

# College of Communication and Information

*H. Dan O'Hair, Ph.D., is Dean of the College of Communication and Information.*

The College of Communication and Information consists of the Department of Communication, the School of Journalism and Telecommunications, and the School of Library and Information Science. The Department of Communication educates its students in interpersonal, small group, mass, health and organizational communication, and communication theory and research. Graduates pursue a variety of career paths in areas such as corporate communication, health communication, personnel, education, media, and government. The journalism area within the School of Journalism and Telecommunications educates its students for professional careers in the media as writers, editors, and broadcasters. The integrated strategic communication area within the School prepares students for careers as professionals in the allied areas of advertising, public relations, and direct response communication. The media arts and studies area within the School of Journalism and Telecommunications educates its students in telecommunications technology, management, programming, research, audio-video production, and the societal consequences of electronic media. The School of Library and Information Science provides students with the basic knowledge and skills required to function effectively in beginning professional positions in various types of libraries and information-providing agencies.

## Accreditation

Majors in the School of Journalism and Telecommunications have national accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

## Undergraduate Programs in Communication and Information

The University of Kentucky grants the following degrees in the College of Communication and Information:

- Bachelor of Arts
- Bachelor of Science

Students pursuing either the Bachelor of Arts or the Bachelor of Science select from these majors: communication, integrated strategic com-

munication, journalism, and media arts and studies. Students may also select a minor in communication, a minor in information studies, and a minor in media arts and studies. Students may not double-major within the School of Journalism and Telecommunications; students majoring in integrated strategic communication or journalism may not minor in media arts and studies. University requirements for a double major stipulate that each major be in a separate department (see the *Graduation Requirements* section of this Bulletin). No student may take more than 40 hours within the School to complete a degree.

## Scholarships and Financial Aid

The College of Communication and Information has several opportunities for students to obtain scholarship funding. The college awards four scholarships to incoming freshmen and two scholarships each to rising juniors and seniors each academic year. The School of Journalism and Telecommunications awards nearly \$45,000

in aid from various scholarship funds annually. The Department of Communication also has funding available for students. Generally, the deadline for scholarship applications is early in the spring semester to award funding for the following academic year. For specific information on scholarships, contact the department office, or the Office of Student Services in 105 Grehan Building.

## ADMISSION POLICY

Admission to the University is sufficient for admission to the College of Communication and Information as a **premajor** for students who have completed less than 45 semester hours. **An application must be filed with the college in order for a student to be considered for admission as a premajor or major.** However, admission as a premajor does not guarantee admission as a **major** in one of the degree programs in the College of Communication and Information. In



general, admission as a major depends upon the qualifications and preparation of the applicant, as well as the availability of resources for maintaining quality instruction. Additionally, depending on the timing of admission into the major program, students may not have access to major classes until subsequent semesters.

Upper-division admission into a degree program is necessary in order to be granted a baccalaureate degree from the College of Communication and Information.

#### Transfer Students

The School of Journalism and Telecommunications is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Under ACEJMC guidelines, no more than 12 hours of journalism and mass communications courses from a student's previous institution(s) may be counted toward a degree in journalism, integrated strategic communication or media arts and studies at the University of Kentucky.

#### Admission to Degree Programs

In order to be admitted to any of the four undergraduate majors (communication, integrated strategic communication, journalism, and media arts and studies) offered by the College of Communication and Information, an applicant must fulfill the following requirements:

1. Enrollment in the University of Kentucky (Students are considered for acceptance by the college only after acceptance by the University.);
  2. Completion of 45 semester hours of course work;
  3. Minimum of 2.6 cumulative grade-point average;
  4. Completion of premajor requirements of the program to which application is made.
- Students majoring in Communication, Journalism, and Integrated Strategic Communication must attain a minimum grade-point average of 3.0 on all premajor courses. Media arts and studies majors must attain a minimum grade-point average of 2.6 in the premajor.\*;**
5. Completion of UK Core areas I, II, III, IV, V, VI, VII and VIII;
  6. Submission of an application form.

*\*For the journalism premajor requirements, the student's grade in JOU 204 counts double in figuring the premajor grade-point average.*

No student will be allowed to test out of any Journalism, Integrated Strategic Communication, or Telecommunication course. A student taking a similar course from another institution would still be allowed credit should the course meet criteria similar to the University of Kentucky course.

Students meeting these requirements will be designated as **majors** or as students with **upper-division standing** in the program to which admission is granted. Any student not meeting one or more of these requirements may be granted premajor status.

In the admission considerations, when personal, academic, professional, or intellectual circumstances tend to discount lower academic scores, admission may be granted if there is other persuasive evidence of both the capability and motivation to undertake successfully a program in the College of Communication and Information.

Annually, the College of Communication and Information faculty will review the minimum standards required for admission to the college. Any change in requirements will be implemented at the beginning of the academic year (fall semester) and will be in effect for the entire academic year. If the standards are to be changed, the Dean of the College of Communication and Information will submit the proposed change by February 1 to the University Senate Council for approval, with prior circulation to the University deans and directors.

#### Admissions Process

Applications from students outside the University of Kentucky seeking admission to the College of Communication and Information, whether for lower-division or upper-division status, must be received by the University of Kentucky Admissions Office no later than **April 1** (for summer sessions), **August 1** (for fall semester) and **December 1** (for spring semester).

Students enrolled in other UK colleges on campus may apply for admission during the first week of fall and spring semesters, or **prior to** the priority registration period. The appropriate deadlines are listed in the University calendar as approved times to change majors.

Each applicant bears the responsibility to see that the application contains all the requested materials.

**Automatic acceptance:** Assuming all else is in order, applicants with a 2.6 or above undergraduate grade-point average will be accepted. Once accepted, each student will be assigned a major advisor by the appropriate department office.

**Admission based upon departmental review:** Students who do not meet one or more of the requirements for admission, but who feel that this is due to extenuating personal, academic, professional, or intellectual circumstances, must describe these circumstances in detail in a separate letter of appeal. These circumstances will be considered by the Admissions Committee of the appropriate program. The applicant will be informed in writing of the committee's decision, which also will be forwarded to the college's Office of Undergraduate Studies.

#### Enrollment in Upper Division Courses

Enrollment in College of Communication and Information courses numbered 300-599 will be limited in order of priority to:

1. majors and minors in College of Communication and Information degree programs;
2. non-College of Communication and Information students who are registered for specific programs requiring College of Communication and Information courses;
3. other students or categories of students with the express permission of the department offering the course (departments may choose to declare certain courses as open enrollment courses).

#### GRADUATION REQUIREMENTS

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communication and Information, each student must (1) complete 120 hours of course work (excluding courses lower than the 100 level, courses with an **R** designation, physical education service courses, and/or EXP 396 credits) with a grade-point average of at least 2.0 and (2) complete at least 42 hours in upper division courses (300 or above). No more than 60 hours may be taken within the college.

Other requirements include UK Core, premajor requirements, field of concentration (24-27 hours of major work and 15-18 hours of cognate courses earned outside the college as defined by the units), and a minimum of six hours of free electives.

#### Bachelor of Arts Degree Requirements

Students who pursue the B.A. within the College of Communication and Information must fulfill the following requirements.

**UK Core:** Students must complete all areas of the UK Core program. (See *UK Core* section in this Bulletin for a detailed explanation of requirements.)

#### College B.A. Requirements

1. **Language.** Complete one of the following sequences:  
**Option A:** Successful completion of the fourth college semester of one foreign language. (Note: This may be accomplished by scoring at this level on a placement test for previous work in the foreign language.)  
**Option B:** Complete a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. This set shall be comprised of one course from Group I below, and one course from Group II. (Courses counted as meeting this option may not be counted in the major or field of concentration.)  
**Group I:** LIN/ENG 211.  
**Group II:** ENG 210, ENG/LIN 212, ENG/LIN 310, LIN 317, LIN 318, ENG/LIN 512, ANT/ENG/LIN 515, ANT/ENG/LIN 516, LIN 517, ANT/LIN 519.
2. **Statistics:** STA 210



**Major Requirements**

Students must complete the departmental requirements for one of the four majors (communication, integrated strategic communication, journalism, and media arts and studies).

**Subtotal: College B.A. Hours** ..... 9-17

**Bachelor of Science Degree Requirements**

Students who pursue the B.S. within the College of Communication and Information must fulfill the following requirements:

**UK Core:** Students must complete all areas of the UK Core program. (See *UK Core* section in this Bulletin for a detailed explanation of requirements.)

**College B.S. Requirements**

**1. Mathematics, statistics and computer science:** Complete nine credits in mathematics and/or computer sciences beyond the UK Core requirement. At least three hours must be in statistics.

**2. Science Courses.** Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communication and Information. These courses must be approved by an advisor in the College of Communication and Information and may be from the areas of mathematics, statistics, computer science, physical sciences, biological sciences, social and behavioral sciences, as well as from appropriate professional fields.

**Subtotal: College B.S. Hours** ..... 60

**Academic Advising**

Premajor (freshman and sophomore) advising in the College of Communication and Information is under the jurisdiction of the Office of Student Services, 105 Grehan Building. Premajor advisors are Cathy Hunt, Director of Student Services, and the Assistant Director of Student Services. Either can be reached at (859) 257-4839.

During advance registration periods, the college will advise premajors through individual advising sessions with college and department staff. Between advance registration periods, including registration at the beginning of each term, one faculty or staff member from each academic unit will be available to advise premajors.

When students are admitted to the upper-division of the college, they are assigned a faculty advisor from their major program.

**B.S. or B.A. with a major in COMMUNICATION**

The major in communication provides students with the knowledge and skills necessary to design, manage, and evaluate communication processes involving individuals, groups, and the public. Graduates develop strong oral, written, and interpersonal communication skills as well as an advanced ability to analyze and critique messages, behaviors, and media.

Majors typically plan their upper-division course work around five identified career paths: corporate communication, health communication, human communication, interpersonal relationships, and mass communication. Students

also can tailor their own unique program of study to meet specific needs. Careful planning with the student's advisor is necessary.

Communication majors are encouraged to participate in educational activities beyond regular course offerings. The department has an excellent internship program which offers the opportunity for work with employers in corporate, government, and public service agencies. In addition, students may elect to do independent study work with individual faculty on special topics or projects. All majors are encouraged to participate in a variety of student organizations providing extracurricular activities designed to enhance the academic experience and career opportunities. For students who qualify, the department sponsors an Honors Society.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See "College B.A. Requirements" or "College B.S. Requirements" on page 182.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

Choose one course from approved list ..... 3

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

Choose one course from approved list ..... 3

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list ..... 3

**X. Global Dynamics**

Choose one course from approved list ..... 3

**UK Core Hours** ..... 30

**Premajor Requirements Hours**

COM 101 Introduction to Communications ..... 3

CIS/WRD 110 Composition and Communication I ..... 3

CIS/WRD 111 Composition and Communication II ..... 3

COM 252 Introduction to Interpersonal

Communication ..... 3

COM 249 Mass Media and Mass Culture ..... 3

**Subtotal: Premajor Hours** ..... 15

**Major Requirements**

COM 351 Introduction to Communication Theory ..... 3

COM 365 Introduction to Communication

Research Methods ..... 3

Fifteen additional credits of COM courses at the 300-level or above, of which at least nine credits must be at the 400- and/or 500-level.

**Cognate (15 hours)**

Students must complete fifteen hours in courses related to a Career Path (exclusive of COM courses) at the 300-level or above, as approved by student's academic advisor.

**Subtotal: Major Hours** ..... 42

**TOTAL HOURS:** ..... minimum of 120

**Suggested Career Paths****Corporate Communication****Required COM Electives**

Fifteen hours of approved upper-division COM courses, two of which must be:

COM 325 Introduction to

Organizational Communication ..... 3

COM 525 Organizational Communication ..... 3

**Cognate Area**

Courses in sociology, marketing, management, journalism and telecommunications are often chosen for this cognate.

**Health Communication****Required COM Electives**

Fifteen hours of approved upper-division COM courses, two of which must be:

COM 452 Studies in Interpersonal Communication ..... 3

**and either**

COM 571 Health Communication ..... 3

**or**

COM 591 Special Topics in Communication

(Subtitle required) ..... 3

**Cognate Area**

Courses in sociology, psychology, behavioral science, philosophy, journalism and telecommunications, marketing and management are often chosen for this cognate.

**Human Communication****Required COM Electives**

Fifteen hours of approved upper-division COM courses.

**Cognate Area**

Courses in sociology, political science, journalism and telecommunications, marketing and management are often chosen for this cognate.

**Interpersonal Communication****Required COM Electives**

Fifteen hours of approved upper-division COM courses, two of which must be:

COM 452 Studies in Interpersonal Communication ..... 3

**and either**

COM 462 Intercultural Communication ..... 3

**or**

COM 581 Studies in Small Group Communication ..... 3

**Cognate Area**

Courses in sociology, psychology, family studies, journalism and telecommunications are often chosen for this cognate.

**Mass Communication**

**Required COM Electives**

Fifteen hours of approved upper-division COM courses, two of which must be:

COM 449 Social Processes and Effects of Mass Communication .....	3
COM 453 Mass Communication and Social Issues .....	3

**Cognate Area**

Courses in sociology, political science, journalism and telecommunications, marketing and management are often chosen for this cognate.

**Minor in Communication**

Any student wishing to minor in communication must meet college selective admission requirements (45 credits completed, 24 credits in UK Core courses, COM 101 and have a 2.6 cumulative grade-point average). The student must file an application for the minor in the Department of Communication Office and have approval from the department chair for COM courses selected to complete the minor.

1. COM 101 Introduction to Communications .....	3
2. COM 287 Persuasive Speaking .....	3
3. <b>Two</b> courses (six hours) from the following:	
COM 249 Mass Media and Mass Culture .....	3
COM 252 Introduction to Interpersonal Communication .....	3
COM 281 Communication in Small Groups .....	3
COM 325 Introduction to Organizational Communication .....	3
4. <b>Two</b> courses (six hours) from the following:	
COM 311 Taking Control of Your Health: Patient-Provider Communication .....	3
COM 312 Learning Intercultural Communication Through Media and Film .....	3
COM 313 Interpersonal Communication in Close Relationships .....	3
COM 314 The Dark Side of Interpersonal Communication and Relationships .....	3
COM 315 Understanding Workplace Communication in a Diverse U.S. Society .....	3

**B.S. or B.A. with a major in INTEGRATED STRATEGIC COMMUNICATION**

The Integrated Strategic Communication major offers students professional preparation for careers in the allied areas of advertising, public relations, and direct response communication. Through course work, students develop conceptual command of these allied areas and also build expertise in one area through the *PATH* option they select. The major stresses a strategic approach to communication initiatives and is designed to build analytical and critical thinking skills as well as writing and presentation skills.

ISC graduates enjoy highly diverse career destinations. Agencies specializing in advertising, public relations, and direct response along with the media and communication technology industries, corporations, nonprofit organizations, and regulatory/consumer protection agencies need employees who have the skills developed by the ISC graduate.

ISC students are encouraged to expand their course work with activities unique to the major. Grehan Associates is a student-run full-service

communications agency where students meet clients' advertising, public relations, and direct response needs. The American Advertising Federation and Public Relations Student Society of America chapters offer both leadership and networking opportunities. A dynamic, professionally-oriented internship program insures that students gain hands-on experience with communications, government, or nonprofit agencies or with corporations or the media. Students are also encouraged to work with *The Kentuckian*, the *Kernel*, WRFL and WUKY.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See "College B.A. Requirements" or "College B.S. Requirements" on page 182.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete **UK Core requirements**. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

Choose one course from approved list ..... 3

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

Choose one course from approved list ..... 3

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list ..... 3

**X. Global Dynamics**

Choose one course from approved list ..... 3

**UK Core Hours ..... 30**

**Premajor Requirements Hours**

PSY 100 Introduction to Psychology .....	4
ISC 161 Introduction to Integrated Strategic Communication .....	3
ISC 261 Strategic Planning and Writing or	
JOU 204 Writing for the Mass Media .....	3
STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning .....	3
<b>Subtotal: Premajor Hours .....</b>	<b>13</b>

**Major Requirements**

ISC 321 Research Methods for the Integrated Strategic Communication Professional .....	3
ISC 543 Regulation of Strategic Communication .....	3

JAT 399 Internship (Subtitle required) ..... 3  
**plus, complete one of the following two-course PATHS:**

**Creative Path**

ISC 331 Advertising Creative Strategy and Execution I .....	3
ISC 431 Advertising Creative Strategy and Execution II .....	3

**Public Relations Path**

ISC 341 Strategic Public Relations .....	3
ISC 441 Case Studies in Public Relations .....	3

**ISC Account Management Path**

ISC 351 ISC Account Management .....	3
ISC 451 Integrated Strategic Media Management .....	3

**Direct Response Path**

ISC 361 Direct Response Targeting: Media and Database Management .....	3
ISC 461 Direct Response Message Strategies .....	3

**Portfolio**

Portfolio required for graduation.

**Capstone Requirement**

ISC 491 Integrated Strategic Communication Campaigns .....	3
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**Major Electives**

**Nine hours** of 300+ level undergraduate courses offered in the School of Journalism and Telecommunications. ISC majors are expected to work with their academic advisor to build a program of electives that supports and extends the courses in the Major *PATH*.

**Minor**

MKT 300 Marketing Management ..... 3

A 300+ level course in the Department of Philosophy dealing with social or professional ethics, such as PHI 332.

Students must complete a liberal arts minor; choices are any minor offered by the College of Arts and Sciences, as well as the minors in Art History, Agricultural Biotechnology, Agricultural Economics, Computer Science, Economics and Entomology.

**TOTAL HOURS: ..... minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 80 of the 120 hours required for graduation must be in courses other than professional media-based communications. Accreditation standards require that (of these 80 hours) at least 65 semester hours be in basic liberal arts and sciences.

**B.S. or B.A. with a major in JOURNALISM**

The journalism major prepares students for leadership roles in rapidly changing media by requiring a strong core of journalism courses within the rich context of a liberal arts education. Courses are designed to foster analytical and critical thinking skills and to teach students to communicate effectively with a mass audience.

Founded in 1914, the journalism program has full national accreditation by the Accrediting Council on Education in Journalism and Mass Communications. Alumni include Pulitzer Prize winners, Nieman fellows and nationally known journalists.

Journalism majors learn about media law, ethics and history, and about the media's role in an increasingly diverse society. The program emphasizes hands-on learning. Students select either a print or electronic emphasis in their

professional skills courses. Majors choosing a print emphasis have the opportunity to write for a daily newspaper. Students who select the electronic track gain on-air experience at the university radio station and report, anchor, videotape and produce a newscast aired on a local cable channel.

Graduates are prepared for jobs as reporters and editors for print, broadcast and online media, and for positions as assignment editors, producers, managing editors, publishers and new media entrepreneurs. Courses are also offered for students interested in specialized careers such as sports reporting, business writing, arts criticism or graphic design.

All majors are encouraged to supplement their course work with media experience at the *Kentucky Kernel*, the independent daily student newspaper; the *Kentuckian*, the student yearbook; WUKY, the university's public radio station, or WRFL, the student-run radio station. In addition, students are expected to take advantage of the school's internship program.

### Degree Requirements

Each student completes the following:

#### College Requirements

See "College B.A. Requirements" or "College B.S. Requirements" on page 182.

#### UK Core Requirements

See the *UK Core* section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

##### I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list ..... 3

##### II. Intellectual Inquiry in the Humanities

Choose one course from approved list ..... 3

##### III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list ..... 3

##### IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list ..... 3

##### V. Composition and Communication I

CIS/WRD 110 Composition and Communication I ..... 3

##### VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II ..... 3

##### VII. Quantitative Foundations

Choose one course from approved list ..... 3

##### VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

##### IX. Community, Culture and Citizenship in the USA

Choose one course from approved list ..... 3

##### X. Global Dynamics

Choose one course from approved list ..... 3

**UK Core Hours ..... 30**

#### Premajor Requirements Hours

JOU 101 Introduction to Journalism ..... 3

JOU 204 Writing for the Mass Media ..... 3

Any political science course ..... 3

**Subtotal: Premajor Hours ..... 9**

#### Core Major Requirements

JOU 531 Media Law and Ethics ..... 3

**plus** three hours from conceptual courses such as the following:

JOU 455 Mass Media and Diversity

(Subtitle required) ..... 3

JOU 532 Ethics of Journalism and

Mass Communication ..... 3

JOU 535 History of Journalism ..... 3

#### Options

One of the following options:

##### Print

JOU 301 News Reporting ..... 3

JOU 303 News Editing ..... 3

JOU 410 Publications Production ..... 3

##### Broadcast

JOU 302 Radio and TV News Reporting ..... 3

JOU 304 Broadcast News Decision Making ..... 3

JOU 404 Advanced TV News: JAT News ..... 3

#### Major Electives

Nine hours of upper division electives in JOU, ISC or MAS, including three hours from reporting/writing courses approved by student's advisor.

#### Portfolio

Portfolio required for graduation.

#### Field of Concentration

Breadth will be ensured in students' programs by at least 18 credit hours of upper division courses taken outside the School of Journalism and Telecommunications. These courses typically are chosen from areas such as economics, philosophy, history, languages, literature, political science, psychology, sociology, or the sciences. These 18 hours should involve concentrated study in one field. This does not mean that all such courses must be in a single department, but they should be united under a topic heading such as "international relations," "American government," or "political behavior."

**Subtotal: Major Hours ..... 42**

**TOTAL HOURS: ..... minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 80 of the 120 hours required for graduation must be in courses other than journalism or mass communications. (Accreditation standards require at least 65 semester hours in basic liberal arts and sciences.)

### B.S. or B.A. with a major in MEDIA ARTS AND STUDIES

The media arts and studies major offers students a liberal arts program covering a range of issues related to electronic mass communication and electronic personal communication. In addition, students interested in message production or telecommunications management can opt to integrate selected professional or skills-based courses into their program of study.

Socio-cultural media courses address the historical, political and social aspects of telecommunications. Media industry courses examine organizational, economic, and/or technological dimensions of telecommunications systems and the interrelations among these factors. These courses may center on mass communication issues, interactive communication issues, or both.

Media production courses cover the traditional telecommunications areas of audio and video production and the more recent developments in multimedia and Web page design and production.

All media arts and studies majors will take advantage of the experiential learning opportunity provided by a formal internship. The School of Journalism and Telecommunications has an excellent internship program which offers the opportunity to work with a wide variety of employers, including companies oriented to the provision of voice, data, and/or video products and services. In addition, students may pursue special interests in media arts and studies through independent study with any of the media arts and studies professors.

### Degree Requirements

Each student completes the following:

#### College Requirements

See "College B.A. Requirements" or "College B.S. Requirements" on page 182.

#### UK Core Requirements

See the *UK Core* section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

##### I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list ..... 3

##### II. Intellectual Inquiry in the Humanities

Choose one course from approved list ..... 3

##### III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list ..... 3

##### IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list ..... 3

##### V. Composition and Communication I

CIS/WRD 110 Composition and Communication I ..... 3

##### VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II ..... 3

##### VII. Quantitative Foundations

Choose one course from approved list ..... 3

##### VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

##### IX. Community, Culture and Citizenship in the USA

Choose one course from approved list ..... 3

##### X. Global Dynamics

Choose one course from approved list ..... 3

**UK Core Hours ..... 30**

#### Premajor Requirements Hours

MAS 101 Introduction to Media and Culture ..... 3

MAS 201 Communication Technologies and Society .... 3

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning ..... 3

A combined GPA of 2.6 is required from the three courses above.

**Subtotal: Premajor Hours ..... 9**



**Major Requirements**

MAS 300 Telecommunications Research Methods .....	3
MAS 310 Telecommunications Policy and Regulation .....	3
JAT 399 Internship (Subtitle required) .....	3

**plus 21 hours**, with a minimum of six hours focusing on the social impact of telecommunications, from the following:

**Social-Cultural Media Courses** (minimum of six hours)

MAS 319 World Media Systems .....	3
MAS 420 Electronic Media Criticism .....	3
MAS 453 Mass Communication and Social Issues .....	3
MAS 520 Social Effects of the Mass Media .....	3
MAS 525 Theory of Multimedia .....	3
MAS 530 Proseminar in Telecommunications .....	3
MAS 555 The Internet and Social Change .....	3
MAS 590 Special Topics in Social-Cultural Media Studies (Subtitle required) .....	3
JAT 395 Independent Study .....	1-3

**Media Industry Courses** (minimum of three hours)

MAS 355 Communication and Information Systems in Organizations .....	3
MAS 404 Media Organizations .....	3
MAS 482 Electronic Media Sales Management .....	3
MAS 490 Special Topics in Media Industry Studies (Subtitle required) .....	3
MAS 535 Telecommunications Network Management .....	3

**Media Production Courses**

MAS 312 Video Production I .....	3
MAS 322 Multimedia I .....	3
MAS 390 Special Topics in Media Production (Subtitle required) .....	3
MAS 412 Video Production II .....	3
MAS 422 Multimedia II .....	3
MAS 432 Audio Production .....	3

**Cognate Area:** All majors must fulfill the field of concentration or cognate area requirement by taking a minimum of 12 hours outside the major at or above the 300 level in courses related to their media arts and studies interest.

**Subtotal: Major Hours** ..... **42**

**TOTAL HOURS:** ..... **minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 80 of the 120 hours required for graduation must be in courses other than professional media-based communications. Accreditation standards require that (of these 80 hours) at least 65 semester hours be in basic liberal arts and sciences.

**Minor in Media Arts and Studies**

Any student wishing to minor in media arts and studies should file an application with the School of Journalism and Telecommunications after meeting the following requirements:

Complete either MAS 101 or MAS 201

Complete 45 hours of university course work with a cumulative grade-point average of 2.6

Students cannot register for upper-level media arts and studies courses until they have met the above requirements and have been accepted into the media arts and studies minor program. After a student has been accepted as a minor, he or she will be assigned a faculty advisor.

The minor in media arts and studies requires a minimum of 21 hours to include the following:

1. MAS 101 Introduction to Media and Culture ..... 3  
MAS 201 Communication Technologies and Society ..... 3
2. Fifteen credits of additional course work with MAS prefix; six of the credits must be from among social-cultural media studies group of courses.

*Note: Students should recognize that most upper-division media arts and studies courses have specific prerequisite courses that must be taken and plan their programs accordingly.*

**M.S. in LIBRARY SCIENCE**

The School of Library and Information Science began in 1933 as the Department of Library Science within the College of Arts and Sciences. Sixty years later, in 1993, the College of Library and Information Science merged with the College of Communications and Information Studies. The college consists of a School of Library and Information Science, a School of Journalism and Telecommunications, and a Department of Communication. The school offers one of approximately 50 master's programs in library and information science in the United States and Canada that are accredited by the American Library Association.

The School of Library and Information Science provides students with the basic knowledge and skills required to function effectively in beginning professional positions in various types of libraries and information-providing agencies. It contributes to the advancement of both the theory and practice of librarianship through systematic and continuing research and publication and provides continuing public service to individuals, libraries, professional organizations and related institutions to the end of promoting effective and efficient information services.

The School of Library and Information Science maintains flexibility and openness to change through the participation of faculty, students, and administration in the decision-making process. The student body of about 220 has its own organization, LISSO, the Library and Information Science Student Organization, which represents students in school deliberations. Students may sit on committees and share in the development of the school. The student organization participates in orientation programs, publishes a blog, and sponsors social activities throughout the year. The diversity of the students, in terms of geography and interests and backgrounds, helps to create an atmosphere in which change and improvement in the program can take place.

The libraries of the University, William T. Young, M.I. King and the branch libraries, constitute the major "laboratory" facility for library and information science students. They are

supplemented by other libraries in the area including those at the Lexington Theological Seminary, the Veterans Administration Medical Center, the Lexington Public Library, several nearby public libraries and the State Department for Libraries and Archives in Frankfort.

**Accreditation**

The master's program in library and information science is accredited by the American Library Association.

**Graduate Program in Library and Information Science**

The University of Kentucky grants the following degrees in the School of Library and Information Science:

- Master of Science in Library Science
- Master of Arts

**ADMISSION REQUIREMENTS AND PROCEDURES FOR GRADUATE STUDY**

The School of Library and Information Science offers graduate degrees only. For complete information on the M.A. and the M.S.L.S. degree programs and admissions procedures, consult *The Graduate School Bulletin* and the School of Library and Information Science Bulletin. The former can be found at [www.rgs.uky.edu/gs/](http://www.rgs.uky.edu/gs/) and the latter can be found at: <http://cis.uky.edu/lis/>

**Admission**

The admissions philosophy of the school is to admit students who are capable of satisfactory academic performance and who show promise of being able to function as competent and effective librarians and information managers. A basic requirement for admission is an undergraduate degree in any discipline (from an accredited institution) with a grade-point average of at least **3.0** on a **4.00** scale. In addition the applicant should present Graduate Record Examination scores, (a) on the General Test taken before October 1, 2002, of 450 or higher on the verbal section *and* of 400 or higher on the quantitative section *or* on the analytical section; (b) on the General Test taken on or after October 1, 2002, of 450 or higher on the verbal section *and* of 400 or higher on the quantitative section *or* 4.0 on the analytical writing section.

While these admission standards are important, the school does try to remain flexible to account for individual developmental differences and strengths.

There are no specific library science prerequisites for admission into the School of Library and Information Science. Students are urged not to take a minor in library science as undergraduates

but to concentrate on other subject area majors and minors and obtain a broad liberal arts background. Electives in computer science are often very helpful.

Application must be made both to the School of Library and Information Science and The Graduate School. For information about applying to The Graduate School, go to: [www.gradschool.uky.edu/ProspectiveStudents/prospective.html](http://www.gradschool.uky.edu/ProspectiveStudents/prospective.html). For information about applying to the School of Library and Information Science, go to:

<http://cis.uky.edu/lis/>. An applicant to the school must submit all materials by the deadlines **set by the school**, which are included with the information at Admissions. Applicants may enter the program in the spring, fall or summer. Send questions or inquiries to: [ukslis@uky.edu](mailto:ukslis@uky.edu).

Previous students must apply for readmission if they were not enrolled during the semester prior to that for which admittance is sought.

### Financial Aid

Financial aid and scholarship information specific to library and information science is limited to graduate students and is too detailed and changes too often to warrant inclusion in this Bulletin. Information is available on the school's Web site.

### Advising

Upon admission to the master's program, students are assigned a faculty advisor. Advisor assignments are based, when possible, on student interest and preference.

### University of Kentucky Undergraduates

Beginning in spring 2013, the School of Library and Information Science will offer an undergraduate minor in information studies.

#### Minor in Information Studies

**NOTE:** The new minor in information studies will not be offered until spring 2013.

The minor in Information Studies requires 18 hours of course work including the following:

IS 200 Information Literacy and Critical Thinking .....	3
IS 201 General Information Sources .....	3
IS 202 Technologies for Information Services .....	3

#### Minor Electives

Choose **three** courses in conjunction with your advisor:

MAS 322 Multimedia I .....	3
MAS 355 Communication and Information Systems in Organizations .....	3
MAS 535 Telecommunications Network Management ...	3
MAS 555 The Internet and Social Change .....	3
IS 303 Systems Analysis .....	3
IS 402 Competitive Intelligence .....	3
IS 404 Health Informatics .....	3

### GRADUATE PROGRAMS

The College of Communication and Information offers the following graduate degrees: (1) Master of Arts in Communication, (2) Ph.D. in Communication, (3) Master of Science in Library Science, and (4) Master of Arts (Library Science). Additional information may be obtained from the Associate Dean for Graduate Studies for the College of Communication and Information and from *The Graduate School Bulletin*.