

SCHOOL OF COMMUNICATION, INFORMATION AND LIBRARY STUDIES (SCILS)



Information on the following subjects may be found in the General Information section at the back of this catalog: Student Life and Services, Admission, Tuition and Fees, Financial Aid, and University Policies and Procedures.

Web Site: <http://www.scils.rutgers.edu>

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General Information

HISTORY AND AIMS OF THE SCHOOL

The School of Communication, Information and Library Studies (SCILS) was created in 1982 with the merger of the Graduate School of Library and Information Science and the School of Communication Studies. The school offers three major programs: one in communication, one in information technology and informatics, and one in journalism and media studies. The focus of the three programs is on the nature and function of communication and information processes; the institutions and technologies central to the creation, dissemination, storage, and retrieval of information; and the impact of information, information technologies, media, and communication on individual, social, organizational, national, and international contexts.

SCILS has the following missions: to provide a high-quality, upper-division program of study for students wishing to pursue careers in communication, journalism and media studies, and the information professions; to provide leadership in theory and research in information systems, communication processes, media studies, information policy and management, and library studies; and to encourage partnerships with information professionals, industry, and community groups to facilitate the communication and effective use of information.

THE PROGRAM

The three majors currently offered by SCILS are communication, information technology and informatics, and journalism and media studies. Each major leads to the degree of bachelor of arts. The programs offered by SCILS comprise upper-division courses of study to be taken during a student's junior and senior years, following completion of SCILS core requirements. All students must satisfy the requirements of SCILS as well as the academic requirements of one of the following undergraduate liberal arts colleges at New Brunswick: Cook College, Douglass College, Livingston College, Rutgers College, or University College. Students maintain their affiliation with their undergraduate college while enrolled at SCILS. Students should check with their undergraduate colleges to determine which SCILS majors satisfy college requirements.

Students are urged to check the SCILS web site (<http://www.scils.rutgers.edu>) for the latest requirements and course offerings. The school reserves the right, for any reason, to change or modify any course or program listed.

ADMISSION

All three majors maintain admission procedures separate from the one through which students apply to the university. Students already enrolled at one of the liberal arts colleges and new transfer students may obtain information about SCILS admission procedures from the SCILS web site (<http://www.scils.rutgers.edu>).

There is no minimum grade-point average for admission to SCILS; however, students' applications, transcripts, and written statements are reviewed by department admissions committees to determine suitability for admission. The faculty of the school is committed to admitting a highly motivated and diverse student body to the undergraduate programs.

Minors are not offered in any of the SCILS programs.

Eligibility Requirements

Eligibility requirements for applicants to the communication major, the journalism and media studies major, and the information technology and informatics major include the completion of two of the three following core courses with a combined average of *C+* in the two courses, and a grade of *C* or better in each course.

- 04:189:101 Introduction to Communication and Information Systems and Processes
- 04:189:102 Introduction to Media Systems and Processes
- 04:189:103 Information Technology and Informatics

Applicants to the communication major must complete 04:189:101 and either 04:189:102 or 103. Applicants to the journalism and media studies major must complete 04:189:102 and either 04:189:101 or 103. Applicants to the information technology and informatics major must complete 04:189:103 and either 04:189:101 or 102.

There is also a writing course requirement which may be satisfied by a grade of *C* or better in 01:355:101 Expository Writing or an equivalent college level writing course at Rutgers or another college, or by an advanced placement score of 4 or better in English.

Application Process

Students applying for spring-term admission must submit applications by October 1 of the previous term. Students applying for fall-term admission must submit applications by February 15 of the previous term. If either October 1 or February 15 fall on a Saturday or Sunday, applications are due on the Friday before the deadlines. These deadlines allow applications to be processed and admission decisions made in time for students to preregister for the following term. All applications submitted after the deadlines will be held until the following term.

Applicants must have *completed* the prerequisite courses required for their choice of major, and have grades available for review by the admissions committees before applying.

After completing 04:189:101, students planning to major in communication may take 04:192:200, 201, and 300 before being admitted to the major. Students planning to major in journalism and media studies may take 04:567:324, 334, 335, 350, and 379 before being admitted to the major. Completion of any of these courses does not guarantee admission to either major.

Students planning to major in information technology and informatics may not take any information technology and informatics courses beyond 04:189:103 until they have been accepted into the major.

Students are not permitted to double major in two SCILS majors. There are no minors offered in any of SCILS undergraduate programs. Instructions and application forms for all programs are available on the SCILS web site (<http://www.scils.rutgers.edu>).

HONORS PROGRAM

The communication department offers an individualized honors program that students plan with the help of a faculty adviser. The honors program in communication requires the writing of a thesis under the direction of a faculty adviser and committee. Interested students are urged to consult the department handbook or SCILS web site for more information.

The journalism and media studies department offers an honors track to students entering SCILS with a cumulative GPA of 3.5 or better. Students undertake an independent research project and thesis under the supervision of a journalism faculty member.

The information technology and informatics program does not offer an honors track.

Academic Policies and Procedures

Note: See also the University Policies and Procedures section for regulations that pertain to all the undergraduate colleges at Rutgers–New Brunswick/Piscataway. In addition, SCILS students are subject to the academic policies and procedures of both the School of Communication, Information and Library Studies and the liberal arts college in which they are enrolled.

STUDENT RESPONSIBILITY TO KEEP INFORMED

In addition to the material in this catalog, important information about SCILS is printed in the *Undergraduate Schedule of Classes* and the Official Notices sent weekly to students' eden email accounts. SCILS students are responsible for keeping themselves informed of all policies and procedures announced in these publications, in handbooks distributed by the departments or dean's office, in official notices posted on bulletin boards in the departments, and in notices distributed to students through the campus mail system. Students should check the SCILS web site, <http://www.scils.rutgers.edu>, on a regular basis for updated information.

ACADEMIC CREDIT FOR TRANSFER COURSES

A student who transfers from another institution may receive degree credit toward SCILS majors only for those courses that are equivalent in content and credit to courses in the Rutgers curriculum. Departments may set a limit on the total number of transfer courses that will count toward the major at Rutgers. Ordinarily, courses must be passed with a grade of *B* or better in order to transfer credit, however, students should check with their undergraduate college and major department since policies may vary.

Transfer credit from another institution is not included in the student's cumulative grade-point average at Rutgers. Transfer credit is not given for correspondence courses. Students are urged to contact their department to have specific courses evaluated for credit toward the major.

ACADEMIC ADVISING

Students are urged to consult a college academic adviser when they plan their academic program. The SCILS dean's office can provide general advising on the school's admission policy. The department chairpersons and any other member of the school's faculty can provide specific

advising concerning the planning and development of a student's academic program for the specific SCILS major. During the academic year, the Department of Communication also has peer advisers available to assist students. The student must assume full responsibility for satisfying the academic requirements of SCILS.

UNDERGRADUATE CREDIT FOR GRADUATE COURSES

Students in any SCILS undergraduate program may take courses in SCILS graduate programs with permission of the faculty teaching the course, and in keeping with the requirements of the students' undergraduate liberal arts colleges. Although approved graduate courses count toward credits for graduation, they may not count toward fulfilling major requirements. Students should check with the appropriate SCILS department to determine which courses satisfy major requirements.

SCHOLASTIC STANDING

Students accepted into SCILS remain enrolled at their undergraduate liberal arts colleges throughout the undergraduate program. Students are expected to complete the academic requirements of their major and of their college, and remain in good academic standing in accordance with the standards set by their colleges.

Programs of Study

COMMUNICATION

The Department of Communication offers a major in communication that examines the communication process, emphasizing its role in human affairs in three core areas: social interaction, organizational communication, and mediated communication. Health communication and leadership are two additional foci that cut across all three areas. Courses in communication cover both ideas and applications in preparation for communication careers in business, education, or government, or for the pursuit of graduate degrees in communication and other social science fields. Communication majors learn to read and think critically, and to reason, write, speak, and listen analytically.

Admission to the Major

In addition to the two required SCILS core courses, preference for admission is given to students who have taken courses leading to a broad understanding of (1) the development of institutions found in society, including economic, cultural, political, and business; (2) basic human behavior, both as an individual and as a member of social groupings; and (3) the role and function of culture in human life.

Courses that contribute to the first category include, but are not limited to, foundation courses in American studies, ethnic studies, economics, geography, history, labor studies, political science, religion, urban studies, and women's and gender studies. Courses that contribute to the second category include, but are not limited to, foundation courses in anthropology, linguistics, philosophy, psychology, and sociology. Courses that contribute to the third category include, but are not limited to, foundation courses in art history, humanities, comparative literature, music, and cinema studies.

The Department of Communication seeks a highly motivated and diverse student body. Admission to the communication major is competitive; meeting the minimum requirements does not guarantee acceptance. Minimum requirements include a combined average of C+ in 04:189:101 and 102 or 103, with a grade of C or better in each course; a grade of C or higher in expository writing or equivalent course; and a well-written personal statement. The admissions committee seeks the following when reviewing student essays: (1) a persuasive statement of purpose, (2) an understanding of issues in communication, (3) strong written communication skills, including correct grammar and spelling, and (4) evidence that the student will contribute to the community of learners in the Department of Communication as reflected in, but not limited to, such things as extracurricular activities, community involvement, leadership skills, and work experience. Applications are available on the school's web site (<http://www.scils.rutgers.edu>) and are due by the close of business on October 1 for spring-term admission, or February 15 for fall-term admission. Students are strongly

encouraged to consult the department handbook and the school's web site for up-to-date information regarding admission procedures.

Major Requirements

Students majoring in communication are required to earn 33 credits in the department. This includes the two core courses required for admission to the major (04:189:101, and either 102 or 103). Students majoring in communication are required to complete 27 credits of course work within the department, as follows:

1. Foundation courses (9 credits)
04:192:200 Communication Theory (3)
04:192:201 Interpersonal Communication Processes (3)
04:192:300 Communication Research (3)
2. Intermediate-level courses (3 credits)
Students must complete at least one of the following intermediate-level courses and are strongly encouraged to take additional intermediate-level courses as electives.
04:192:354 Mediated Communication Theory (3)
04:192:355 Interpersonal Communication Theory (3)
04:192:357 Organizational Communication Theory (3)
3. Upper-level courses (6 credits)
At least two 400-level courses are required of all majors. Courses 04:192:491,492 Independent Study in Communication and 04:192:495 Applied Study in Communication may not be used to fulfill this or the total credit requirement in the major.
4. Elective courses (9 credits)
Student electives may include all 300- and 400-level courses, with the exception of 04:192:491,492 Independent Study in Communication and 04:192:495 Applied Study in Communication. Students should check the communication web site or undergraduate handbook to determine prerequisites for 300- and 400-level courses.

The Department of Communication does not offer a minor.

Advising and Plan of Study

The Department of Communication offers a variety of advising options for its students. An undergraduate handbook is updated each term and is available in the department's office. Additionally, the department regularly updates its portion of the SCILS web site. Students are urged to consult the handbook or the web site for information regarding admission procedures, program requirements, and course offerings and prerequisites. Additionally, the department offers a peer advising program and employs faculty and staff advisers who are available by appointment. Students also can post advising questions to commfyi@scils.rutgers.edu. To address more complex questions, students are encouraged to schedule appointments with the departmental adviser(s).

Students are encouraged strongly to formulate a plan of study in consultation with a departmental adviser. This study plan guides each student in choosing electives and aims to develop a coherent area of concentration within the major. Established areas of concentration include social interaction (and interpersonal communication), organizational communication (and public relations), and mediated communication (and telecommunication processes and policy). Students may tailor their plan of study to focus

on specific contexts or issues, such as conflict resolution, everyday conversation, family, gender, health, leadership, impact of technology, and learning and facilitation. Students further may use their study plan to guide their selection of elective course work outside of SCILS. Students should seek advising through their liberal arts college regarding appropriate minors, double majors, and college requirements in concert with the communication major.

Internship

The department encourages students to pursue internship experiences that complement their studies and potential career choices. Students must be accepted into the communication major in order to enroll in the internship. Students may apply up to 3 internship course credits toward their upper-division course electives in the major. Additional internship credits may be earned, but do not apply to the communication major. Each college in the university sets its own limits regarding the number of experiential credits a student may apply toward graduation. Further information about the internship is available at the SCILS web site (<http://www.scils.rutgers.edu>).

Leadership Certificate Program

The Department of Communication offers a Certificate in Leadership. Undergraduates have the opportunity to study leadership while engaging in practical experiences in and out of the classroom. As part of their field experience, leadership certificate students represent Rutgers in corporate, political, artistic, nonprofit, educational, health care, or other settings of their choosing. Successful completion of the leadership certificate program will be noted on students' transcripts and on a departmental certificate. Students can apply to the leadership certificate program at any time. Students must be communication majors with a minimum communication grade-point average of 3.0. Applications to and more information about the leadership certificate program are available by contacting Stacey Connaughton, Program Coordinator, at 732/932-7500, ext. 8116, or staceyc@scils.rutgers.edu, or through the communication department web site (<http://www.scils.rutgers.edu/programs/comm>).

INFORMATION TECHNOLOGY AND INFORMATICS MAJOR

The Department of Library and Information Science offers a 39-credit major in Information Technology and Informatics (ITI). This major places emphasis on the evaluation, implementation, use, and management of information technologies for a wide range of organizations and corporations, as well as the social and organizational aspects of information and communication technologies. The major unites theories drawn from the humanities and social sciences with practical computer-based competencies. This combination prepares students to work in a diverse and highly competitive marketplace that demands individuals who understand the social, economic, and organizational impact of technology locally and globally. The course of study combines rigorous thinking, problem-solving, and technology skills in a program that is based on sound research and current technology applications.

Currently, New Jersey's growth industries—technology, pharmaceuticals, logistics, and finance—are either driven or heavily supported by information technology. Graduates of the major in information technology and informatics seek positions in government, health care, industry, education, finance, and other organizations where their technology skills and understanding of organizational and social informatics make them valuable employees. A representative sample of jobs includes database designers and managers, information designers and developers, web analysts and designers, electronic commerce developers, information technology analysts and information technology associates, instructional technology designers, information technology project managers, coordinators, consultants, project team leaders, and technical writers.

Admission to the Major

The information technology and informatics major begins with two prerequisite courses required for admission. Students normally take these courses during their first or sophomore year. Once students are admitted to the major, the prerequisite classes are followed by four required courses (3 credits each) and an additional 21 credits drawn from a bank of ITI major elective courses. The prerequisite classes are 04:189:103 Information Technology and Informatics (3), together with either 04:189:101 Introduction to Communication and Information Systems and Processes (3) or 04:189:102 Introduction to Media Systems and Processes (3).

The Department of Library and Information Science seeks a highly motivated and diverse student body. Admission to the information technology and informatics major is highly competitive and meeting the minimum requirements does not guarantee acceptance. Minimum requirements include a grade-point average of 2.0 or better; a combined average of *C+* in 04:189:103 and 04:189:101 or 102, with neither grade lower than a *C*; a grade of *C* or better in Expository Writing; and performance in the specified writing task to be included with the application package. The writing task is assessed on four criteria: ability to think and formulate ideas in clear, concise writing; ability to communicate or articulate a position demonstrating logic and/or creativity; demonstrate knowledge of technology issues in society; and courtesy to readers, that is, format, spelling, grammar, punctuation, and usage. In addition to the prerequisite courses, consideration is given to students who have taken courses that contribute to a broad understanding of the human, social, cultural, political, and economic environments as well as information technology-related courses. The admissions committee is comprised of faculty from within the Department of Library and Information Science, and all applications are reviewed independently by several faculty.

Applications are available on the school's web site (<http://www.scils.rutgers.edu>) and are due by close of business on the dates specified on the application instructions. Students are strongly encouraged to consult the school's web site for up-to-date information regarding the application procedures, program requirements, course offerings, and special programs.

The information technology and informatics program does not offer a minor.

Major Requirements

Once admitted, students majoring in information technology and informatics are required to take four required courses and seven elective courses in the department. The required courses are: 04:547:200 Social Informatics (3), 04:547:201 Introduction to Computer Concepts (3), 04:547:202 Object-Oriented Programming (3), and 04:547:210 Management of Technological Organizations (3). Students should plan to complete these courses early in their major program. The seven elective courses are chosen from the ITI course listings. These courses include theories and applications of social informatics, information systems, the web, digital archives, multimedia tools, and the use and operation of other electronic resources within institutions and society as a whole. In each course, content and technology are integrated to enable the development of both knowledge and workplace competencies. The required and elective courses are not available for students who have not been admitted into the major. Students are permitted to take 04:547:450 ITI Internship (3) and 04:547:460 Independent Study (3) once they have substantially completed a range of elective courses. These complement their studies and potential career choices. As each college in the university sets its own limits regarding the number of experiential credits a student may apply toward graduation, students must check with their undergraduate college to determine how many independent study and/or internship credits their college will accept.

Advising and Plan of Study

The Department of Library and Information Science offers a variety of advising options for its students. Information is provided on the school's web site. To address more complex questions, students are encouraged to schedule appointments with faculty, as well as the director for the major. All courses are not offered every term, and students are encouraged strongly to check course prerequisites carefully and formulate a plan of study that will enable them to develop a coherent area of concentration in the major that meets career goals while taking into account course availability. Students should seek advising through their liberal arts college regarding appropriate minors, double majors, and college requirements in concert with the major in information technology and informatics.

Course Transfers

Students must submit a petition in writing to the director of the major if they wish to have a course taken elsewhere in the university or externally considered as one of their required or elective courses in the ITI major. The letter of petition must include a copy of the full syllabus as studied by the student, a copy of the transcript showing the grade achieved, the ITI course it will replace, and the reasons for consideration. The courses are evaluated in terms of their very close match of content and skills to the ITI course, the level of the course, and the grade achieved (typically this should be a *B* or better). Students will be notified in writing of the outcome of the petition. A maximum of 6 approved transfer credits can be counted toward the major.

JOURNALISM AND MEDIA STUDIES

The journalism and media studies major provides an opportunity to study print and electronic journalism, including law and ethics as well as media theory, with an emphasis on how the media affects individuals, social groups, and political processes in a free and democratic society. Journalism and media studies students are encouraged to take electives outside of SCILS to complement both their studies in the major and their career interests. Students are encouraged to pursue a second major outside of SCILS.

Admission to the Major

The Department of Journalism and Media Studies seeks a highly motivated and diverse student body. Admission is not guaranteed. The review committee requires evidence of interest in journalism and media studies, including extracurricular involvement and commitment to study in the major. General writing ability and communication skills, as evidenced in both the personal essay and success in relevant courses, are required. Applicants must have completed successfully 01:355:101 Expository Writing I or an equivalent or 01:355:201 Research in the Disciplines or the English placement exam. The committee also will consider the grades in the two SCILS prerequisite courses and overall grade-point average at the time of admission. Grades in other journalism and media studies courses will get particular attention, but applicants are not required to have taken such courses before applying. Admission to the major in journalism and media studies is coordinated by the dean's office at SCILS and is decided by the department. Students are urged to consult the department staff and the SCILS web site for detailed and up-to-date information about application procedures, program requirements, course offerings, and special programs.

Prerequisite Courses

Before being considered for admission, students must complete:

- 04:189:102 Introduction to Media Systems and Processes (3)
and either
- 04:189:101 Introduction to Communication and Information Systems and Processes (3)
or
- 04:189:103 Information Technology and Informatics (3)

Major Requirements

The major requires 30 credits beyond the two core courses. All majors must complete the following two courses:

- 04:567:324 News Reporting and Writing (3)
- 04:567:480 Media Ethics and Law (3)

All students must take at least one of the following two courses:

- 04:567:310 Broadcast Newswriting (3) *or*
- 04:567:325 Writing and Editing for Print Media (3)

Students also must take at least two conceptual courses in journalism and media studies. The remainder of the 30 credits (students may not take more than 30 credits in the major) may be in any additional journalism courses; up to 9 credits may be taken in a combination of internship and independent study. Students must earn a grade of C or better in all courses taken for major credit.

The Department of Journalism and Media Studies does not offer a minor.

Internship/Independent Study

A professional internship is recommended strongly. The internship and independent study options are limited to journalism and media studies majors who have been accepted to SCILS and who have completed at least 75 overall credits, including five journalism and media studies courses, of which at least three must be skills-oriented courses (such as in reporting, editing, web page design, photojournalism). Students must have a minimum cumulative GPA of 2.5 and a GPA of 2.75 in the major in order to enroll in the internship or independent study. For more information about these options, students are urged to contact the department. Students must check with their undergraduate college to determine how many independent study and/or internship credits their college will accept. Students also may do internships on a noncredit basis and are encouraged to work for campus media or off-campus media organizations and to participate in campus media activities, including the student chapter of the Society for Professional Journalists (SPJ).

Course Listing

Explanation of Three-Part Course Numbers

The number preceding each course title is divided into three parts. The first two digits are the administrative code (standing for a faculty or a school), the next three digits are the subject code, and the final three digits are the course code.

Administrative Codes

The code for SCILS is 04. For a complete list of administrative codes used in this catalog, see the beginning of the Programs of Study for Liberal Arts Students section.

Subject Codes

A subject code comprises the third through fifth digits in all course numbers and indicates the subject matter of the course. Courses with the following subject codes are listed in this chapter (*this does not constitute a list of majors*).

- 189 Communication and Media Studies
- 192 Communication
- 547 Information Technology and Informatics
- 567 Journalism and Media Studies

Course Codes

The course code comprises the sixth, seventh, and eighth digits in all course numbers. Course codes from 100 to 299 indicate introductory and intermediate undergraduate courses. Codes from 300 to 499 indicate advanced undergraduate courses. (Courses coded from 500 to 799 are graduate courses.)

Two course codes separated by a comma indicate that each term may be taken independently of the other (example: 04:189:493,494). Two course codes separated by a hyphen indicate that satisfactory completion of the first term is a prerequisite to the second term; the first term may be taken for credit without taking the second, except where a statement is added to indicate that both term courses must be completed in order to receive credit.

Credits awarded for the successful completion of each course are indicated in parentheses following the course title. The notation *BA* indicates that the number of credits is determined by arrangement with the department offering the course.

COMMUNICATION AND MEDIA STUDIES 189

04:189:101. INTRODUCTION TO COMMUNICATION AND INFORMATION SYSTEMS AND PROCESSES (3)

Theory and practice in communication studies with emphasis on receiving, processing, and transmitting information. Particular attention to interpersonal, organizational, and intercultural contexts.

04:189:102. INTRODUCTION TO MEDIA SYSTEMS AND PROCESSES (3)
Historical development of mass media institutions and the role of media in society. Particular attention to news, government regulation, effects, economics, emerging technologies, and audience dynamics.

04:189:103. INFORMATION TECHNOLOGY AND INFORMATICS (3)
An overview of the key theoretical and professional themes. Theoretical emphasis is placed on social informatics; human-computer interaction; management of information technology; the relationship between technology, race, and gender; and information intelligence. Practical emphasis is placed on the effective and efficient use of information technologies including the World Wide Web in organizations, and the development of critical thinking and problem-solving skills appropriate for the workplace.

04:189:441. COMMUNICATION AND HUMAN VALUES (3)
Prerequisite: Permission of instructor. Open only to seniors and graduate students.

Seminar on communication and human values in a democratic society. Emphasis on the concept of cultural democracy in the formulation of public policy; historical evaluation of the philosophical problems related to matters of private taste versus public good.

COMMUNICATION 192

04:192:120. AMERICAN SIGN LANGUAGE I (3)
Prerequisite: Permission of instructor. Offered only during Summer Session. Does not count toward major.

Beginning skills in American Sign Language (ASL) and skills needed in communication with deaf persons.

04:192:121. AMERICAN SIGN LANGUAGE II (3)
Prerequisite: 04:192:120 or permission of instructor. Offered only during Summer Session. Does not count toward major.

Beginning skills in American Sign Language (ASL) and skills needed in communication with deaf persons.

04:192:200. COMMUNICATION THEORY (3)
Prerequisite: 04:189:101. Not open to first-year students.

Basic concepts, models, and theories examining the role of communication in human behavior.

04:192:201. INTERPERSONAL COMMUNICATION PROCESSES (3)
Prerequisite: 04:189:101.

Patterns of human interaction, types and stages of relationships, verbal and nonverbal exchanges, strategies and tactics.

04:192:210. FUNDAMENTALS OF DISPUTE MEDIATION (3)
Enrollment limited to first- and second-year students. Does not count toward the major.

Introduction to the theory and process of mediation as an approach to resolving disputes and conflict.

04:192:220. FUNDAMENTALS OF SPEAKING AND LISTENING (3)
Does not count toward the major.

Development of effective oral presentation and participation skills in interpersonal, small group, and public settings.

04:192:300. COMMUNICATION RESEARCH (3)
Prerequisites: 04:189:101, and 102 or 103; 04:192:200.

Exploration of the uses of experimental, descriptive, historical-critical, and field research approaches to the study of communication.

04:192:310. COMMUNICATION AND POPULAR CULTURE (3)
Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201. Open only to communication majors accepted to SCILS.

Mass media and their role in creating and reflecting social and cultural trends in society.

04:192:313. MESSAGE DESIGN FOR PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201. Open only to communication majors accepted to SCILS.

Theories and techniques for collecting, selecting, packaging, and disseminating information within organizations and between organizations and their constituencies.

04:192:315. WRITING AND COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201. Open only to communication majors accepted to SCILS.

Analyzing and applying writing skills, techniques, design, and strategies to communication topics and processes. There are separate sections for research in the disciplines (popular culture, the family, globalization, technology, and society), writing for business and professions, and collaborative writing.

04:192:344. LANGUAGE AND COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Sociolinguistics, psycholinguistics, language acquisition and development, phonetics, and issues of bilingualism.

04:192:345. INTERNATIONAL COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

World communication systems: policies, methods, prospects, and controversies concerning the international flow of information.

04:192:346. INTERCULTURAL COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Process of communication among individuals from different cultures or subcultures; influence of value orientations, concepts of time, thought patterns, and nonverbal styles.

04:192:347. INFORMATION SYSTEMS AND COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Generation, classification, storage, retrieval, and use of information in human communication systems.

04:192:350. VISUAL COMMUNICATION THEORY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Critical evaluation of the aesthetic and social impact of visual communication.

04:192:354. MEDIATED COMMUNICATION THEORY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Critical examination of the literature and research on the nature and effects of mediated communication processes, and the social, cultural, and economic impact of communication technology.

04:192:355. INTERPERSONAL COMMUNICATION THEORY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Critical examination of the theory and research concerning the dimensions, dynamics, and functions of interpersonal interaction.

04:192:356. GROUP COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Principles of group communication, types of groups, group structure, leadership, and membership roles; techniques for working with groups.

04:192:357. ORGANIZATIONAL COMMUNICATION THEORY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Communication in organizations, communication networks, management and communication, decision making, goal setting, and process consultation in varying organizational settings.

04:192:359. PERSUASIVE COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Principles and techniques in persuasive communication: credibility, audience analysis, assessment of effects, media selection, resistance to persuasion, and attitude change.

04:192:360. PRINCIPLES OF INTERVIEWING (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Introduction to various types of interviewing and other forms of focused conversation. Particular emphasis on analyzing and participating in goal-oriented conversation.

04:192:365. PRINCIPLES OF PUBLIC RELATIONS (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Basic principles and policies of public relations and advertising; includes history, development, ethics, roles, functions, media selection methods, and message strategies of public relations.

04:192:369. INTERNSHIP IN COMMUNICATION I (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300; and permission of instructor. Open only by application to communication majors accepted to SCILS.

Practical field experience in intercultural, international, interpersonal, group, organizational, or mass communication; or public relations and advertising.

04:192:370. INTERNSHIP IN COMMUNICATION II (1)

Prerequisites: 04:192:369 and permission of instructor. Open only by application to communication majors accepted to SCILS. Does not count toward the major.

Continued practical field experience.

04:192:380. PUBLIC SPEAKING (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Principles of public speaking; practice in composition, delivery, and criticism of informative and persuasive speeches.

04:192:381. ARGUMENTATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Principles and techniques of persuasion through argument, evidence, and logical inference.

04:192:390. APPROACHES TO LEADERSHIP (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Interdisciplinary approach to leadership theory and practice; utilizes lecture, discussion, case study, and experience-based instructional methods.

04:192:405. COMMUNICATION AND GENDER (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Effects of gender roles in various communication contexts; examination of literature and research on differences between male and female patterns of interaction.

04:192:407. HEALTH COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Exploration of communication demands of health care and the development of effective communication strategies and skills for use in health care practice.

04:192:409. PUBLIC RELATIONS MANAGEMENT (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300, 365. Open only to communication majors accepted to SCILS.

Analysis and preparation of case studies in industry, labor, education, government, and trade organizations, and the application of public relations techniques.

04:192:422. COMMUNICATION AND FACILITATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to communication majors accepted to SCILS.

Theory and pragmatics of intrapersonal, interpersonal, and small-group process analysis, intervention, and facilitation.

04:192:425. COMMUNICATION AND LEARNING (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only by application to senior communication majors. For peer advisers.

Instructional communication theory, research, and techniques. Recommended for persons seeking careers in education, public relations, management, and other fields requiring the development and evaluation of training and instructional programs.

04:192:432. MEDIATED COMMUNICATION IN SOCIETY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Analysis of proliferating mediated communication technologies, their societal and interpersonal consequences, as well as the social forces that affect their form and function. Attention also given to national and industrial policy issues related to mediated communication processes.

04:192:434. INTERCULTURAL COMMUNICATION WORKSHOP (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Workshop experience designed to help participants understand the impact of culture on their communication behavior and to improve skills in interacting with people from different cultures and subcultures.

04:192:443. NONVERBAL COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Nonverbal aspects of human communication, including proxemics, kinesics, vocalics, eye behavior, human artifacts, and environments; the functions served by nonverbal behavior in interaction.

04:192:444. LANGUAGE, BEHAVIOR, AND COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Sociolinguistic, psycholinguistic, and general semantic analysis of language as a component of human communication systems.

04:192:445. COMMUNICATION DISORDERS (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Speech, language, and hearing-disabled children and adults. Special emphasis on the role of those who are not speech professionals but who work with the communication handicapped.

04:192:446. COMMUNICATION AND SOCIAL CHANGE (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Role of communication in social change, diffusion of innovations, and national development.

04:192:449. TELECOMMUNICATION PROCESSES AND POLICY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Applications and policy implications of innovative communication and information-processing technology in business, government, and education; emphasis on political, economic, and legal aspects.

04:192:457. ADMINISTRATIVE COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300, 357. Open only to senior communication majors.

Application of principles and theories of organizational communication in a simulated organization.

04:192:458. LEADERSHIP IN GROUPS AND ORGANIZATIONS (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. 04:192:390 recommended. Open only to senior communication majors.

Examines leadership from a communicative perspective, integrating theory and practice. Combines traditional informational components of university courses with experiential learning activities, such as interactive simulations, exercises, case studies, and an organizational simulation.

04:192:461. ADVANCED INTERPERSONAL AND SMALL-GROUP COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300, 355, 356. Open only to senior communication majors.

In-depth study of interpersonal and group dynamics with emphasis on group leadership, listening, process observation, and intervention.

04:192:466. AUDIENCE AND MARKET ANALYSIS (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Principles and methods of identifying, categorizing, and segmenting mass audiences.

04:192:470. RESEARCH IN COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300; faculty sponsor; and approval of chairperson. Open only by application to senior communication majors.

Individual student involvement in actual communication research.

04:192:471. CONTENT ANALYSIS (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Development of research techniques for the systematic analysis of the content of written and oral messages; methods of sampling, development of content categories, reliability assessment, and presentation of findings.

04:192:472. TOPICS IN COMMUNICATION I (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:473. TOPICS IN COMMUNICATION II (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:476. ADVANCED COMMUNICATION THEORY (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Issues in theory building in the field of communication.

04:192:478. FAMILY COMMUNICATION (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Family communication theory, research, and practice. Includes assessment and measurement of interaction patterns, pathologies, and intervention strategies.

04:192:481. ADVANCED SEMINAR IN COMMUNICATION THEORY AND RESEARCH (3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Open only to senior communication majors.

Research trends in current literature in interpersonal, group, organizational, mass, and intercultural communication, and in public relations and advertising.

04:192:491,492. INDEPENDENT STUDY IN COMMUNICATION (1-3,1-3)

Prerequisites: 04:189:101, and 102 or 103; 04:192:200, 201, 300. Faculty sponsor and approval of chairperson. Open only by application to senior communication majors. Does not count toward major.

Independent study projects in communication.

04:192:493,494. HONORS THESIS INDEPENDENT PROJECT (1-3,1-3)

Prerequisites: 04:189:101, 102; 04:192:200, 201, 300. Open only by application to senior communication majors.

04:192:495. APPLIED STUDY IN COMMUNICATION (3)

Prerequisites: 04:189:101, 102; 04:192:200, 201, 300. Open only by application to senior communication majors. For tutors. Does not count toward major.

Supervised study in communication pedagogy and/or applied research.

INFORMATION TECHNOLOGY AND INFORMATICS 547

04:547:200. SOCIAL INFORMATICS (3)

Prerequisites: 04:189:103, and 101 or 102. Open only to ITI majors accepted to SCILS.

Provides a survey of the key social issues related to information technology development, decision making, and use. Focuses on the critical analysis of social, cultural, philosophical, ethical, legal, public policy, and economic issues relating to information technologies and how these interactions shape workplace decisions and technology use.

04:547:201. INTRODUCTION TO COMPUTER CONCEPTS (3)

Prerequisites: 04:189:103, and 101 or 102. Open only to ITI majors accepted to SCILS.

Explains the basic principles of computer systems and applications. Covers the basic mathematical-theoretical principles that govern the functioning of computers, the architecture and organization of computer systems, the role of hardware and software, and the role of creative thinking and problem solving in building software applications.

04:547:202. OBJECT-ORIENTED PROGRAMMING (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:201. Open only to ITI majors accepted to SCILS.

Introduces students to the principles of object-oriented analysis, design, and programming. The focus is on developing creative thinking for analyzing a problem domain and designing a solution, and on using the Java programming language (or other appropriate programming language) to implement it.

04:547:210. MANAGEMENT OF TECHNOLOGICAL ORGANIZATIONS (3)

Prerequisites: 04:189:103, and 101 or 102. Open only to ITI majors accepted to SCILS.

Presents the fundamental concepts of management and organizational theory applied to the technological marketplace and organizational settings. Focuses on project management with emphasis on decision support systems and management information systems in corporate environments. The course considers information as an organizational resource and students explore how information systems support corporate and organizational goals.

04:547:220. RETRIEVING AND EVALUATING ELECTRONIC INFORMATION (3)

Prerequisites: 04:189:103, and 101 or 102. Open only to ITI majors accepted to SCILS.

Students examine and analyze the information retrieval process in order to more effectively conduct electronic searches, assess search results, and use information for informed decision making. Major topics include search engine technology, human information behavior, evaluation of information quality, and economic and cultural factors that affect the availability and reliability of electronic information.

04:547:230. HUMAN COMPUTER INTERACTION (3)

Prerequisites: 04:189:103, and 101 or 102. Pre- or corequisite: 04:547:202. Open only to ITI majors accepted to SCILS.

Studies how best to design the interface between human users and computer systems. Emphasis is placed on learning how to involve the user at different stages in the design process to improve the interface in a cost effective way. In particular, experience with iterative user-centered design, rapid prototyping and usability testing methods are developed. Students evaluate several computer interfaces as well as iteratively design and evaluate an interface prototype.

04:547:300. APPLICATION OF RESEARCH IN INFORMATION TECHNOLOGY (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:220. Open only to ITI majors accepted to SCILS.

Provides an introduction to systematic inquiry in information technology and informatics using quantitative and qualitative approaches with an emphasis on individual and organizational users of information working in electronic environments. It includes the analysis, synthesis, evaluation, and reporting of applied and theoretical research in the information technology field. Computer laboratory sessions are used to facilitate statistical, textual, and graphical analyses of data. Methodologies of research in information technology are critically evaluated.

04:547:310. LEADERSHIP IN ELECTRONIC ENVIRONMENTS (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:210. Open only to ITI majors accepted to SCILS.

Focuses on leadership theory and its applicability in understanding the role of leadership in dynamic organizations. Places emphasis on cultural concerns and the importance of diversity in ensuring competitiveness in the increasingly diverse marketplace. It addresses global issues in information and communication technology, the importance of effective leadership at all levels in organizations, and the relationship between leadership and organizational success. An additional focus is the necessity for collaboration and ethical practices.

04:547:320. WEB DESIGN (3)

Prerequisites: 04:189:103, and 101 or 102. Pre- or corequisite: 04:547:202. Open only to ITI majors accepted to SCILS.

Focuses on the role that web pages play in an organization's public profile, and on establishing linkages between specific content and organizational and client needs in a web-based environment. Addresses principles and skills of web design using current W3C standards, web site access, usability and evaluation. It also addresses developing web site content tailored to specific audiences.

04:547:321. INFORMATION VISUALIZATION (3)

Prerequisites: 04:189:103, and 101 or 102. Pre- or corequisite: 04:547:202. Open only to ITI majors accepted to SCILS.

Students learn how to effectively present complex information using the web, multimedia or information visualization techniques. The course develops an understanding of how best to leverage human perceptual capabilities to communicate information or gain insights into large and abstract data.

04:547:330. DATABASE TECHNOLOGIES (3)

Prerequisites: 04:189:103, and 101 or 102. Pre- or corequisite: 04:547:202. Open only to ITI majors accepted to SCILS.

Introduces students to basic database design principles and applications, and the use of database technologies for the organization and management of large information systems. Focuses on development of data structures, database design principles, relational structures, database testing and use, query language, as well as translating organizational needs into database applications.

04:547:331. NETWORKING AND INTERNET TECHNOLOGIES (3)

Prerequisites: 04:189:103, and 101 or 102. Pre- or corequisite: 04:547:202. Open only to ITI majors accepted to SCILS.

Examines network technologies and architectures, telecommunication networks, computer architectures, and multifunction networks, and with specific focus on intranet and Internet technologies. Emphasizes network topology, deployment scenarios, and proper technologies for different needs, the impact of inter-networking on business communication solutions, and enterprise network planning and management. Topics considered include multiple access protocols; network layer and routing algorithms; transport layer; flow, error, and congestion control; TCP/IP protocols; naming protocols discovery; physical transmission; Internet application protocols: SMTP, HTTP, DNS, SNMP; and emerging network technologies.

04:547:340. GENDER AND TECHNOLOGY (3)

Prerequisites: 04:189:103, and 101 or 102. Open only to ITI majors accepted to SCILS.

Analyzes gender in relation to race, class, nationality, culture, religion, and sexuality in the context of technological innovation. Its focus is on fundamental concepts, the feminist critique of technoscience, and the impact of gender issues on workplace. Inclusiveness and equity, in a transnational and historical perspective, it examines the effects of gender on the development and use of information technologies and on gender-based electronic information preferences.

04:547:400. INFORMATION POLICIES, POLITICS, AND POWER (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:200 and 210. Open only to ITI majors accepted to SCILS.

Prepares students for policy development in organizations. Analyzes and synthesizes concerns and conflicts related to information technology, information access and dissemination, freedom of information, copyright, intellectual property rights and responsibilities, privacy, filtering and information security, and computer crime. Legal, political, social, and ethical issues and how they contribute to policy development considered. Against this backdrop, the course provides opportunity for students to undertake organizational policy development.

04:547:410. ELECTRONIC COMMERCE (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:202. Open only to ITI majors accepted to SCILS.

Examines the technologies used to transact business electronically. It investigates a range of social, economic, and security issues related to such transactions, and the design of web sites that facilitate these transactions.

04:547:420. ECONOMICS OF INFORMATION TECHNOLOGIES (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:410. Open only to ITI majors accepted to SCILS.

Examines economic theories related to information technologies and systems. The concept of information as commodity is considered. Quantitative methods such as cost-benefit analysis and return on information technology investment evaluation are introduced. Alternative methods such as measuring the human costs associated with information technology implementations are also addressed.

04:547:430. ADVANCED PROGRAMMING (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:202. Open only to ITI majors accepted to SCILS.

Building on concepts introduced in Object-Oriented Programming, this course provides students with in-depth exposure to Java (or appropriate programming language), necessary for building realistic applications. The course focuses on creative thinking for generating flexible software designs, on complex user interfaces, and on multithreaded network applications.

04:547:440. INFORMATION TECHNOLOGY AND LEARNING (3)

Prerequisites: 04:189:103, and 101 or 102; 04:547:210. Open only to ITI majors accepted to SCILS.

Focuses on understanding how organizations learn, and how information technology can be used for the design and development of instructional systems and materials within the organization to facilitate workplace learning. It addresses workplace learning needs, learning styles, learning outcomes, representation of knowledge, problem solving, and assessment of the usability of e-learning systems in the workplace.

04:547:450. ITI INTERNSHIP (3)

Prerequisites: 04:189:103, and 101 or 102, plus completion of 27 credits of ITI courses. Prior approval of proposed project by ITI program director and ITI faculty supervisor, with an approval form filed prior to registration. Open only to ITI majors accepted to SCILS.

The student negotiates or gains a work placement of approximately 150 hours. The internship provides supervised professional work experience in a corporate, research, or educational setting, where there is opportunity to apply and further develop knowledge and skills acquired in the information technology and informatics course work.

04:547:460. INDEPENDENT STUDY (3)

Prerequisites: 04:189:103, and 101 or 102, plus completion of 27 credits of ITI courses. Prior approval of proposed project by ITI program director and ITI faculty supervisor, with an approval form filed prior to registration. Open only to ITI majors accepted to SCILS.

An independent study is an individually negotiated learning program of approximately 150 hours. Students design, negotiate, and manage a program of study based on their existing experience and knowledge and on their longer term work intentions. Typically, this study is not available to the students through the range of elective courses provided in the ITI major. The study builds however on existing knowledge and skills acquired during the major. Students identify learning objectives, construct a program of research, investigation, and documentation, and determine how learning outcomes are demonstrated to the academic supervisor in SCILS.

JOURNALISM AND MEDIA STUDIES 567

In some laboratory courses, fees may be required to defray equipment costs. Students should contact the departmental office concerning these fees.

04:567:278. NEWS MEDIA AND GOVERNMENT IN AMERICA (3)

Examines the relationship between media and institutions and the processes through which people and societies make political choices.

04:567:310. BROADCAST NEWSWRITING (3)

Prerequisite: 04:567:324. Open only to journalism and media studies majors accepted to SCILS.

News writing for radio, with review of television news writing approaches for comparison.

04:567:314. PHOTOJOURNALISM (3)

Open only to journalism and media studies majors accepted to SCILS.

Fundamentals of still photography in print and audiovisual mass media; focus on print journalism.

04:567:320. COPY EDITING AND LAYOUT (3)

Prerequisite: 04:567:325 or permission of instructor. Open only to journalism and media studies majors accepted to SCILS.

Fundamentals of copy editing and layout.

04:567:324. NEWS REPORTING AND WRITING (3)

Prerequisites: 04:189:102, and 101 or 103.

Fundamentals of gathering information and journalistic writing.

04:567:325. WRITING AND EDITING FOR PRINT MEDIA (3)

Prerequisite: 04:567:324. Open only to journalism and media studies majors accepted to SCILS.

Intermediate-level writing, reporting, and editing skills.

04:567:326. ADVANCED REPORTING (3)

Prerequisite: 04:567:325. Open only to journalism and media studies majors accepted to SCILS.

Advanced reporting and research skills including computer-assisted reporting.

04:567:327. PUBLIC INFORMATION AND PUBLIC AFFAIRS (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Techniques of public information with focus on government, public affairs, and public interest issues.

04:567:334. WOMEN, MINORITIES, AND THE MASS MEDIA (3)

Content, treatment, and effects of women and minority-group coverage in television, newspapers, magazines, popular music, and film.

04:567:335. MASS COMMUNICATION AND THE AMERICAN IMAGE (3)

Open only to juniors and seniors.

Mass communications and America's traditional self-imagery. Critical analysis of how the American experience is and has been interpreted by mass media; the relationship of myth to reality.

04:567:340. SCIENCE AND HEALTH JOURNALISM (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Reporting and writing about medicine, health, science, and technology.

04:567:345. MEDIA PUBLISHING AND DESIGN (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Computer-based writing, designing, and paginating newsletters, magazines, web sites, and newspapers.

04:567:347. INFORMATION DESIGN FOR WEB JOURNALISTS (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Web pages as primary sites for distributing news content and supplementing other technologies for news transmission.

04:567:350. DEVELOPMENT OF MASS MEDIA (3)

Prerequisites: 04:189:102, and 101 or 103.

History of mass media in the United States.

04:567:375. TELEVISION REPORTING (3)

Prerequisite: 04:567:310.

Fundamentals of television reporting and electronic newsgathering.

04:567:376. ADVANCED TELEVISION REPORTING (3)

Prerequisite: 04:567:375. Open only to journalism and media studies majors accepted to SCILS.

Advanced television reporting and electronic newsgathering, with students assigned to various projects.

04:567:379. MEDIA AND POLITICS (3)

Prerequisites: 04:189:102, and 101 or 103; or permission of instructor.

Examines who controls the media and how the media differentially serve the public and power holders. Attention to both news and entertainment media.

04:567:388,389. INDEPENDENT STUDY IN JOURNALISM AND MEDIA STUDIES (BA,BA)

Prerequisite: Permission of instructor. Open only to junior and senior journalism and media studies majors.

Independent study in journalism and mass media topics under faculty supervision.

04:567:394. INTERNSHIP IN JOURNALISM AND MEDIA STUDIES (BA)

Fieldwork and research. Prerequisite: Open only to journalism and media studies majors in the junior or senior year.

Supervised field experience at professional media outlets.

04:567:410. MAGAZINE WRITING (3)

Prerequisite: 04:567:310 or 325 or permission of instructor.

Magazine writing for publication, including consumer, trade, and business magazines.

04:567:411. MEDIA CRITICISM (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Survey of critical approaches to the analysis of media and popular cultural texts.

04:567:420. GLOBAL NEWS (3)

Prerequisite: 04:189:102, and 101 or 103. Open only to junior or senior journalism and media studies majors.

Analyzes global production, distribution, and consumption of news. Issues include global news flows, journalistic cultures and practices, and international news coverage.

04:567:423. COMMUNICATION LAW (3)

Prerequisites: 04:189:102, and 101 or 103. Open only to juniors or seniors.

Examines laws and regulations governing U.S. mass media.

04:567:458. MEDIA, GOVERNMENT, AND POLITICS (3)

Prerequisites: 04:189:102, and 101 or 103; or permission of instructor. Open only to juniors and seniors.

Examines interactions between media and political institutions, actors, and processes, in light of theories of journalism, communication, and political practice.

04:567:460. NEWS, FILM, AND POLITICS (3)

Prerequisite: Junior or senior status.

Examines the connections between Hollywood and documentary-style film formats and American politics from a news perspective.

04:567:464. MASS MEDIA MANAGEMENT (3)

Prerequisite: 04:567:310 or 325. Open only to journalism and media studies majors accepted to SCILS.

Management strategies in mass media.

04:567:465. TELEVISION PROGRAMMING STRATEGIES (3)

Prerequisite: 04:567:310 or 325. Open only to junior or senior journalism and media studies majors.

Explore theories and methods of television programmers; students produce programs for Rutgers' television.

04:567:470. CRITICAL ANALYSES OF NEWS (3)

Open only to junior or senior journalism and media studies majors or by permission of instructor.

Surveys and critiques of social science research on news, journalists, and news media.

04:567:473. SEMINAR IN JOURNALISM AND MEDIA STUDIES (3)

Open only to junior or senior journalism and media studies majors.

Advanced seminar on special topics relating to journalism and media studies.

04:567:475. INTERNATIONAL MEDIA (3)

Prerequisites: 04:189:102, and 101 or 103. Open only to junior and senior journalism and media studies majors.

Analyzes debates about media and cultural globalization and theories about international media.

04:567:480. MEDIA ETHICS AND LAW (3)

Prerequisite: 04:567:310 or 325. Junior or senior journalism and media studies majors only.

Legal issues and ethical problems confronting journalists.

04:567:489. HONORS SEMINAR IN JOURNALISM AND MEDIA STUDIES (BA)

Prerequisite: Permission of instructor. Open only to majors in the junior or senior year.

Independent study in journalism and mass media topics under faculty supervision.

04:567:490. HONORS THESIS/PROJECT (3)

Open only to journalism and media studies majors.

Honors thesis or project under faculty supervision.

04:567:495. INVESTIGATIVE AND IN-DEPTH REPORTING (3)

Prerequisite: 04:567:325.

In-depth reporting using public records and other journalism investigative techniques.

Administration and Faculty

ADMINISTRATION

Gustav W. Friedrich, *Dean*
Jon Oliver, *Assistant Dean for Network and Information Technology*
Sydell Spinner, *Associate Dean for Administration and Student Services*
Tefko Saracevic, *Associate Dean of Faculty*
Steven Miller, *Manager of Media Services*
Karen Novick, *Director of Professional Development Studies*

FACULTY

Department of Communication

Chair: Jennifer Mandelbaum

Professors:

Gustav W. Friedrich, *B.A., Minnesota; M.A., Ph.D., Kansas*
James E. Katz, *B.A., M.A., Northern Illinois; Ph.D., Rutgers*
Linda C. Lederman, *A.B., Brown; M.A., Columbia; Ph.D., Rutgers*
Brent D. Ruben, *B.A., M.A., Ph.D., Iowa*
Lea P. Stewart, *B.A., Allegheny College; M.A., Ph.D., Purdue*

Associate Professors:

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Kathryn Greene, *B.A., M.A., Ph.D., Georgia*
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Assistant Professors:

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Marya Doerfel, *B.A., M.A., Ph.D., SUNY (Buffalo)*
Jennifer Gibbs, *B.A., Pomona; M.A., Ph.D., Southern California*
W. David Gibson, *B.A., Wittenberg; M.A., Syracuse; Ph.D., Rutgers*
Jeffrey Robinson, *B.A., Santa Barbara; M.A., Southern California; Ph.D., California (Los Angeles)*
Itzhak Yanovitzky, *B.A., M.A., Haifa; Ph.D., Pennsylvania*

Department of Journalism and Media Studies

Chair: John Pavlik

Professor:

John Pavlik, *B.A., Wisconsin; M.A., Ph.D., Minnesota*

Associate Professors:

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