	Online J. Fundamentals	4
JOUR 333	News Editing	4
JOUR 415	Online J. Practice	3
JOUR 416	Online J. Seminar	3

Advisor-approved internship

Select one of the following:

JOUR 418	Web Editing	3
JOUR 419	Online Legal Issues	3
JOUR 479	Computer Assisted Rptg.	3
VICO 361	Intro Web Design	4

Select two advisor-approved electives; additional electives as desired. Recommended electives are:

JOUR 250	Advertising Principles	4
JOUR 270	Intro to Public Relations	3
JOUR 331	Reporting Contemp. Issues	3
JOUR 350	Radio Broadcast News	4
JOUR 407	Electronic Publishing	4
JOUR 430	Mag. Editing and Prod.	4
JOUR 435	Advanced Editing	3
JOUR 464	Reporting Public Affairs	3
JOUR 466	International Media	4
VICO 462	Adv. Web Design	4

Public Relations

Major code BJ6935

JOUR 270	Intro to Public Relations	3
JOUR 333	News Editing	4
JOUR 370	Media Relations and Publicity	4
JOUR 471	PR Principles	4
JOUR 472	Advanced PR	4

Advisor-approved internship

Select three advisor-approved electives; additional electives as desired. Recommended electives are:

JOUR 250	Advertising Principles	4
JOUR 314	Online J. Fundamentals	4
JOUR 321	Advertising Layout	4
JOUR 331	Reporting Contemp. Issues	3
JOUR 350	Radio Broadcast News	4
JOUR 407	Electronic Publishing	4
JOUR 418	Web Editing	3
JOUR 430	Mag. Editing and Prod.	4
JOUR 432	Specialized Bus. Mags.	4
JOUR 435	Advanced Editing	3
JOUR 441	Mag. Feature Writing	4
JOUR 442	Adv. Feature Writing	3
JOUR 464	Reporting Public Affairs	3
JOUR 470	Sportswriting	3

Carr Van Anda Program**Major code BJ6910**

If you are a junior with a 3.0 cumulative g.p.a. in all work, you may elect a sequence making up your own program in journalism: the basic core of six courses plus your choice of journalism courses to equal 45 or more hours. The program must have the approval of your advisor and the director of the E. W. Scripps School of Journalism. Formal application is necessary.

School of Telecommunications

Roger Cooper, Director

Mia Consalvo, Associate Director for Graduate Studies

Jeff Redefer, Associate Director for Undergraduate Studies

The School of Telecommunications offers programs of study leading to bachelor's, master's, and doctoral degrees. The baccalaureate program is designed to prepare students for careers in the media industries. While pursuing a telecommunications degree, students are also actively involved in the liberal arts curriculum found at Ohio University. Coursework in the Arts, Humanities, Social Sciences, Technology, and Communication Sciences are all part of this liberal arts foundation that is critical to the success of today's media professionals. While there is overlap between journalism and telecommunications in broadcast news career preparation, students interested in studio and field production should enroll in the School of Telecommunications, and those interested in news writing, reporting, and anchoring should enroll in the E. W. Scripps School of Journalism. The school also offers an Honors Tutorial Program to qualified students. (See the Honors Tutorial College section.)

The classroom and laboratory experiences of students are augmented by a variety of practical experiences, including work with the school's production unit—Athens Video Works, the All-Campus Radio Network, Brick City Records, and the three University owned and operated stations: WOUB-AM, WOUB-FM, and WOUB-TV. Credit for such experiences is available.

The school maintains relationships with various professional organizations including SIGGRAPH, the Ohio Association of Broadcasters, International Game Developers' Association,

the International Radio-Television Society, the National Association of Television Program Executives, the Society of Professional Audio Recording Services (SPARS), the Audio Engineering Society, the National Academy of Recording Arts and Sciences, the National Association of Broadcasters, and the Society of Motion Picture and Television Engineers (SMPTE).

Ohio University's Zanesville and Southern Campuses offer an associate's degree program in electronic media, including a sequence in broadcast engineering. This program offers a smaller, more intimate setting for the first two years of University coursework. For additional information, see "Electronic Media" in the Regional Higher Education section.

Transfer Policy

Because the School of Telecommunications sets high academic standards and limits enrollment, students from other universities or other programs at Ohio University must show strong academic performance. A cumulative grade point average of 3.0 or above will be required for consideration.

Students in their first year at Ohio University wishing to transfer into the School of Telecommunications must apply by March 1 for transfer the following fall (September). Students who have completed more than 48 hours must apply by October 1 for transfer the following winter (January). In addition, transfers from outside Ohio University must abide by the policies indicated in the "Undergraduate Admissions" pages at the beginning of this catalog.

In some exceptional cases, a student may be considered with less than the required 3.0 g.p.a. In these cases, the prospective transfer student must submit the transfer application as well as supporting documents. These support materials should include 3 letters of recommendation (2 from university instructors, 1 from the professional community), a resume, and a portfolio of work.

Students transferring into the school must be enrolled for a minimum of one academic year (three consecutive quarters) or their final 48 hours of earned credit in order to graduate from the program.

Further information regarding transfer policy may be found at <http://www.tcomschool.ohiou.edu/UG/about.html>

All transfer applications should be delivered to the School of Telecommunications office (RTVC 202) to the attention of the Associate Director of Undergraduate Studies.

Bachelor's Degree in Telecommunications

General Requirements for All Majors

1. Arts and humanities

Twenty quarter hours, with at least eight hours of 300- to 400-level courses (or 200-level or above for language courses). Courses include Tier I freshman and junior composition with the balance of the hours chosen from art, art history, classical languages, comparative arts, dance, English, film, humanities, modern languages, music, philosophy, and theater.

2. Social sciences

Twenty quarter hours, with at least eight hours of 300- to 400-level courses. Courses may be chosen from anthropology, classical archaeology, economics, history, international studies, management, marketing, political science, psychology, and sociology.

3. Communication sciences

Twenty quarter hours, with at least eight hours of 300- to 400-level courses (or 200-level or above for language courses). Courses may be chosen from classical languages, computer science, communication sys-

tems management, hearing and speech sciences, communication studies, journalism, linguistics, modern languages, and visual communication.

4. Mathematics and/or natural sciences

Tier I quantitative skills plus five quarter hours chosen from astronomy, biological sciences, chemistry, geology, mathematics, physical science, physics, physical geography, and environmental and plant biology.

University General Education Tier II, African American Studies, and University Professor courses can be used to fulfill general requirements. All students must fulfill the Tier III requirement.

5. Telecommunications

The following core courses are required of all majors:

TCOM 100 or TCOM101	A Mediated World Introduction to TCOM	4 2
TCOM 203	Media and the Creative Process	4
TCOM 204	The Business of Media	4
TCOM 205	Media Analysis and Criticism	4
TCOM 367 or TCOM 453*	World Broadcasting Telecommunications Law and Regulations	4 4

*Required of students in the Media Management Sequence.

Sequence Requirements

Students entering the School of Telecommunications as fall quarter freshmen and transfer students must successfully complete TCOM 100 or TCOM 101 and earn a "C" or better in TCOM 203, 204, and 205 before proceeding in the major.

Corollary

Each student in the School of Telecommunications is required to complete a corollary of coursework. These are courses outside telecommunications selected by you and your advisor to enhance your area of interest. The corollary totals a minimum of 35 credit hours (20 at the 300-400 level), from no more than two areas. For instance, students in the video production sequence might choose courses from the School of Film, while students interested in politics and the media might find courses from the political science area useful.

Of special note is the required minor in music for students pursuing the music production track in the audio sequence. The music minor will fulfill the corollary in this track. (Please see requirements for the music minor in College of Fine Arts section.)

Digital Media: Special Effects, Games, and Animation Major code: BC5322

This plan of study is designed to provide students with skills in video game production and development, computer animation and digital effects for video, film, and multimedia. Emphasis is placed on the processes of design and production and the responsibilities and opportunities of working within a creative team. Students are required to complete the TCOM Core, the DM Sequence Core, and at least 8 hours of approved elective courses.

Digital Media: Effects, Games, and Animation Required Core:

TCOM 150L	Introduction to Digital Media	4
TCOM 220	Introduction to Audio Production	4
TCOM 240	Introduction to Video Production	4
TCOM 250	Introduction to Digital Media Production	4
TCOM 251	Nonlinear Scriptwriting	4
TCOM 350 or TCOM 357	Evolution of Multimedia Digital Games and Global Culture	4 4

Digital Media: Special Effects, Games, and Animation Electives: (8 hours required)

TCOM 253	Nonlinear Video Editing	4
TCOM 351	Computer Animation	4
TCOM 352	3D Modeling and Animation I	4

TCOM 353	3D Modeling and Animation II	4
TCOM 354	Interactive Video Production	4
TCOM 356	Game Development	4
TCOM 358	Digital Game Production	4
TCOM 415	Audio Post for the Moving Image	4
TCOM 418	Producing for Video	4
TCOM 431	Scriptwriting	4
TCOM 450	Multimedia Theory	4
TCOM 456	Advanced Game Development	4
TCOM 457	Senior Capstone Project	4
TCOM 493	Motion Graphics	4
TCOM 494	Advanced Digital Video Postproduction	4
	Interactive Audio Production course as approved by advisor	4

Audio Production Sequence

This plan of study is designed to provide majors with skills in various areas of audio production including commercial production, music recording, audio for multimedia, and sound for picture. Students must complete the Audio Production core and coursework from one of two tracks: Music Production or Audio Post Production.

Audio Production Core:

TCOM 220	Intro to Audio Production	4
TCOM 308	Technical Basis of Telecommunications	4

Music Production Track: Major code BC5353

TCOM 320	Recording Industry Survey	4
TCOM 413	Commercial Music Recording and Production	4
TCOM 414	Advanced Projects in Music Production	4
TCOM 313	Field Audio Production	4

Audio Post Production Track: Major code BC5354

TCOM 240	Intro to Video Production	4
TCOM 415	Audio Post-production for Moving Image	4

One or more of the following courses:

TCOM 425	Digital Video Post-production	
TCOM 486Y	AVW Productions	
TCOM 497	Independent Production Projects	4

Telecommunications electives with approval of advisor, including at least one four-hour non-production course 4

Corollary courses outside the school that support program goals (from no more than two areas with at least 20 hours at the 300 to 400 level) **Music Production track requires a Music minor that will complete the corollary.** 35

Management Sequence Major code BC5312

This area of study is designed for those who aspire to work in mid- to upper-level leadership positions in the media industries. Courses are organized to provide an integrated understanding of the management, marketing, sales, creative, and regulatory processes in electronic media.

Management Core:

TCOM 459	Audience Research	4
TCOM 360	Electronic Media Mgt.	4
TCOM 461	Electronic Media Financial Management	4

Management Electives:**2 courses at 300- to 400-level:**

TCOM 355	Broadcast and Cable Programming	4
TCOM 462	Broadcast and Cable Sales	4
TCOM 367	World Broadcasting	4
	Telecommunications electives with advisor approval	8
	Corollary courses from outside the school that support program goals; ACCT 101, ECON 103 and 104, and MGT 202 or MKT 202; 20 hours at the 300-400 level in business and/or organizational communication.	35

Media Studies Sequence**Major code BC5311**

This plan of study offers students the opportunity to build a program in one of four areas of study: Electronic Media, International Communication, Media and Society, and Politics and Media.

In addition, a student can design an individualized program of study. In consultation with the sequence director and a faculty advisor, the student submits for approval a proposal for coursework including justification and corollary.

Students must complete the TCOM Core, the Media Studies Core, and coursework from their areas of study. The following are required:

Media Studies Core:

TCOM 260	Mass Comm Theory	4
TCOM 279	History of Electronic Comm	4
	Area of Study	12
	Telecommunications electives with advisor approval	8
	Corollary courses outside the school that support program goals (from no more than two areas with at least 20 hours at the 300- to 400- level).	35

Recommended Areas:**Electronic Media Technologies****3 of the following:**

TCOM 308	Technical Basis of Telecomm	4
TCOM 421	Non-broadcast Video	4
TCOM 441	Instructional Telecomm	4
TCOM 463	New Technology	4
TCOM 465	Satellite Communication	4
TCOM 466	Technology, Communication and Culture	4

International Communication**3 of the following:**

TCOM 371	Effects of Mass Comm	4
TCOM 384	Media Criticism	4
TCOM 463	New Technology	4
TCOM 465	Satellite Communication	4
TCOM 466	Technology, Communication and Culture	4
TCOM 486A	Age, Class, Gender, Race, Sexual Orientation	4

Media and Society**3 of the following:**

TCOM 459	Audience Research	4
TCOM 384	Media Criticism	4
TCOM 440	Public Telecommunications	4
TCOM 454	Personal Values in Telecommunications	4
TCOM 466	Technology, Communication, and Culture	4

TCOM 475	Politics & Electronic Media	4
TCOM 483	Children and Television	4
TCOM 481	Women in Media	4
TCOM 482	Documentary Genres	4
TCOM 484	Television Genres	4
TCOM 485	The African-American Televisual Images	4
TCOM 486A	Age, Class, Gender, Race, and Sexual Orientation	4

Politics and Media**(3 of the following):**

TCOM 459	Audience Research	4
TCOM 371	Effects of Mass Communication	4
TCOM 463	New Technology	4
TCOM 466	Technology, Communication, and Culture	4
TCOM 475	Politics & Electronic Media	4

Individualized Concentration

Specialized study with approval of sequence director and faculty advisor; minimum cumulative g.p.a. of 3.0 required.

Video Production Sequence**Major code BC5313**

This plan of study is designed to provide skills in video production with special emphasis on the creative responsibilities of producing and directing. Students must complete the TCOM core, Video Production core, a minimum of 8 hours of video production electives at the 300- or 400-level, and a minimum of 8 hours of non-production electives. The following are required:

Video Production Core:

TCOM 240	Intro to Video Production	4
TCOM 231	Short-form Media Scriptwriting	4

Video Production Electives (2 courses required):

TCOM 308	Technical Basis of Telecommunications	4
TCOM 318	Multiple-Camera Producing and Directing	4
TCOM 319	Single-Camera Producing and Directing	4
TCOM 323	Computer Animation	4
TCOM 425	Digital Video Post-production	4
TCOM 418	Producing for Video	4
TCOM 419	Advanced Video Production	4

Telecommunications electives with approval of advisor, including at least 8 hours of non-production courses

Corollary courses outside the school that support program goals (from no more than two areas with at least 20 hours at the 300- to 400-level)

Minor in Telecommunications**Minor code ORTCOM**

The minor in telecommunications is available to students in all disciplines.

Required Core Courses (12 Hours)

TCOM 203	Media and the Creative Process	4
TCOM 204	The Business of Media	4
TCOM 205	Media Analysis and Criticism	4

Elective Courses (20 hours)**Select 20 hours from:**

TCOM 231, 260, 279, 355, 360, 367, 371, 384, 421, 430, 431, 432, 453, 454, 463, 464, 465, 475, 481, 482

Up to 8 hours in equivalent courses from other institutions will be accepted, but you must take 24 hours in telecommunications at Ohio University to complete the minor.

Total Hours: 32

Internships

While not required, telecommunications majors are strongly encouraged to undertake an internship. The school and the college both have hundreds of professional internship opportunities available to students with nearly every major media organization in the United States, as well as internationally. Majors may receive one hour of credit for an off-campus practicum (TCOM 390 or 391) as early as the summer following the freshman year. Students may undertake the formal internship (TCOM 490) by the spring or summer of the junior year, or during the senior year. An internship provides between two and sixteen hours of credit (only four credits apply to the major; the remainder apply to overall hours) for full-time work with an approved sponsor during an academic term. To qualify for an internship, completion of 130-170 credit hours with a minimum cumulative g.p.a. of 2.7 is required. For information, contact the internship coordinator in the dean's office.

Other Requirements and Standards

Typically, no course may be counted toward more than one type of school requirement. For example, a course used to meet a Telecommunications General Requirement may not also be used to meet a sequence requirement. However, a Tier II course may also be used to fulfill a Telecommunications General Requirement.

School of Visual Communication

Terry Eiler, Director

The Scripps College of Communication offers a visual communication degree with four specialized sequences built on an interdisciplinary foundation. The school has been twice recognized as a Program of Excellence in photography and visual communication by the Ohio Board of Regents. Students earn a Bachelor of Science in Visual Communication degree.

The program is designed to provide students with a realistic broad-based professionally oriented education in visual communication while providing a liberal arts background necessary for a strong academic foundation.

Major sequences are offered in informational graphics/publication design, interactive multimedia design, photojournalism for newspapers and magazines, and commercial photography (advertising and editorial photographs).

Goals of the School

The goals of the School of Visual Communication are (1) to equip students with the necessary skills to be successful and compete for leadership roles in the field; (2) to provide assistance and professional guidance in visual communication to working photographers, designers, editors, newspapers, press services, magazines, photographic departments, multimedia media production units, and visual communication associations; (3) to set high standards of visual integrity and communication ethics; and (4) to foster and promote scholarly research and creative activities.

Internships

In an effort to provide practical training, the school requires students to work at least one paid internship for 10 weeks

during their college career. Any qualified student may compete for an internship. Many students have several internships before graduation.

In recent years, Ohio University visual communication students have worked on paid internships at newspapers and magazines and in advertising, commercial photography, fashion industry, and multimedia design. Internships have been available in almost all states and several international locations.

Many Ohio University visual communication students are active members of the Ohio News Photographers Association and other state press photographer groups and are student members of the National Press Photographers Association, the Society for News Design, National Association of Black Journalists, and the American Society of Media Photographers. Ohio University students have been highly successful in state and national competitions.

Bachelor of Science in Visual Communication

Admission Requirements—B.S.V.C.

The School of Visual Communication admits a limited number of students and the selection process is very competitive. The application deadline is December 15.

Students seeking acceptance to the School of Visual Communication must first be accepted for admission to Ohio University. Once accepted by the University, applicants will receive an invitation to interview for direct admission to the school.

Interviews are normally conducted in January of the year you wish to enter the school. The interview process includes a review of the applicant's portfolio and submission of a written essay.

Successful student applicants usually rank in the top quarter of their high school class and/or have outstanding SAT or ACT scores. In addition, students who demonstrate notable talent or experience or are members of a historically under-represented group are encouraged to seek admission.

For this career-oriented professional program you will need professional equipment to complete assignments and eventually compete in the job market. Ensuring every opportunity for students to excel in a very competitive field, the school requires use of certain basic levels of equipment.

All students are required to have access to a 35mm SLR camera with a 35mm f/2.8 lens or a 50mm f/2.8 lens. The camera should permit full manual control over aperture, shutter speeds, film speed settings, and focus. An automatic "point and shoot" camera will not meet the requirements of any VICO photographic class. Please contact the school for current equipment recommendations.

It is highly recommended that all students in the school have their own computer for use in completing class assignments. Students majoring in interactive multimedia and informational graphics/publication design are required to have access to a computer with appropriate software by the time they enter VICO 314. Please contact the school for current hardware and software recommendations.

Photojournalism students entering VICO 390 should have access to at least one professional-level SLR digital camera, two lenses, and necessary accessories. One lens should have a 28mm or wider focal length with an f/2.8 or faster aperture. The second lens should be in the 135 to 200mm f/2.8 range.

Zoom lenses are also acceptable if they meet the fixed aperture requirement of f/2.8.

Commercial Photography students entering VICO 321 should have access to a professional-level medium-format camera with interchangeable film backs, a Polaroid back, one wide-angle lens, one telephoto lens, and an electronic flash meter.

You can expect to spend approximately \$400-\$700 per photography course for materials.

Transfer Students

The following policy has been established by the School of Visual Communication as a means of selecting the best qualified students for the program. The academic quality of the curriculum depends in part on maintaining enrollment at a number that may be effectively served by faculty and facilities. The school is dedicated to top-quality instruction, and this policy is one means through which that goal is achieved.

Very limited transfer openings may be available in each major sequence each academic year.

The School of Visual Communication will accept transfer students **only** when openings are available. Please call the school to determine the current status of transfer openings.

Students transferring with over 90 hours of credit will find it difficult to complete the school's curriculum in two years.

Transfer applicants from other institutions must follow the procedures for admission to Ohio University before contacting the School of Visual Communication.

You must be enrolled for one academic year (three consecutive quarters) or the final 48 hours in the school to earn a degree.

Transfer requirements:

1. Internal transfer students will be considered only when they have completed at least 48 quarter hours of study.
2. Students must have a minimum 3.0 g.p.a. at the time of transfer.
3. Current Ohio University students must have completed VICO 120 and VICO 140 with a grade of C or better (VICO 120 is offered only in fall quarter and VICO 140 is offered only in the winter quarter).
4. Current Ohio University students must have completed Journalism 133 with a grade of C or better.

Students applying for transfer must submit to the school an application packet that includes the following material:

1. Copy of the applicant's most recent DARS report or transcript. This information must reflect grades from your most recent quarter or semester.
2. Written essay explaining reasons for applying for transfer to the School of Visual Communication. Please indicate your desired major sequence. Academic goals should be included in this statement of purpose.
3. Resumé.
4. Students must have three letters of recommendation (all should be from University professors outside of VisCom).
5. Portfolio.
6. Must interview with a faculty committee from the school.

Transfer applications will be considered once a quarter only, if openings are available. Deadline for transfer application materials: Noon on the third Friday of fall, winter, or spring quarter.

Major sequence change requirements for students in the School of Visual Communication:

Students with less than 90 earned credit hours may apply for transfer within the school. Requirements include: a written request by the student to the school, approved by faculty committee, and available openings in the requested major sequence.

Students with over 90 earned hours seeking an internal transfer must meet the same transfer requirements as external students seeking admission to the school.

General Requirements—B.S.V.C.

School of Visual Communication majors are required to meet all General Education Requirements of Ohio University, including Tier I, Tier II, and Tier III.

The general education courses provide a liberal arts and sciences core for students by requiring the following courses:

Anthropology 101 (1 qtr)

History (2 qtrs)

Philosophy 120 and 130 (2 qtrs)

Political Science (2 qtrs)

Psychology 101 (1 qtr)

Sociology 101 (1 qtr)

A thoughtful selection of other courses from the Tier II list will enable you to meet the school requirements while fulfilling Ohio University's Tier II requirements.

Specialization Area Requirement

Visual Communication students must complete a minimum of 20, school-approved hours of related study in advanced courses (200 level and above) outside of the school.

No course may be counted for more than one type of school requirement. For example, a course used to meet a general requirement may not also be applied to a specialization area or sequence requirement.

Visual Communication Core Requirements

All Visual Communication majors complete a basic core of seven courses totaling 33 hours:

ART 116	Drawing I	4
AH 237	Photo History Survey	4
JOUR 133	Precision Language for Journalists	4
VICO 120	Intro to Visual Communication (fall only)	4
VICO 140	Studies in Visual Communication (winter only)	4
VICO 221	Intro to Visual Communication Skills	4
VICO 314	Intro to Publication Design	5
VICO 371	Digital Imaging	4
	Total core requirements	33

Standards

- 1 You must earn a C (2.0) or better in JOUR 133 and in all professional courses (VICO, JOUR, ART, and TCOM), including professional electives, to graduate. A grade of C- does not meet this requirement.
- 2 To qualify for admission to JOUR 231, you must achieve at least 25 words per minute on a typing examination administered on the first day of class.
- 3 Failure to achieve a C in a professional course after 2 attempts will result in the student's being dropped from the School of Visual Communication.

Visual Communication Sequence Requirements**Informational Graphics/Publication Design****Major code BS6924**

ART 250	Graphic Design Principles	5
ART 251	Typography	5
ART 113	Three Dimensional Design	4
ART 117	Drawing II	4
JOUR 231	News Writing	4
JOUR 233	Information Gathering	3
JOUR 411	Communication Law	3
VICO 311	Informational Graphics	5
VICO 323	Publication Layout and Design	4
VICO 335	Picture Editing	3
VICO 336	Adv. Picture Editing	3
VICO 361	Intro to Web Design	4
VICO 412	Adv. Informational Graphics	5
VICO 426	Adv. Publication Layout and Design	4
	Total sequence requirements	56

Interactive Multimedia**Major code BS6923**

JOUR 233	Information Gathering	3
TCOM 110	Production Writing/Planning	4
TCOM 220	Audio Production	4
TCOM 240	Video Production	4
TCOM 223	Computer Animation	4
VICO 311	Informational Graphics	5
VICO 361	Intro to Web Design	4
VICO 462	Advanced Web Design	4
VICO 473	Interactive Media	4
VICO 488	Interactive Media II	4
	Total sequence requirements	40

Photojournalism**Major code BS6922**

JOUR 231	News Writing	4
JOUR 233	Information Gathering	3
JOUR 411	Communication Law	3
VICO 222	Visual Communication Tools	4
VICO 335	Picture Editing	3
VICO 390	Intro to Photojournalism	4
VICO 327 or VICO 328 or VICO 393 or VICO 324	Photo Illustration—Fashion Photo Illustration—Still Life Intermediate Photojournalism III Portraiture	4
VICO 391	Intermediate Photojournalism I	4
VICO 392	Intermediate Photojournalism II	4
VICO 486	Advanced Photo Reportage I	4
VICO 487 or VICO 421	Advanced Photo Reportage II Documentary/Essay	4 or 5
	Total sequence requirements	41-42

Commercial Photography**Major code BS6925**

JOUR 250	Advertising Principles	4
VICO 222	Visual Communication Tools	4
VICO 321	Intro to Photo Illustration	4
VICO 327	Photo Illustration—Fashion	4
VICO 328	Photo Illustration—Still Life	4
VICO 324 or VICO 393	Portraiture Intermediate Photojournalism III	4 4
VICO 427	Adv. Photo Illustration (Business Practices)	5
VICO 428	Adv. Photo Illustration (Studio Practices)	5
VICO 429	Adv. Photo Illustration (Applications)	5
	Choice of 8 hours of advisor approved business law, accounting, marketing courses	8
	Total sequence requirements	43