The College of Communications and Information Studies 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 Communications and Information Studies

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

- 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 communication, journalism, and media arts and studies. Students may also select a minor in communication 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 communications 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 Communications and Information Studies 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 Communications and Information Studies 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 Communications and Information Studies. 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 Communications and Information Studies.

Transfer Students

The School of Journalism and Telecommunications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (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 Communications and Information Studies, 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 Communications and Information Studies.

An application from students outside the University of Kentucky seeking admission to the College of Communications and Information Studies must fulfill the following requirements. The College of Communications and Information Studies 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 Communications and Information Studies, 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 Communications and Information Studies courses numbered 300-599 will be limited in order of priority to:

1. Majors and minors in College of Communications and Information Studies degree programs;
2. Non-College of Communications and Information Studies students who are registered for specific programs requiring College of Communications and Information Studies 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 Communications and Information Studies, 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), as well as from appropriate professional fields.

**Bachelor of Arts Degree Requirements**

Students who pursue the B.A. within the College of Communications and Information Studies 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, ANT/LIN 319, ENG/LIN 512, ANT/ENG/LIN 515, ANT/ENG/LIN 516, LIN 517.

2. **Statistics:** STA 210

**Bachelor of Science Degree Requirements**

Students who pursue the B.S. within the College of Communications and Information Studies 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 Communications and Information Studies. These courses must be approved by an advisor in the College of Communications and Information Studies 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.

**Academic Advising**

Premajors (freshman and sophomore) in the College of Communications and Information Studies are 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 174.

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

Premajor Hours
15

Major Requirements

Major Requirements
COM 101 Introduction to Communications .................. 3
CIS/WRD 111 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

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
- COM 525 Organizational Communication

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
- COM 449 Social Processes and Effects of Communication

Cognate Area
Courses in sociology, psychology, behavioral science, philosophy, journalism and telecommunications, marketing and management 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 453 Mass Communication and Social Issues

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.

Minor in 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 174.

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.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 Kentuckian, the independent daily student newspaper; the Kernel, 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 174.

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
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 174.

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
MA 101 Introduction to Media and Culture: 3
MA 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
Hours
MA 300 Telecommunications Research Methods: 3
MA 310 Telecommunications Policy and Regulation: 3
MA 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)
MA 319 World Media Systems: 3
MA 420 Electronic Media Criticism: 3
MA 453 Mass Communication and Social Issues: 3
MA 520 Social Effects of the Mass Media: 3
MA 525 Theory of Multimedia: 3
MA 530 Seminar in Telecommunications: 3
MA 535 The Internet and Social Change: 3
MA 590 Special Topics in Social-Cultural Media Studies (Subtitle required): 3
JAT 395 Independent Study: 3

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.
University of Kentucky, supplemented by other libraries in the area and information science students. They are the major “laboratory” facility for library and information science students. The diversity of the students, in terms of geography and interests and backgrounds, account for individual developmental differences. The school does try to remain flexible to 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
The School of Library and Information Science does not offer any formal program of study on the undergraduate level.

GRADUATE PROGRAMS
The College of Communications and Information Studies 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 Communications and Information Studies and from The Graduate School Bulletin.

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/go/ and the latter can be found at www.uky.edu/CommInfoStudies/SLIS.

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.