Communications faculty and staff enjoy their iPads to enhance teaching and their understanding of apps

HIGHLIGHTS

- The School of Communications is home to more than 1,000 undergraduate students and about 40 graduate students, representing 20 percent of Elon’s student body.

- The school was established in 2000 after having been a department for 12 years.

- Teaching is the first priority for Elon faculty. Professional Activity (scholarship) and Contributions to the Life of the University (service) are co-equal next priorities.

- Since gaining initial accreditation in 2006, the school has undertaken a number of initiatives such as revising the curriculum, establishing a graduate program, starting summer programs in Los Angeles and New York, and expanding career services.
1. **Complete and attach the following tables:**

   - **Table 1, “Students”**
   - **Table 2, “Full-Time Faculty”**
   - **Table 3, “Part-Time Faculty”**

   These tables are on the following pages.

   Table 1 shows that the School of Communications was home to 1,108 undergraduate and graduate students during the 2010-11 academic year, and 238 undergraduates and 32 graduate students received degrees in May 2011.

   Table 2 is illuminating in a cumulative sense. It shows that the school has recruited a faculty with considerable professional experience. On average, full-time faculty have more than 10 years of professional experience. The faculty also is experienced in the classroom. On average, full-time faculty have 12 years of college teaching experience.

   As a benchmark, a faculty member who teaches six courses a year has an allocation of 60 percent teaching, 20 percent research, and 20 percent service (based on each course representing 10 percent). With course reassignments for scholarly pursuits and course releases for service such as advising student media, the overall allocation of faculty effort in the School of Communications in fall 2011 (omitting administrators and the internship director) averages 49 percent teaching, 23 percent research, and 28 percent service.

   This is in line with Elon’s teacher-scholar model that calls teaching the first criterion and professional activity (research) and contributions to the life of the university (service) as co-equal second criteria. Interestingly, the same calculation for the 2005 self-study found the average to be 54 percent teaching and 23 percent each for research and service. Faculty in the School of Communications are being tapped for leading university service roles such as the president’s Faculty Administrative Fellow for Diversity and Global Engagement (Brooke Barnett) and the Faculty Fellow for Technology (Randy Piland).

   Table 3 lists part-time faculty members in the School of Communications for the current semester and for last spring. To provide curricular continuity, the school’s philosophy is to have fewer adjuncts teaching multiple sections rather than more adjuncts teaching one course apiece.
Table 1. Students (May 2011)

List below each of the separate programs of study in the unit. These may be called emphases, concentrations, sequences, or majors; please identify each program with a separate set of requirements. Give the number of students by class (year in school) in each of these programs at the end of the 2010 – 11 academic year. Show the number of undergraduate and graduate degrees conferred during academic year 2010 – 11. Please include all semesters or quarters. If the unit has a formal pre-major status, list the number of such students.

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- Professor and Lecturer ranks (above) are permanently funded faculty positions
- Visiting and Instructor ranks (below), while full time, are fixed-term teaching appointments

Visiting Assistant Professor
Brian Walsh
10 3 1 1 MFA N 8 8 60 0 40

Full-Time Instructors
Sharon Eisner
8 15 5 5 MA N 12 12 60
Doug Kass
24 2 4 4 MA N 12 12 60
Leah Totten
10 2 1 1 PhD N 12 12 60
Table 2. Full-Time Faculty (Spring 2011)

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<td>PhD</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

### Lecturers

<table>
<thead>
<tr>
<th>Name</th>
<th>yrs. full-time prof. exper.</th>
<th>yrs. full-time teaching</th>
<th>yrs. on college teaching</th>
<th>yrs. at present faculty rank</th>
<th>highest earned degree</th>
<th>tenured (y/n)</th>
<th>teaching load: % of time</th>
<th>2010-11 weekly teaching hours tchg. rsch. svc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Randy Piland</td>
<td>27</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>MA</td>
<td>Y</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Staci Saltz</td>
<td>3</td>
<td>9</td>
<td>9</td>
<td>6</td>
<td>MA</td>
<td>Y</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

- Professor and Lecturer ranks (above) are permanently funded faculty positions
- Visiting and Instructor ranks (below), while full time, are fixed-term teaching appointments

### Visiting Assistant Professor

<table>
<thead>
<tr>
<th>Name</th>
<th>yrs. full-time prof. exper.</th>
<th>yrs. full-time teaching</th>
<th>yrs. on college teaching</th>
<th>yrs. at present faculty rank</th>
<th>highest earned degree</th>
<th>tenured (y/n)</th>
<th>teaching load: % of time</th>
<th>2010-11 weekly teaching hours tchg. rsch. svc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Castro</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>MFA</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

### Full-Time Instructors

<table>
<thead>
<tr>
<th>Name</th>
<th>yrs. full-time prof. exper.</th>
<th>yrs. full-time teaching</th>
<th>yrs. on college teaching</th>
<th>yrs. at present faculty rank</th>
<th>highest earned degree</th>
<th>tenured (y/n)</th>
<th>teaching load: % of time</th>
<th>2010-11 weekly teaching hours tchg. rsch. svc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phil Daquilla</td>
<td>20</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>MA</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Sharon Eisner</td>
<td>8</td>
<td>14</td>
<td>4</td>
<td>4</td>
<td>MA</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Linda Gretton</td>
<td>32</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>PhD</td>
<td>N</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Doug Kass</td>
<td>24</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>MA</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Melody van Lidith de Jeude</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>MA</td>
<td>N</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>
### Table 3. Part-Time Faculty (Fall 2011)

<table>
<thead>
<tr>
<th>Name</th>
<th>yrs. full-time prof. exper.</th>
<th>yrs. teaching exper.</th>
<th>highest earned degree</th>
<th>full-time as professional</th>
<th>now working full-time here (y/n)</th>
<th>now working toward degree here (y/n)</th>
<th>credit hrs. teaching this semester</th>
<th>teaching responsibilities: assists in charge</th>
<th>assists in lab</th>
<th>assists in charge</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Administrative Staff Who Teach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brad Berkner</td>
<td>5</td>
<td>1</td>
<td>MFA</td>
<td>N</td>
<td>N</td>
<td>4</td>
<td>(team-taught workshop)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colin Donohue</td>
<td>2</td>
<td>4</td>
<td>MA</td>
<td>N</td>
<td>N</td>
<td>4</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J McMerry</td>
<td>7</td>
<td>4</td>
<td>MFA</td>
<td>N</td>
<td>N</td>
<td>4</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Adjunct Visiting Professor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roymieco Carter of A&amp;T</td>
<td>23</td>
<td>16</td>
<td>MFA</td>
<td>N</td>
<td>N</td>
<td>4</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Part-Time Instructors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mark Fox</td>
<td>19</td>
<td>22</td>
<td>MA</td>
<td>Y</td>
<td>N</td>
<td>8</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kristin Hondros</td>
<td>16</td>
<td>2</td>
<td>MFA</td>
<td>Y</td>
<td>N</td>
<td>8</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mary Leigh Howell</td>
<td>15</td>
<td>4</td>
<td>MA</td>
<td>Y</td>
<td>N</td>
<td>4</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rosemary Roberts</td>
<td>41</td>
<td>20</td>
<td>MA</td>
<td>Y</td>
<td>N</td>
<td>8</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3. Part-Time Faculty (Spring 2011)

<table>
<thead>
<tr>
<th>Administrative Staff Who Teach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colin Donohue</td>
</tr>
<tr>
<td>(student media coordinator)</td>
</tr>
<tr>
<td>J McMerty</td>
</tr>
<tr>
<td>(video projects coordinator)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adjunct Visiting Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Shaw of UNC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adjunct Associate Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dale Harrison</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part-Time Instructors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Fox</td>
</tr>
<tr>
<td>Kristin Hondros</td>
</tr>
<tr>
<td>Mary Leigh Howell</td>
</tr>
<tr>
<td>Ken Luck</td>
</tr>
<tr>
<td>Steve Powell</td>
</tr>
<tr>
<td>Elma Sabo</td>
</tr>
</tbody>
</table>
2. Describe the history of the unit in no more than 500 words.

The School of Communications was established in 2000, joining the School of Business, School of Education and Elon College (the College of Arts and Sciences) as the university’s academic units. Since then, Elon has added two graduate schools: a School of Law in 2006 and a School of Health Sciences in 2011.

The teaching of journalism at Elon is approaching the century mark. A course titled “Argumentation, Debating and Newspaper Writing” was first offered in 1917-18, and a course called “Journalism” was taught in 1923-24, complementing a weekly student newspaper begun in 1919 and given its current name *The Pendulum* in 1974.

Journalism was a component of the Department of Literature and Languages until 1980, when the department was renamed Literature, Languages and Communications. The department offered a major in English-Journalism and minors in journalism and radio broadcasting.

The program became the Department of Journalism and Communications in 1988, with Don Grady as the first department chair. The eight faculty members moved into the Fine Arts Building, joining art, music and performing arts. George Padgett became chair in 1992 when the department had 329 majors. By the end of the decade, it had become the second-largest program on campus, trailing only business administration.

The size and quality of the program led Elon to elevate it to school status in 2000. The School of Communications, then with 11 permanent faculty members, moved into the newly renovated McEwen Building, the former library, and Brad Hamm became interim dean for a year when Elon extended its search for a founding dean.

Paul Parsons, a professor and administrator at Kansas State, became founding dean in 2001 and was tasked with securing ACEJMC accreditation and guiding the school to excellence and national prominence.

The decision to pursue accreditation transformed the school in many ways. The school adopted the 80/65 curriculum requirement, reduced class sizes in skills courses to 18, required an internship of all students, added a full-time internship director, cut in half the advising loads for faculty, and raised the school’s scholarship and service profile while maintaining excellence in teaching.

In 2009, the school began an M.A. in Interactive Media degree that attracts about 40 full-time students each year.

Today, the school is home to more than 1,100 undergraduate and graduate students, representing 20 percent of Elon’s student body. In light of the school’s growth, it is natural to contemplate subdividing into academic departments or moving away from a unified undergraduate core curriculum. In both cases, the faculty has been clear: to remain a converged and holistic program.
3. Describe the environment in which the unit operates, its goals and plans, budgetary considerations, and the nature of the parent university.

Elon University has experienced a remarkable rise in quality and national stature over the past decade. Today, Elon is the third-largest private institution in North Carolina, behind Duke and Wake Forest. *Newsweek*-Kaplan lists Elon as the nation’s “leader in engaged learning” and cites it for “constant innovation and sense of community.” *U.S. News & World Report* ranks Elon second among all master’s-level universities in the South. More Elon students study abroad than at any other master’s-level school in the nation, and the university campus is designated as a botanical garden. Elon is even the subject of a book, *Transforming a College* (Johns Hopkins University Press).

Elon receives about 10,000 applications a year for 1,400 seats in the entering class; 92 percent of students are age 22 or younger, and 97 percent are enrolled full time. The average SAT score has risen to the top quartile of those taking the SAT nationally, and the first-year retention rate is above 90 percent.

The 5,000 undergraduate students come from 48 states and 50 nations; 25 percent are from North Carolina, 9 percent from Massachusetts, 8 percent each from Maryland and New Jersey, 7 percent from Virginia, 6 percent from Connecticut, 5 percent each from Pennsylvania and New York, 4 percent from Florida, 3 percent each from Georgia and Ohio, and the remaining 17 percent from other states and around the world.

Once enrolled, students freely select their major without further entrance requirements; 51 percent currently have a major in Elon College, the College of Arts and Sciences; 24 percent in the School of Business; 20 percent in the School of Communications; and 5 percent in the School of Education. The university operates on a 4-1-4 academic calendar, with a winter term (January) between the fall and spring terms.

Elon was founded in 1889 by the Christian Church (now the United Church of Christ), and it is best described today as an historic affiliation. Only 2 percent of students list the UCC as their denomination. The largest religious student preference is Catholic (25%). No religion courses or activities are required of students. The university does offer a weekly Chapel service.

Under the leadership of President Leo M. Lambert, the institution changed its name from Elon College to Elon University in June 2001 and also changed the mascot to the Phoenix, in remembrance that Elon College burned to the ground in 1923 and, like the mythical bird, rose from the ashes. This explains Elon’s student television newscast being named Phoenix14News. It’s not a case of Arizona envy.

While Elon’s student population has grown about 25 percent in the past decade, the institution’s core values have remained constant: close relationships between students and faculty, a culture that supports innovation, and a strong sense of community. Each Tuesday morning, students and faculty gather on a plaza for College Coffee.
Elon’s recognized weakness is the size of its endowment, which at $100 million is considered small by private university standards. As a result, Elon has one of the lowest tuition-discount rates in the nation, meaning it provides fewer scholarships through the endowment and returns fewer tuition dollars in the form of scholarships.

Yet, unlike many universities, Elon is not experiencing budget woes. It benefits from the basics: more students, higher tuition, improved retention, and budgetary strategies for investing savings toward making the university better. The student-faculty ratio has declined from 15:1 six years ago to 13:1 today. The university has no large-lecture classes, and all Communications courses have a class cap of 15, 18, 25 or 33 students.

Elon is on a steady march of transitioning from the teaching-only institution that it was 30 years ago (when faculty typically taught nine courses a year) to a teacher-scholar model with a growing scholarly expectation. While six courses a year remains the stated standard, a diminishing number of faculty members teach that many courses each year. The university has created multiple ways to secure course reassignments for scholarly and other purposes.

In 2010, the university implemented a strategic plan called The Elon Commitment that is organized around eight themes:

- An unprecedented university commitment to diversity and global engagement
- Supporting a world-class faculty and staff
- Attaining the highest levels of achievement across our academic programs
- Launching strategic and innovative pathways in undergraduate and graduate education
- Stewarding Elon’s commitment to remain a best-value university
- Developing innovative alumni programs to advance and support the Elon graduate
- Establishing a national tournament tradition of athletics success along with the highest academic standards for Phoenix athletics
- Significantly enhancing Elon’s campus with premier new academic and residential facilities and a commitment to protecting our environment

Each theme is developed with a set of goals to achieve by the year 2020. For example, the diversity theme commits to doubling need-based financial aid, tripling international student enrollment, and providing 100 percent study abroad access. The final theme includes expanded facilities for the School of Communications.
4. Describe any recent major changes in the mission, goals, or programs and activities of the unit.

Since gaining accreditation in 2006, the School of Communications has undertaken a number of initiatives to enhance the educational experience for students and to contribute to the university’s and public’s well-being.

- **Implemented a new curriculum.** The faculty adopted new undergraduate majors and a new curriculum that went into effect in Fall 2008. The former two majors became four majors: Journalism (print, online and broadcast news), Strategic Communications (public relations and advertising), Media Arts & Entertainment (broadcast programming and production, documentary and narrative cinema), and Communication Science (role of communication in society). All students in the school take the same introductory conceptual, writing and producing courses and a common set of advanced courses, along with 20 hours in each major plus electives.

- **Established a graduate program.** The school began the M.A. in Interactive Media degree in 2009. The intensive 10-month program is for full-time students, and 41 students are currently enrolled. The curriculum balances conceptual and professional skills courses, teams complete an iMedia project for the public good during a study abroad, and students produce individual capstone projects.

- **Propelled student successes nationally.** The school’s emphasis on quality of student media and experiences has sparked students to unparalleled successes: student television newscast Phoenix14News received the collegiate Emmy from the Academy of Television Arts & Sciences in 2011, the Bateman PR student team finished third in the nation in 2011, *The Pendulum* student newspaper received a national Pacemaker Award for the first time in 2009, *Pendulum Online* received Best of Show in 2010, and Hearst named an Elon student as the top collegiate television journalist in the nation in 2009.

- **Created a student agency.** The school established Live Oak Communications in 2007 as a student-led agency serving commercial, nonprofit and campus clients. Live Oak provides Strategic Communications students in particular with an agency experience. With more than 40 staff members serving up to eight clients at a time, the agency provides clients with website design, video production, media relations, social media, advertising, cause-related and viral marketing, brand positioning, and event management. In 2010, Live Oak Communications won two Spinks awards – Best Website and Best Event – from the Triad PRSA chapter for client work.

- **Adapted to rapid technological change.** The school’s mission statement refers to learning to “innovatively harness the technologies that are transforming the way we communicate.” In the past year, the school gave an iPad to every faculty and staff member to enhance an understanding of apps and new media, converted its studios and control room to high-definition, and upgraded its camera fleet to tapeless HD.
- **Originated the nation’s first student research journal in the discipline.**
  Because of Elon’s emphasis on undergraduate research, the school conceived an online journal to publish the best work by Communications students. The first issue of the *Elon Journal of Undergraduate Research in Communications* appeared in spring 2010. Two issues are published each year, with 10-12 works in each issue as selected through a process of blind review by faculty. The articles are accompanied by video introductions by the authors. The Council on Undergraduate Research lists the *Elon Journal* as the only journal in the communications discipline.

- **Began the Elon in Los Angeles and New York City summer programs.** The school began the Elon in LA program in summer 2008, and two years later began directing a similar Elon in NYC program. In each city, students have a “live, learn and intern” experience that consists of common housing, a course taught by an Elon teacher-in-residence, and a professional internship combined with group cultural activities. In summer 2011, 39 students participated in the Elon in LA program, and 29 students participated in the Elon in NYC program.

- **Expanded Career Services for communications students.** In 2008, Elon added an assistant director of Career Services to work specifically with communications students and opened a Career Services office in the communications school. The office is across the hall from the Internships Office because of their natural overlap in professional settings. In 2009-10, the Career Services office also began serving graduate students in the iMedia program. In fact, the blog “Eye on iMedia” won an Innovative Excellence Award from the National Association of Colleges and Employers in 2011.

- **Became home to the North Carolina Open Government Coalition.** In 2007, the school became the academic base for the state’s Open Government Coalition. The school established the Sunshine Center to provide programming, materials and a hotline about open meetings and records in the state. Faculty members in the school serve as the executive director and assistant director of the Sunshine Center. By raising $250,000 in private funds, the coalition secured a $250,000 matching grant from the Knight Foundation in 2010. The coalition’s funds are invested in the Elon University endowment.

- **Added Sport & Event Management.** This department, with four permanent faculty positions and 125 student majors, was administratively placed in the School of Communications in 2010. Previously it was in the School of Education, which now focuses more narrowly on teacher preparation. The department has natural synergies with sports media and event-related courses in Communications. This department is not included in the self-study or a part of the accreditation review.

- **Enhanced the School of Communications Advisory Board.** In 2011, NBC’s Brian Williams became national chair of the Communications Advisory Board. The school has elevated the board in recent years with leading professionals representing national networks, publications, agencies and organizations.
Received the 2010 national Equity & Diversity Award. AEJMC president Jan Slater of Illinois came to Elon last fall to present the Equity & Diversity Award to the School of Communications for its commitment and success in achieving gender equity and faculty diversity.

5. If the unit was previously accredited, summarize the significant deficiencies noted in the previous accreditation report and indicate how they have been corrected.

The 2005-06 site team found the School of Communications in compliance on all standards, but did cite three weaknesses at the end of its report:

Lack of student racial/ethnic diversity on campus and in the school. Six years ago, the School of Communications had an 8 percent minority student enrollment (defined as African-American, Hispanic, Asian and Native American, omitting international students and unknown race). Today, the school is 12 percent minority, with increases in every racial/ethnic group. More dramatically, the entering class of 2015 is 17 percent minority (7 percent African-American, 5 percent Hispanic, 2 percent Asian, and 3 percent multiracial) plus 6 percent International students. In the past six years, the school has doubled its scholarship support for diverse students with a second $100,000 endowment grant from the Hearst Foundation, and the Triad Foundation provides additional scholarship funding most years for the same purpose.

Insufficient school-originated, regular communication with alumni. Six years ago, the school did not have a system of direct communication with its alumni. Instead, alumni communication was centralized at the university level. Today, the school communicates with its alumni four times a year via an e-newsletter that includes a dean’s message, news and feature stories on students and alumni, and web and video links. The school has an unusually young alumni base, having been a school only since 2000 and a department before that only since 1988. The school has a total of 3,612 alumni, and Elon has email addresses for 74 percent of them.

Structural weaknesses in the school’s relationship with the student newspaper that result in a paper that is less professional and effective than it might be. Six years ago, the university viewed student media primarily as a vehicle for student participation, much like student clubs and greek life. Today, while student media remain under a campus-wide Media Board, the School of Communications has a closer relationship. In 2007, the school created the position of coordinator of student media, moved The Pendulum newspaper into new facilities, changed print shops to improve newspaper quality, and promoted a daily news mindset through the online edition. In 2009, for the first time ever, The Pendulum won a national Pacemaker. In 2011, Pendulum Online is a Pacemaker finalist for the second consecutive year.
6. Describe the process used to conduct the self-study, including the roles of faculty, students and others. Describe the strengths and weaknesses of the program discovered during the process, and describe any changes undertaken or planned as a result.

The self-study process formally began at a full-day School of Communications retreat in August 2010. Faculty discussed the school’s mission statement, student learning outcomes and assessment, the school’s budget, and technology.

During the year, faculty committees focused on specific topics that related to the self-study goal of improving program quality. For example, the diversity committee deepened the school’s diversity plan, the technology committee recommended how to transition to high-definition, and the assessment committee helped guide the revision of the senior exam. Faculty members individually responded during the year to self-study inquiries, seeking input on items such as efforts to bring diversity into the curriculum, the most pressing needs for space or equipment, and a listing of professionals invited to their classes. Their responses are an important component of the self-study report.

The Student Advisory Board provided student perspectives on facility and technology needs, the quality of academic and career advising, and the consistency of courses with multiple sections. Student feedback is included in this self-study report.

The writing of the self-study report was a group effort. The dean, associate deans and graduate director wrote working drafts of standards during the summer, incorporating university data and the contributions of faculty committees and individuals. Faculty and staff reviewed the self-study in depth at the August 2011 retreat and subsequent faculty meetings before forwarding it to ACEJMC headquarters and to the site team.

These strengths of the program were identified during the self-study year:

**Strengths**
- An outstanding faculty of teacher-scholars with significant professional experience
- A collaborative and collegial environment that looks at the discipline holistically
- Small classes to promote student engagement
- Excellent facilities, technology and budget
- Quality student media receiving national recognition
- First-rate internship and career services programs in the school
- An innovative M.A. in Interactive Media program
- Successful implementation of the diversity plan
- An assessment plan that produces meaningful results and change
- A nimbleness in the school’s leadership to implement good ideas
- Highly supportive central administration
The self-study process also revealed some weaknesses, listed here with the changes undertaken or planned:

**Weaknesses**

- **Space.** Growth in the School of Communications has resulted in faculty and staff being spread across four buildings. Fortunately, the university is moving toward a decision to build a new School of Communications building in the next few years to provide additional faculty offices, classrooms, collaborative student spaces, employer recruiting spaces, and a convergence student media center.

- **Development support.** The university centralizes its development efforts, and a major gifts officer is assigned to be a liaison to each school. The liaison position for the School of Communications is currently vacant. As the school matures, it will need either a dedicated development officer or more staff allocation from the Office of University Advancement. The school’s goal is to attract significant gifts and endowment to double need-based scholarships in the school, enhance program quality, and build a new school facility.

- **Fellows scholarships.** The Communications Fellows program attracts outstanding students to Elon who often become leaders in student media. Five of the 25 Fellows each year receive $4,500 annual scholarships. The school sometimes loses outstanding applicants because of insufficient scholarship funding, and the pursuit of more Fellows scholarships is one of the school’s 2011-12 priorities.

7. **Provide copies of pages of the undergraduate and graduate catalogs and other publications that describe the mission and scope of the unit, its curriculum, administrative and graduation requirements.**

The School of Communications section in the 2011-12 Academic Catalog is provided on the following pages, along with other publications that describe the scope and features of the school.
Communications

Dean: Professor Parsons
Associate Deans: Associate Professor Gaither, Associate Professor Grady
Department Chair: Associate Professor Gisclair
Associate Department Chair: Associate Professor Ward-Johnson
Professors: Book, Copeland
Assistant Professors: Austin, Bravo, N. Clark, Gallagher, Gibson, Haygood, W. Johnson, Lackoff, Lellis, B. Miller, Motley, Nam, Negin, Tonkins, Triche, Xu
Senior Lecturer: Piland
Lecturer: Saltz
Instructors: Berkner, Donohue, Eisner, Fox, Gretton, Harrison, Hondros, Kass, McMerty

Communications serves four purposes in society: to inform, to persuade, to entertain and to discover. Amid these multiple purposes, communications plays an important role in serving the public good and promoting citizenship in a democracy.

The School of Communications prepares students to think, write and produce meaningful content in a digital and global age. Students choose among four majors. Consult the alphabetical list of majors for specific course requirements in each major.

- **Journalism** (print, online and broadcast news)
- **Strategic Communications** (public relations and advertising)
- **Media Arts & Entertainment** (broadcast production, cinema and new media)
- **Communication Science** (role of media and communication in society)

In addition, the school offers courses for students interested in sports communications, photojournalism, audio recording and international communications.

Outside of class, students participate in campus media and organizations such as the student newspaper (*The Pendulum* and *Pendulum Online*), Elon Student Television (Phoenix14News and other shows), the campus radio station (WSOE-FM), the university yearbook (Phi Psi Cli), a student cinema organization (Cinelon), a documentary production program (elondocs), an Elon sports show (airs on ESPN2 in the state), and a full-service student agency (Live Oak Communications).

A broad university education prepares students to be knowledgeable in a complicated world, and the school’s curriculum provides the concepts and skills to succeed in a chosen career. About two-thirds of the school’s graduates go directly into media and communications careers. Others find that a communications degree prepares them well for graduate school, law school, business opportunities and public service.

Elon University is one of only 18 private colleges and universities in the nation to have an accredited communications program.

For all School of Communications majors:

**ACCREDITATION RULE.** All students must complete at least 80 credit hours outside the School of Communications, with 65 or more of those hours in the liberal arts and sciences.

**REQUIRED INTERNSHIP.** All students must complete an off-campus professional internship in communications. Students enroll in COM 381 (Communications Internship), for one or two credit hours, based on 80 work-hours per credit hour. Students may earn up to a total of four credit hours of COM 381. (COE Co-op Work Experiences credit cannot count toward the major or toward the 80 hours required outside the School of Communications.)

**DOUBLE MAJOR.** To encourage students to develop a second area of academic depth, the School of Communications waives eight hours of COM electives for any student completing a double major outside of Communications (COM). For example, a student double majoring in journalism and history would need a total of 44 COM hours instead of the normal 52 hours.

**REQUIRED MINOR OR OTHER OPTION.** To promote academic depth, all students must complete a minor or double major outside of Communications (COM) or complete a semester abroad (totaling 12 credit hours or more) in an Elon-approved program.
**Journalism**

Journalism serves an essential role in democracy by keeping citizens informed about their communities and the world. News and information come in converged forms today – online sites and new media, newspapers and magazines, radio and television.

A major in Journalism (print/online news concentration) requires the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GST 115</td>
<td>Public Speaking</td>
<td>2 sh</td>
</tr>
<tr>
<td>COM 100</td>
<td>Communications in a Global Age</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 110</td>
<td>Media Writing</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 220</td>
<td>Digital Media Convergence</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 230</td>
<td>Media History, Media Today</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 310</td>
<td>Reporting for the Public Good</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 320</td>
<td>Editing and Design</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 350</td>
<td>Web Publishing</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 381</td>
<td>Communications Internship</td>
<td>1 or 2 sh</td>
</tr>
<tr>
<td>COM 400</td>
<td>Media Law and Ethics</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 450</td>
<td>Multimedia Journalism</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 495</td>
<td>Great Ideas: Capstone in Communications</td>
<td>2 sh</td>
</tr>
</tbody>
</table>

Choice of additional courses to total at least 52 COM hours

**Communications Total** 52 sh

**OVERALL TOTAL** 54 sh

A major in Journalism (broadcast news concentration) requires the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>GST 115</td>
<td>Public Speaking</td>
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</tr>
<tr>
<td>COM 100</td>
<td>Communications in a Global Age</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 110</td>
<td>Media Writing</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 220</td>
<td>Digital Media Convergence</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 234</td>
<td>Broadcasting in the Public Interest</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 311</td>
<td>Broadcast News Writing</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 324</td>
<td>Television Production</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 351</td>
<td>Television News Reporting</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 381</td>
<td>Communications Internship</td>
<td>1 or 2 sh</td>
</tr>
<tr>
<td>COM 400</td>
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<td>4 sh</td>
</tr>
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</tr>
<tr>
<td>COM 495</td>
<td>Great Ideas: Capstone in Communications</td>
<td>2 sh</td>
</tr>
</tbody>
</table>

Choice of additional courses to total at least 52 COM hours

**Communications Total** 52 sh

**OVERALL TOTAL** 54 sh
Strategic Communications

Strategic Communications explores the process and techniques for how an organization communicates with its many publics. The organization may be corporate, nonprofit or governmental, and the forms of communication include public relations and advertising.

A major in Strategic Communications requires the following courses:

- **GST** 115 Public Speaking 2 sh
- **COM** 100 Communications in a Global Age 4 sh
- **COM** 110 Media Writing 4 sh
- **COM** 220 Digital Media Convergence 4 sh
- **COM** 232 Public Relations and Civic Responsibility 4 sh
- **COM** 312 Strategic Writing 4 sh

At least one course selected from the following: 4 sh

- **COM** 322 Corporate Publishing
- **COM** 323 Corporate Video
- **COM** 350 Web Publishing
- **COM** 362 Communication Research 4 sh
- **COM** 381 Communications Internship 1 or 2 sh
- **COM** 400 Media Law and Ethics 4 sh
- **COM** 452 Strategic Campaigns 4 sh
- **COM** 495 Great Ideas: Capstone in Communications 2 sh

Choice of additional courses to total at least 52 COM hours

In addition, at least one School of Business course selected from the following: 4 sh

- **ECO** 111 Principles of Economics
- **BUS** 303 Introduction to Management
- **BUS** 304 Introduction to Marketing
- **ACC** 201 Principles of Financial Accounting
- **FIN** 303 Introduction to Finance

<table>
<thead>
<tr>
<th>Communications Total</th>
<th>52 sh</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL TOTAL</td>
<td>58 sh</td>
</tr>
</tbody>
</table>
Media Arts & Entertainment

Media Arts & Entertainment focuses on creative storytelling through broadcast, cinema and new media. These art forms can communicate both fact and fiction through words, sounds, images, actions and music.

A major in Media Arts & Entertainment (broadcast and new media concentration) requires the following courses:

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>Digital Media Convergence</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 234</td>
<td>Broadcasting in the Public Interest</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 314</td>
<td>Writing for Broadcast and New Media</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 324</td>
<td>Television Production</td>
<td>4 sh</td>
</tr>
</tbody>
</table>

At least one course selected from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 360</td>
<td>Interactive Media</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 361</td>
<td>Media Management and Sales</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 362</td>
<td>Communication Research</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 381</td>
<td>Communications Internship</td>
<td>1 or 2 sh</td>
</tr>
<tr>
<td>COM 400</td>
<td>Media Law and Ethics</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 454</td>
<td>Producing for Broadcast and New Media</td>
<td>4 sh</td>
</tr>
</tbody>
</table>

Choice of additional courses to total at least 52 COM hours

Communications Total: 52 sh

OVERALL TOTAL: 54 sh

A major in Media Arts and Entertainment (cinema concentration) requires the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GST 115</td>
<td>Public Speaking</td>
<td>2 sh</td>
</tr>
<tr>
<td>COM 100</td>
<td>Communications in a Global Age</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 110</td>
<td>Media Writing</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 220</td>
<td>Digital Media Convergence</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 236</td>
<td>Development and Influence of Cinema</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 316</td>
<td>Screenwriting</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 326</td>
<td>Cinema Production</td>
<td>4 sh</td>
</tr>
</tbody>
</table>

At least one course selected from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 355</td>
<td>The Documentary</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 356</td>
<td>Cinema Aesthetics</td>
<td>4 sh</td>
</tr>
<tr>
<td>COM 381</td>
<td>Communications Internship</td>
<td>1 or 2 sh</td>
</tr>
<tr>
<td>COM 400</td>
<td>Media Law and Ethics</td>
<td>4 sh</td>
</tr>
</tbody>
</table>
At least one course selected from the following: 4 sh

- **COM 455** Producing the Documentary
- **COM 456** Producing Narrative Cinema
- **COM 495** Great Ideas: Capstone in Communications 2 sh

Choice of additional courses to total at least 52 COM hours

Communications Total 52 sh

**OVERALL TOTAL** 54 sh

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**Communication Science**

Communication Science explores how people use messages to inform, persuade and entertain. Students apply social science theory and research to contemporary issues in media and professional communications.

A major in Communication Science requires the following courses:

- **GST 115** Public Speaking 2 sh
- **COM 100** Communications in a Global Age 4 sh
- **COM 110** Media Writing 4 sh
- **COM 220** Digital Media Convergence 4 sh
- **COM 225** The Process of Communication 4 sh
- **COM 230** Media History, Media Today 4 sh
- **COM 300** Persuasion 4 sh
- **COM 362** Communication Research 4 sh
- **COM 381** Communications Internship 1 or 2 sh
- **COM 400** Media Law and Ethics 4 sh
- **COM 460** Communication Inquiry 4 sh
- **COM 495** Great Ideas: Capstone in Communications 2 sh

Choice of additional courses to total at least 52 COM hours

Communications Total 52 sh

**OVERALL TOTAL** 54 sh
COM 100. COMMUNICATIONS IN A GLOBAL AGE 4 sh
Contemporary media play a vital role in society, both locally and globally. In this course, students study the importance of books, newspapers, magazines, recordings, movies, radio, television and the Internet, and the messages carried through news, public relations and advertising. The course emphasizes the relationship of media and democracy, ethical decision making, the diversity of audiences and the global impact of communications.

COM 110. MEDIA WRITING 4 sh
Clear, logical writing is necessary to communicate effectively to an audience. This course focuses on background research, interviews, accuracy, attribution and styles of writing (print, broadcast, online, news releases). Grammar and language skills are refined, and Associated Press style is introduced.

COM 220. DIGITAL MEDIA CONVERGENCE 4 sh
Convergence is the blending of text, sounds and images in the media environment to create new media. This course features units on visual literacy, photo editing, audio processing, video editing and web publishing. Students learn theories of aural and visual aesthetics and produce individual web pages. Prerequisite: C- or better in COM 100.

COM 225. THE PROCESS OF COMMUNICATION 4 sh
Theories seek to explain how and why we communicate, and with what effect. This course examines communication as a field of study, focusing both on human and mediated communication (news, persuasion, entertainment). In the scientific method, theories provide a way to understand, explain, predict and implement communication processes and events. Prerequisite: C- or better in COM 100.

COM 230. MEDIA HISTORY, MEDIA TODAY 4 sh
A free society requires a free and vibrant media. This course examines the development, growth and impact of media in America. It studies the major trends, important personalities, ownership structures, technological advancements, diversity of audiences, rise of media convergence and societal impact ranging from colonial newspapers in the 1600s to today’s print, broadcast and online media. Prerequisite: C- or better in COM 100.

COM 232. PUBLIC RELATIONS AND CIVIC RESPONSIBILITY 4 sh
Public relations is the bridge between an organization and its many publics. This course emphasizes theories, strategies and techniques in organizational environments (corporate, not-for-profit, associations, agencies, government) and studies historical roots, formation of public opinion, crisis management, marketing and the ethical requirements to be a responsible corporate citizen. Prerequisite: C- or better in COM 100.

COM 234. BROADCASTING IN THE PUBLIC INTEREST 4 sh
Broadcasting was conceived and is regulated to serve the public interest. This course provides a philosophical, historical, technological and social overview of the broadcast industry and its progeny. It focuses on broadcast economics, audience analysis, management, programming, media effects, government policy and FCC regulation in the public interest. Prerequisite: C- or better in COM 100.

COM 236. DEVELOPMENT AND INFLUENCE OF CINEMA 4 sh
The cinema has a rich history as an art form, entertainment medium and business enterprise. This course explores the social influence of cinema, both American and international. Students also study contemporary trends and business models in the film industry. Prerequisite: C- or better in COM 100.

COM 262. INTERPERSONAL COMMUNICATION 2 sh
Interpersonal relationships can be enhanced through the acquisition and development of communication skills. Topics include self-concept, perception, conversation skills and conflict resolution.

COM 265. SMALL-GROUP COMMUNICATION 2 sh
The effectiveness of small-group communication can be enhanced through the acquisition and development of skills related to committee, team and work-group processes.

COM 266. THE FELLOWS EXPERIENCE 4 sh
This course for Communications Fellows provides students a domestic travel experience that offers an inside look at the media and entertainment industries. Prerequisites: Communications Fellows only, application process required.

COM 286. COMMUNICATIONS ACTING COMPANY 1 sh
Performing arts students may earn credit for working as actors for shorts or scenes in cinema and broadcast courses. Prerequisites: THE 115, 120 or 125, an audition and permission of course instructor. May be repeated up to four times.

COM 300. PERSUASION 4 sh
This course explores the factors and techniques that either reinforce or change one’s knowledge, attitudes and behaviors as applied to media and communication messages. Students study classical and contemporary strategies, identify accepted rules that guide the decision-making process, and review how source, receiver, situation and message characteristics impact the social influence process. Prerequisite: C- or better in COM 110.
COM 310. REPORTING FOR THE PUBLIC GOOD  4 sh
Students become reporters and writers who emphasize accuracy, logic, and the sound and sense of words. Students analyze good journalism and discuss concepts such as civic journalism, the watchdog function of the news media, ethical practice, and journalism’s role in serving the public good in a democracy. Prerequisite: C- or better in COM 110.

COM 311. BROADCAST NEWS WRITING  4 sh
Students become broadcast reporters and writers for the ear by producing a variety of radio news stories. They analyze good broadcast journalism, audience research, media effects research, ethical standards and industry trends. Prerequisite: C- or better in COM 110.

COM 312. STRATEGIC WRITING  4 sh
This course emphasizes the importance of writing in public relations, advertising and media relations. Informative and persuasive methods include news releases, backgrounders, speech writing, employee publications, annual reports, news conferences, multimedia, public service announcements and oral presentations to a variety of audiences. Prerequisite: C- or better in COM 110.

COM 314. WRITING FOR BROADCAST AND NEW MEDIA  4 sh
Writing for radio, television and new media has its own style, form and content approaches. The course focuses on writing news, commercials, public service announcements and other copy for the ear. Students discuss contemporary issues, audience research, media effects research, ethical standards and industry trends. Prerequisite: C- or better in COM 110.

COM 316. SCREENWRITING  4 sh
As the heart and soul of cinema, screenwriting requires mastery of story, structure and format. This course helps students harness their imaginations in scripts for cinematic movies, series and shorts. Prerequisite: C- or better in COM 110.

COM 320. EDITING AND DESIGN  4 sh
Precision in word usage and style and an aesthetic sense of design are valuable in publications. Students practice crafting content, editing copy, writing headlines, using photos and graphics, writing captions and designing pages. Prerequisite: COM 220.

COM 322. CORPORATE PUBLISHING  4 sh
Print and web media (publications, public relations, advertising and the Internet) are used to communicate with internal and external publics. This course emphasizes effective visual design and publishing for corporate purposes. Prerequisite: COM 220.

COM 323. CORPORATE VIDEO  4 sh
Businesses often use video to communicate with internal and external publics. This course emphasizes achieving an organization’s goals through informing, persuading and entertaining. Students focus on research, writing, and studio and remote video production. Prerequisite: COM 220.

COM 324. TELEVISION PRODUCTION  4 sh
Students explore the principles and techniques in television broadcasting and other video media. Studio and field assignments emphasize the aesthetics of television production and the centrality of effective audio. Students research, write and produce news, public service announcements, commercials and entertainment programming. Prerequisite: COM 220.

COM 326. CINEMA PRODUCTION  4 sh
This course focuses on digital cinema picture and sound production, highlighting the relationship between technology and artistic form in documentary and narrative production. Students explore cinematic principles and techniques, learn production positions and procedures, and produce a short cinematic work. Prerequisite: COM 220.

COM 328. PHOTOJOURNALISM  4 sh
Photojournalism is the visual reporting of news. Students produce digital photojournalism by translating ideas and newsworthy information into visual form. The course emphasizes composition, lighting, storytelling and editing, along with the history of photojournalism and its legal and ethical frameworks. Prerequisite: COM 220.

COM 330. INTERNATIONAL COMMUNICATIONS  4 sh
Media systems differ substantially in the Americas, Europe, Asia, Africa and the rest of the world. In this course, students examine the media systems of many countries, stressing the chief problems of communications across cultural, economic, sociological and political barriers.

COM 331. ENVIRONMENTAL COMMUNICATIONS  4 sh
The environment is central to our future. Students develop an understanding of environmental issues and communication practices to promote public awareness, change behavior and influence public policy. The class analyzes media coverage of sustainability topics and methods for informing, educating and influencing important target audiences.

COM 332. ORGANIZATIONAL COMMUNICATIONS  4 sh
Every organization has its own internal communication patterns and leadership practices. This course addresses the theories and workplace issues related to leadership, teams, interpersonal relations, and organizational culture and strategy. Students analyze leadership and ethical dimensions of communication in organizations.
Religion and media are two powerful influences in society. This course analyzes how they intersect through media coverage of religious issues and themes, religion’s use of television and the Internet, and media portrayals of religious people and traditions.

The media have a tremendous effect on the American political system in terms of news coverage, candidate visibility, political messages and the creation of public opinion. This course traces the evolution of media impact to the present day.

A symbiotic relationship exists between athletic competition and the media. This course traces the century-old expansion of media coverage of athletics as well as social science research, weighing the capability of the media to participate in shaping and packaging sports content and programming as forms of popular culture.

Around the world, cinema is a reflection of societies, cultures and the times. This course surveys the development and evolution of selected international cinemas and movements and examines the social, cultural, economic and historic forces that influence, or are influenced by, that evolution.

Advertising is a creative communications process between messenger and consumer. This course studies the research foundation and methods used in creating advertising for print, broadcast and online media. Topics include history, ethics, social dynamics, economic implications for society and the global spread of advertising.

This course focuses on the writing and organizational skills essential for journalistic and public relations functions related to collegiate, professional and Olympic sports coverage. The functions of sports information tend to be closely related to media coverage and also can include effective operations of sporting events.

This course emphasizes effective presentation of ideas and information on radio, television and online. Students focus on vocal and visual presentation, voice and diction, pronunciation, appearance, gestures and movement. Prerequisite: COM 110.

Students analyze the effective use of the Internet as a publication tool, the importance of web design, and the Internet’s impact on society. Students experiment with diverse ways of using media such as text, graphics, sound and video to effectively transmit information and data and to interact with users.

Students research, write, edit and produce television news packages and newscasts as well as analyze current examples of news and public affairs programming. They work as producers, reporters, anchors, editors, videographers and studio production crew for news, sports and information segments in a newscast. Prerequisites: COM 311 and 324.

Sound is an important element in television, cinema and other visual media. This course analyzes digital audio production concepts and techniques such as on-location recording, post-production, editing sound with pictures, synchronization, automated dialogue replacement, signal processing, and the use of sound effects and music.

Students trace the origins of the documentary and analyze its status today, ranging from news documentaries to nature and travel productions to major artistic documentaries. Students produce projects outside of class.

Aesthetics refers to the creative use of camera angles, motion, lighting, color, sounds, music, special effects and editing for cinematic impact. This course examines theories of shooting and editing. Students apply these concepts to the production of individual short narrative films.

Students analyze the history and structure of interactive and newer media forms and explore their potential uses. This course experiments with interactive presentations and emerging media, using a media theory framework and models drawn from the fields of cognition and graphic design.
COM 361. MEDIA MANAGEMENT AND SALES 4 sh
For media to thrive, they need good management and a steady revenue stream. This course explores the principles of management and sales for print, broadcast and online media. Topics include ownership and regulation, organizational structure, personnel, business models and clients, and how to sell time and space.

COM 362. COMMUNICATION RESEARCH 4 sh
Students learn both theoretical and methodological concepts for conducting applied research in communications. This course explores public opinion polling, marketing research and qualitative methods, and highlights surveys, content analysis, focus groups and audience analysis.

COM 364. AUDIO FOR SOUND MEDIA 4 sh
Students learn digital audio production concepts and techniques applicable to radio and music recording. Emphasis is given to studio recording techniques such as the nature of sound and acoustics, signal flow, file formats, miking, multi-channel recording and mixing, nonlinear editing, signal processing and mastering. Prerequisite: COM 220.

COM 365. EDITING THE MOVING IMAGE 4 sh
Students learn the concepts and techniques of digital video editing for broadcast and cinema. The course examines the historical and theoretical evolution of editing, and students complete projects that require mastery of video editing techniques. Prerequisite: COM 220.

COM 366. NARRATIVE DIRECTING 4 sh
The director’s vision shapes almost every aspect of a story’s transformation from page to stage and from stage to screen. Students work with scripts, actors, camera and editing as they practice the art and craft of directing. Prerequisites: COM 316 and 326.

COM 368. MAGAZINE PUBLISHING 4 sh
This course examines the magazine publishing industry from its origins to today. Students explore industry trends toward specialization and magazine publishing processes including concept, planning, writing, editing, advertising, production, promotion and distribution of a finished product.

COM 370-79. SPECIAL TOPICS IN COMMUNICATIONS 1-4 sh
The School of Communications periodically offers special topics courses. Prerequisite: Determined by instructor.

COM 380. MEDIA WORKSHOP 1 sh
An on-campus practicum with student media, featuring weekly instruction from a faculty advisor. Prerequisite: Approval of department chair. Maximum of four credit hours applied toward major.

COM 381. COMMUNICATIONS INTERNSHIP 1 or 2 sh
An off-campus, professionally supervised internship in journalism, strategic communications, media arts and entertainment, or communication science. Students secure an internship with guidance from the school’s internship office and enroll for one or two credit hours, based on at least 80 work-hours per credit hour. An internship involves creation of a student portfolio, reflection assignments and supervisor evaluations. Prerequisite: Approval of school’s internship director. Maximum of four credit hours applied toward major.

COM 382. COMMUNICATIONS STUDY ABROAD 1-4 sh
Students who study abroad may earn credit for specialized study on a communications topic.

COM 400. MEDIA LAW AND ETHICS 4 sh
The First Amendment is the philosophical foundation for freedom of speech and press in America. This course distinguishes between forms of communication that have constitutional protection and those with limitations (libel, privacy, copyright, censorship, commercial speech, broadcast licensing, access to information). Students explore the foundations of moral reasoning and apply ethical responsibilities to communications cases.

COM 406. FILM THEORY, GENRES AND AUTEURS 4 sh
This course surveys classical and contemporary film theory and critical approaches to the study of film including formalism, realism and expressionism. Students explore film genres (drama, suspense, comedy), auteur directors (those whose vision dominates great movies), and the social, cultural, economic and historic forces at play.

COM 420. DESIGN AND INFORMATION GRAPHICS 4 sh
Students focus on effective design, information graphics and photo editing for news and feature outlets. The course analyzes use of type, images and color, and students apply that knowledge to design projects. Prerequisite: COM 320 or 322.

COM 428. VISUAL STORYTELLING 4 sh
Multimedia tools are used to produce online visual stories through photojournalism. This course emphasizes advanced photojournalistic technique and methods of evoking emotion. Each student develops a working portfolio. Prerequisite: COM 328.
COM 438.  ADVERTISING TECHNIQUES 4 sh
Advertising has a creative side as well as a business side. This course focuses on writing advertising copy and merging it with graphic design elements to communicate messages both creatively and effectively. Emphasis is placed on concepts, strategies and presentation style. Prerequisite: COM 338.

COM 440.  PUBLIC AFFAIRS REPORTING 4 sh
Journalism provides eyes and ears for the public at large. In this advanced reporting course, students concentrate on how best to cover politics, government, business and other social institutions. Students explore story topics, sources and pitfalls. Prerequisite: COM 310.

COM 450.  MULTIMEDIA JOURNALISM 4 sh
Students gather and present news and information in a converged media environment that combines text, graphics, photojournalism, audio and video. Students work as individuals and in teams to write, report and produce online multimedia products. This culminating course in the journalism major also explores career opportunities. Prerequisite: COM 350 or 351.

COM 452.  STRATEGIC CAMPAIGNS 4 sh
Students apply strategies and techniques to create a communications campaign for real clients. In the process, students engage in audience analysis, budget preparation and development of a strategic plan for corporate, nonprofit, association and/or government clients. This culminating course in the strategic communications major also explores career opportunities. Prerequisites: COM 312 and 362.

COM 454.  PRODUCING FOR BROADCAST AND NEW MEDIA 4 sh
To attract target audiences, those in broadcast and new media must place importance on program development, message design, production aesthetics and distribution channels. Students produce substantive team or individual projects based on programming strategies and client needs. This culminating course for broadcast and new media students also explores career opportunities. Prerequisites: COM 314 and 324.

COM 455.  PRODUCING THE DOCUMENTARY 4 sh
This course emphasizes the power of the documentary and its potential to address issues of social significance. Students examine the world of the documentary from initial concept to financing to distribution and produce a substantive documentary. This culminating course for documentary students also explores career opportunities. Prerequisite: COM 355 or 356.

COM 456.  PRODUCING NARRATIVE CINEMA 4 sh
This course examines production management and the business of cinema, focusing on the role of the producer. Students work as screenwriters, directors, cinematographers, editors and in other production roles to create a substantive narrative work. This culminating course for narrative cinema students also explores career opportunities. Prerequisite: COM 355 or 356.

COM 460.  COMMUNICATION INQUIRY 4 sh
Using a social science perspective, students analyze the role of media and professional communication in society. They pursue important questions, apply theories and observation, cite credible sources and write a significant paper that reflects the scientific method. This culminating course in the communication science major also explores career opportunities. Prerequisite: COM 362.

COM 491.  INDEPENDENT STUDY 1-4 sh
Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: Approval of department chair. Maximum of four credit hours applied toward major.

COM 495.  GREAT IDEAS: CAPSTONE IN COMMUNICATIONS 2 sh
Students examine the importance of free expression in a democracy and other great ideas that shape the disciplines of communications. These include trends such as media convergence, the global reach of communications and the impact of new technologies. Students do an original research project with a paper, or a substantial analytical paper that examines an important idea in communications. The course is the school’s primary instrument for senior assessment. Prerequisite: Senior status. Students must pass this course with a grade of C- or better.

COM 499.  RESEARCH AND CREATIVE ACTIVITY 1-4 sh
Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: Approval of department chair. Maximum of four credit hours applied toward major.
9-week summer programs in New York City & Los Angeles
Interest Meetings 6:30 | Studio A
September 13th and 14th

Positions Available:
Lighting | Director | Camera
Show Producer | Reporter | Editor
Photographer | Writer

Training Sessions in:
Editing | Lighting | Camera
Studio Production | Jib | Graphics
Field Lighting | Photography
ARE YOU ready?

An award-winning journalism career.
A major public relations campaign.
Industry-changing communications research. An independent film
that becomes a Sundance sensation.
Elon alumni have done it all, and
this is where it starts.

As a student in the School of Communications, you'll
master a challenging curriculum and immerse yourself in
professional settings that will prepare you for a successful
career. And you'll do it all under the guidance of teacher-
scholars with years of experience as TV producers and
reporters, newspaper and magazine editors, athletics
administrators, public relations executives, film editors
and interactive media producers. The faculty even
includes a Pulitzer Prize recipient.

Academic Extras

- Elon’s School of Communications is one of fewer
  than 20 private colleges and universities in the nation
  accredited by ACEJMC—the Accrediting Council on
  Education in Journalism and Mass Communications.

- Read all about it. To help you keep up with current events, the
  School of Communications provides 500 free newspapers each
  morning: The New York Times, USA Today and a local paper.

- Network like a natural. You'll meet
  members of the school's national
  advisory board—representing news
  media, public relations and advertising
  firms, and broadcast and film
  companies—who come to campus each
  semester and interact with students.

- A curriculum with a greater
  purpose. Courses prepare students
  to be ethical communicators and guardians of the public trust.
  Offerings include: Reporting for the Public Good, Broadcasting in
  the Public Interest, and Public Relations and Civic Responsibility.

QUALITY BY THE NUMBERS

15-18 students in most classes
52 full-time faculty & staff
2 TV studios
It All Starts Here
No matter what their professional goals, Elon alumni say the School of Communications was the first step on their journey to success. Elon grads are recipients of the Emmy, Oscar, Pulitzer Prize and a Sundance Film Festival award.

LAITH AL-MAJALI ’05 produced and edited “Capitán Abu Ra’ad,” winner of the 2008 World Cinema Audience Award for drama at the Sundance Film Festival. He is currently working on scripts for several new films.

Imagining the Internet
Put your fingerprint on the future of communication as you work on Elon’s groundbreaking project, Imagining the Internet. The 6,000-page website includes technology predictions from thousands of experts and ordinary people across the globe. Students working on the site have traveled to Athens, Greece; Rio de Janeiro, Brazil; Sharm El Sheikh, Egypt; and Vilnius, Lithuania.

KRISTIN HEGEL ’06
Associate manager, Creative Services at FremantleMedia
Internship: DreamWorks Television

Elon Extra: Kristin was the producer of Elon Student Television’s long-running show “Win Stuff” when the show won first place in the Broadcast Education Association’s mixed programming category.

“After graduation, I worked with a company needing production assistants. I worked for FremantleMedia’s “The Price is Right Live” in Atlantic City, then moved over to the Las Vegas production of the show, and finally to Fremantle’s corporate offices in Los Angeles when I was promoted to production coordinator of all their live events. Recently, I moved to the creative services team and am associate manager in that division. I work on product approvals and sales materials for the Fremantle licensing team on everything from consumer products to sponsorships and promotions.”

Award-winning Student Media
School of Communications students continue their hard work well after classes end for the day. Students produce a student newspaper, air an FM radio station and produce content through ESTV (Elon Student Television).

▶ Phoenix14News, Elon’s student-produced newscast, won first place in the 2011 College Television Awards newscast competition, which is sponsored by the Academy of Television Arts & Sciences Foundation.
▶ The Pendulum, Elon’s student newspaper, is one of only 19 campus papers to receive a national Pacemaker award.
▶ In 2011, Elon’s Bateman team finished third in the nation’s most prestigious competition for public relations students.

102 computer stations  75 digital cameras  13 digital video editing bays  1 professional-quality control room, digital audio suite and film screening theater
Internships » Catapult Your Career

Work one-on-one with the School of Communications internship director to find an internship suited for your professional goals. Students intern across the U.S. and internationally, including:

CNN • WashingtonPost.com • National Security Agency • Sony Music Entertainment • National Journalism Center • ESPN • U.S. Embassy (The Hague, Netherlands) • Major League Baseball Japan (Japan) • NBC Universal • Jive Records • Ketchum Public Relations • EI

CHELSEA MOIR
Internship: The View

“...no task is too small. Even the smallest task is essential to the final production. And as trite as it might sound, you can’t underestimate the power of a positive attitude.”

EUGENE DANIEL
Internship: 60 Minutes

“...saw what it took to beat the competition to the story. I learned to be confident, to work hard, and I learned it from the very best in the business.”

BOBBY HOPPEY
Internship: Social media communications intern for General Motors

“A lot of the job was interacting with bloggers and getting to know the whole blogosphere. It was interesting and kind of eye opening for me. It was an opportunity to interact with a lot of different people in an informational setting.”

Coast to Coast » Elon Goes to New York and L.A.

Spend a summer soaking up the ins and outs of the media industry. These nine-week programs send students to two of the world’s most influential cities for a chance to study, intern and cultivate industry contacts. Elon faculty are based in each city during the summer.

Communications Fellows » The Next Level of Learning

Accelerate your education as a Communications Fellow. You’ll take special courses, work closely with faculty mentors, travel to Atlanta for a study tour, complete a capstone project and benefit from a study abroad grant.

Twenty-five Fellows are selected each year based on high school academic performance, involvement in communications-related activities, interviews and essays. In addition to program benefits, five Fellows receive annual $4,500 scholarships. Visit www.elon.edu/fellows for the application (due January 10) and to learn more.

The Next Step » Master of Arts in Interactive Media

This fast-paced, 10-month program will teach you to think strategically about multimedia platforms and create engaging work, including text, sound, video, images and graphics. Learn more at www.elon.edu/imedia.

100% of students complete an internship. Graduates have turned internships into full-time jobs with Dreamworks, MTV, the Boston Celtics, ESPN, the Raleigh News & Observer and many national, state and regional organizations.
5 MAJORS. 5 PATHS TO

**Journalism**
Work at the forefront of the digital revolution. Report, design and photograph news and sports in real time to share with online, print and broadcast media audiences.

**Strategic Communications**
Target your audience through all manner of media. Learn about evolving strategies in public relations and advertising as you develop skills to disseminate your message and get results.

EXCELLENCE.

**Media Arts & Entertainment**
Unleash your creativity as you learn the fields of television, radio, cinema and cable operations with a special emphasis on producing, directing and engaging in interactive media.

**Communication Science**
Immerse yourself in media issues and theories as you delve into communications research. You’ll investigate the industry’s future while working to understand the social, political and cultural implications of communication.

**Sport & Event Management**
Develop the complex skills needed to manage sport and recreation organizations, events, facilities and activities. You will graduate with the capacity to adapt to the multitude of career opportunities you’ll encounter in this field.
National Rankings  Elon was named the #1 school “Focused on Their Undergrads” by U.S. News & World Report in its 2011 “America’s Best Colleges” guide. The guide also ranked Elon #2 among 118 Southern universities. The Princeton Review lists Elon among the nation’s top schools in its 2011 “The Best 373 Colleges” guide. The National Survey of Student Engagement consistently names Elon one of the top master’s-level schools in the country for actively engaging students in their educational experience.

Enrollment  Elon’s 5,032 undergraduates and 677 graduate students come from 48 states, the District of Columbia and 49 other countries. Admission to Elon is selective; two-thirds of incoming freshmen rank in the top 25 percent of their high school classes.

Majors and Degrees  Elon offers more than 50 degrees leading to the bachelor of arts, bachelor of science or bachelor of fine arts degrees. The School of Communications offers majors in journalism, strategic communications, media arts and entertainment, communication science, and sport and event management. Elon awards master’s degrees in business administration, education and interactive media. A doctor of physical therapy degree is also offered. The Elon University School of Law offers the J.D. degree.

Paul Parsons, dean of the School of Communications, was honored in 2011 as the national Journalism and Mass Communication Administrator of the Year.

Faculty  Eighty-six percent of Elon’s full-time faculty holds the highest degree in their fields. The student-to-faculty ratio is 13:1, and the average class size is 21.

Elon Experiences  The Elon Experiences program encourages students to participate in study abroad, service, undergraduate research, internships and leadership. Seventy percent of Elon students study abroad at least once before graduating — Elon is #1 in the percentage of students studying abroad among U.S. master's-level schools. Seventy-eight percent of students complete at least one internship and 83 percent participate in service. One in three students hold a leadership role in Elon’s 150+ organizations; about 900 students conduct research projects.

See for Yourself  Visit Elon, tour the campus and sit in on a class or talk with a professor. Visit www.elon.edu/visiteleon to make an appointment. Office hours are Monday to Friday from 8 a.m. to 5 p.m. and Saturday from 9 a.m. to noon.

Connect
Telephone: (336) 278-3566 or (800) 334-8448
E-mail: admissions@elon.edu
Web: www.elon.edu/admissions
Facebook: Elon University Admissions—“Like” Us
Twitter: ElonUAdmissions—Follow Us
reDefine Creativity
Redefining the Edge: The Faculty

JOIN AN ENERGETIC COMMUNITY of industry veterans and academic innovators. The School of Communications enrolls nearly 900 students and ranks 12th largest in enrollment among private colleges and universities in the United States. The school's 36 full-time faculty members include nationally recognized scholars in fields ranging from media history to international communications to new media; more than a quarter have authored books and received nationally competitive research grants.

JANNA QUITNEY ANDERSON, associate professor and Director of Internet Projects, is co-author of the Pew Internet "Future of the Internet" surveys and author of the book IMAGING THE INTERNET and the Future of the Internet book series. She has written articles for USA Today, Advertising Age and The New York Times News Service and is the winner of multiple national Web design awards. Anderson is the 2008 winner of the Outstanding Educator Award in the Newspaper Division of the Association for Education in Journalism and Mass Communication.

KEN CALHOUN, assistant professor, is a new media professional whose background includes interactive television, corporate and entertainment industry multimedia production and creative writing. Before coming to Elon, Calhoun served as Creative Director for Center Line Productions, where he provided high-end digital productions to clients such as IBM, Sony Ericsson and the University of North Carolina.

KEVIN GAITHER, assistant professor, has more than nine years of public relations experience and is an expert on international public relations. Gaither has authored books on this topic and has lived or taught in Brazil, Ghana and China. In 2008, he served as executive dean for the spring voyage of Semester at Sea, a 100-day study abroad academic program sponsored by the University of Virginia.

RANDY PILAND, lecturer, teaches photojournalism, visual storytelling and corporate publishing. He has 30 years of experience as a photojournalist and photo editor Piland initiated The Tennessean's transition from film to digital and continues to serve on the multimedia team at Western Kentucky University's annual Mountain Workshops.
Strategic Teaching, Marketable Knowledge

A curriculum for majors and non-majors
JOIN A CONSOR TO OF 30 GRADUATE STUDENTS for 12 months of intense study that includes a 10-day domestic or international fly-in to collect content for a Winter Term team project to serve the public good.

The Interactive Media program requires 36 semester hours from Summer I through Spring term. Students admitted without prior undergraduate courses in Media Law and Ethics and Media Writing will take them as Summer I preparatory classes.

Summer I:
Seminar in Media Law and Ethics
Seminar in Media Writing

Summer II:
Digital Media Workshop

Fall:
Theory and Audience Analysis in an Interactive Age
Interactive Writing and Design
Introducing Interactive Media
Interactive Media Strategies
Graduate elective

Winter:
Interactive Project for the Public Good

Spring:
Contemporary Media Issues
Graduate elective
Graduate elective
Interactive Media Capstone (6 hours)

Electives:
Intellectual Property Law
Citizen and Participatory News
Virtual Environments
Public Opinion in a New Media Age
Visual Aesthetics
Interactive Media Management and Economics
Professional Apprenticeship

High-tech Facilities

INNOVATE AND CREATE in a state-of-the-art suite built especially to house the program. You'll work on Macintosh computers with the latest software for multimedia production and edit in individual and small-group edit bays. High-definition video cameras and audio recorders will be available for free student checkout. In addition, Interactive Media students will be given a comprehensive software package for use throughout the year and have access to equipment including:

- 12 EDITING STATIONS
- 75 DIGITAL CAMERAS
- 2 TELEVISION STUDIOS
- 5 MULTIMEDIA LABS
- PROFESSIONAL-QUALITY CONTROL ROOM
- 13 DIGITAL VIDEO EDITING BAYS
- 2 DIGITAL AUDIO SUITES
- FILM SCREENING THEATER

Imagining the Internet

THE SCHOOL OF COMMUNICATIONS is nationally known for its strategic partnership with the Pew Internet & American Life Project. This partnership has spawned multiple grants, news coverage by The New York Times and CNN, a Web site and book titled "Imagining the Internet," and Eion faculty/student coverage of the Internet Governance Forum in Athens, Greece, in 2006 and Rio de Janeiro, Brazil, in 2007. The Web site has more than 6,000 pages detailing the history of the Internet along with predictions for the medium's evolution. It is a Webby Awards Official Honoree. Learn More: www.imaginingtheinternet.org
Leading the Digital Revolution

SCHOOL OF COMMUNICATIONS ALUMNI live and work across the country and around the world. They’ve won Pulitzer Prizes, Emmys and an Oscar. While their professional passions differ, they all found an educational foundation at Elon.

"Interactive media is where technology is going, and in some cases, where technology is now. To thrive in any communications industry, you need to have skills that are relevant."


"I think the next generation of interactive media will incorporate more real-time social interaction, will be more personal, and less anonymous – making people accountable and responsible for what they do online, and therefore encouraging higher quality production of content."

Zack Kevit, 2005, strategic communications team director for The United States Army Web site, Army.mil, the highest trafficked military Web site in the world

Apply Today

THE MASTER OF ARTS in Interactive Media program enrolls cohorts each June. Applications are evaluated on a rolling basis throughout the year. Please submit all required application materials as early as possible prior to enrollment, but no later than May 1.

CANDIDATES FOR ACCEPTANCE into the M.A. in Interactive Media program should have an earned bachelor’s degree from an accredited college or university. We recommend a GPA of 3.0 or higher for undergraduate work and a combined verbal and quantitative GRE score of 1000 or above.

Admission Checklist

- Complete the application form, which includes a personal statement. (Apply online at www.elon.edu/imedia.)
- Send official transcripts from all colleges and universities attended.
- Submit official GRE scores.
- Provide three letters of recommendation.

For a complete list of requirements and additional admissions information, visit www.elon.edu/imedia

The School of Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications. Elon is one of only 18 private colleges and universities in the nation with an accredited communications program.

Starting salaries are 28 percent higher for students with a graduate degree in communications compared to those with an undergraduate degree only, according to a recent industry survey.
Information and ideas fuel our world.

Communication is constant, but the way we communicate keeps changing. In Elon’s Interactive Media program, you’ll study the evolution of media platforms, while reimagining the most effective communication channels.

You won’t just craft projects in labs. You’ll travel across the country or around the world gathering content for a team project to serve the public good.

You won’t just read about new media pioneers. You’ll study with professors who were early adapters to interactive media practices and remain experts in the field.

And instead of composing a traditional thesis, you’ll create a 6-credit hour capstone project.

Redefine communication.

Reinvent media operations.

Reinvest your resources.

ELON UNIVERSITY
SCHOOL OF COMMUNICATIONS

“Elon’s School of Communications is uniquely positioned to offer a graduate degree in interactive media. Combining a faculty with considerable professional experience and strong undergraduate programs with cutting-edge facilities, students in the Master of Arts in Interactive Media program will create innovative and exciting projects that are rapidly becoming the principle components of media in the twenty-first century.”

Dr. David Copeland, Interactive Media program director

ELON
M.A. INTERACTIVE MEDIA

Elon is the only university in North Carolina to offer a Master of Arts degree in Interactive Media. It’s an intensive full-time, one-year program.
About Interactive Media

START TERMS  June (Summer I) or July (Summer II)
PROGRAM LENGTH  11 months; 12 months for students taking Summer I preparatory classes
TOTAL CREDIT HOURS  36
CLASSES MEET  Monday-Friday (Daytime)
STUDY ABROAD OPPORTUNITIES  Yes
COHORT SIZE  approximately 36 students
COST  $28,600 in projected tuition and fees; scholarships available

ELON UNIVERSITY
Master of Arts in Interactive Media
beginning Summer 2009
Office of Graduate Admissions, 2750 Campus Box
Elon, North Carolina 27244
(800) 334-8448
VISIT OUR WEB SITE  www.elon.edu/media

About ELON


ENROLLMENT AND LOCATION  Elon's 4,939 undergraduate and 571 graduate students come from 46 states, the District of Columbia and 45 other countries. Located in Elon, North Carolina, Elon's historic 575-acre campus is a designated botanical garden and is ranked one of the top 10 most beautiful campuses in the country by The Princeton Review. Elon is 30 minutes east of Greensboro and 45 minutes west of Chapel Hill and Durham.

MAJORS AND DEGREES  Elon offers 50 majors leading to the bachelor of arts, bachelor of fine arts or bachelor of science degrees. Master's degrees are awarded in interactive media, business administration and education. Elon offers a doctorate in physical therapy, and the Elon University School of Law offers the J.D. degree.

FACULTY  Eighty-four percent of Elon's full-time faculty hold the highest degrees in their fields. The student-to-faculty ratio is 14:1, and the average undergraduate class size is 22.
The M.A. in Interactive Media Program

Cutting-edge educational training

Today’s media are rapidly converging and melding into forms that combine the traditional elements of print and broadcast that are then presented in digital format. In the 21st century, however, it will not be enough to know this. Communications professionals must understand how interactive media are created, how these new forms of presentation are managed, and how their content and applications meet the purpose of the organization creating it and the needs of the audience that is being targeted.

Elon’s School of Communications is uniquely positioned to offer a graduate degree in interactive media. The school has a faculty of more than 40 members who have extensive professional experience and cutting-edge facilities to guide graduate students in the Master of Arts in Interactive Media (iMedia) program to create innovative and exciting projects that are rapidly becoming the principal components of media in the 21st century. The program prepares individuals to manage, create, and produce interactive media for communication companies, and for any organization that requires digital and interactive media applications.

Hands-on experience, theoretical guidance

The Elon iMedia program is designed to immerse students in the world of media interactivity. From the August digital media workshop through the spring semester capstone project, students create a series of interactive products. They also learn how to manage and direct interactive tasks.

Working closely with faculty in classes that provide a scaffolding approach to building interactive products, the iMedia program combines a critical understanding of the purpose of interactivity with the skills required to construct complex interactive products. It includes real-world application of interactive media, as students work in teams during Elon’s winter term interactive project for the public good. Because the iMedia program integrates application with media theory and management, students are prepared to be managers, producers, and creators of interactive media when they complete their course of study.

The curriculum

The iMedia program involves an intensive curriculum designed for students to complete within one academic year because of the rapidly changing world of interactive media. Students take courses beginning in August. In the fall and spring semesters, students must take five courses. All students complete a winter term course. Graduation is in May.
Foundation courses

The iMedia program is open to students with an undergraduate degree in all disciplines. Those who have not completed undergraduate courses in media writing and in media law and ethics are required to successfully complete seminars in these two content areas unless they can prove extensive professional media experience that the School of Communications determines warrants a waiver. The seminars are provided by the School of Communications in the week before the program begins.

iMedia curriculum

Courses

Required Courses (30 hours):

August term

COM 520: Digital Media Workshop 3

Fall term

COM 530: Theory and Audience Analysis in an Interactive Age 3
COM 540: Interactive Writing and Design 3
COM 550: Producing Interactive Media 3
COM 560: Interactive Media Strategies 3
COM 565: Visual Aesthetics 3

Winter term

COM 570: Interactive Project for the Public Good 3

Spring term

COM 580: Contemporary Media Issues 3
COM 590: Interactive Media Capstone 6

Elective Courses (Choose two):

Representative list only; others will be added as needed

COM 561: Intellectual Property Law (3)
COM 562: Citizen and Participatory News (3)
COM 563: Virtual Environments (3)
COM 564: Public Opinion Through New Media (3)
COM 566: Interactive Media Management and Economics (3)
COM 568: Special Topics in Interactivity (3)
COM 569: Professional Apprenticeship (3)

Total iMedia Credit Hours 36

Class schedule and course load

The School of Communications schedules classes in the iMedia program in the fall, winter, and spring terms according to the undergraduate calendar of the University. The iMedia program is an intensive, full-time program. Students take one all-day, three-week course in August. In the fall semester, students take five 3-hour courses. In the winter, students take one course that requires them to leave campus. This course may have an international component. The spring semester is comprised of three 3-hour courses and one 6-hour course.

Classes that meet three times a week last 70 minutes per session. Classes that meet twice per week last 100 minutes per session. The spring capstone course will meet 3 hours, twice a week.
Accreditation

Elon University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; phone: 404-679-4501; www.sacs.org) to award bachelor's and master's degrees, the doctor of physical therapy degree, and the juris doctor degree. The M.A. in Interactive Media is offered through the School of Communications, which is accredited by ACEJMC (Accrediting Council on Education in Journalism and Mass Communications).

Program learning objectives

The principal objective of the iMedia program is to produce media professionals who can create, produce, and manage interactive media projects for media corporations or for any company requiring an interactive component within its area of operation. Theory and practice are stressed throughout the program.

Upon completion of the iMedia program, students will demonstrate:

- The ability to create interactive projects through the use of media tools specific to the required task.
- Understanding of the uses of interactivity in all areas of communications.
- The theoretical foundations for using and creating interactive media.
- The ability to work as a project member and leader.

The faculty

The faculty of the School of Communications have a well-earned reputation for being outstanding teachers and scholars in their respective areas of communications. They are considered some of the best instructors at Elon University and bring breadth of professional experience and knowledge to the classroom. They hold postgraduate degrees from universities across the country and have worked for varied media outlets on all levels. Many have won top awards as teachers, researchers, and as professional media practitioners. The iMedia faculty have diverse experiences in interactivity from both professional and academic perspectives.

The School of Communications faculty are teachers first, but they are also theorists and practitioners of media. All actively work to improve their teaching and are engaged in communications research according to their media specialty. Many serve as consultants with media companies and hold national positions with communications organizations. All of these activities serve to improve the quality of classroom instruction.

Elon's classes are small and faculty members are accessible. This atmosphere of personal attention, combined with dedication to teaching and reasonable cost, sets the School of Communications' iMedia program apart.

Costs

Reasonable cost is one of the major benefits of the School of Communications' iMedia program. Tuition for the program includes a comprehensive software package, which contains the programs that will be used in the courses. Basic costs of the winter term course are also included when students travel away from Elon, with the exception of food and other items students might choose to purchase.
In addition, Elon offers a deferred payment plan for fall, winter and spring semesters, and loans are available. (Please see Forms of Financial Assistance for Graduate Students in the front section of this catalog.) A nonrefundable enrollment fee of $1,000 is also required (applied to tuition at enrollment).

<table>
<thead>
<tr>
<th>Charge</th>
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<tr>
<td>Graduate tuition (for entire program)</td>
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<td>Transcripts</td>
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Grades, diplomas and transcripts will be withheld until a student’s financial obligations to the university are settled. A student cannot register for further coursework until financial obligations to the university are paid.

**Refunds**

*Fall and spring semesters*

Tuition and fees are refunded on a pro rata basis during the first eight weeks of the semester. Any part of a week will be considered as a full week for all pro rata charges.

- 1st week pro rata charge ...................... 5%
- 2nd week pro rata charge ...................... 10%
- 3rd week pro rata charge ...................... 40%
- 4th week pro rata charge ...................... 60%
- 5th through 8th week pro rata charge ......... 75%
- 9th week ........................................ no refund

**iMedia student status policy**

All iMedia students are considered full time and are expected to take the full course load in order to graduate within one year.

**iMedia admissions requirements and procedures**

The admissions policy for the iMedia program is designed to select outstanding students who have demonstrated academic ability, professional leadership, and managerial promise. Each applicant is considered in light of all completed academic work, test scores, evidence of motivation, credentials, and letters of recommendation. Experience will be considered for prospective students returning to academe from the professional world.

Application materials are available from the Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244, on the Elon Graduate Admissions Web site at www.elon.edu/graduate or by calling toll-free 800-334-8448, ext. 3.

The iMedia program enrolls cohorts each July/August. Applications are evaluated on a rolling basis throughout the year. Please submit all required application materials as early as possible prior to enrollment, but no later than May 1. Completed applications should
be sent directly to the Office of Graduate Admissions and must include:

- Evidence of an earned bachelor's degree from an accredited college or university.
- Recommended GPA of 3.0 or higher for undergraduate work.
- Official transcripts of all undergraduate and any graduate studies completed or taken.
- A recommended combined verbal and quantitative score of 1000 or higher on the Graduate Record Examinations (GRE), and a score of 3.5 or higher on the 6-point analytical writing scale, taken within the last five years OR a recommended Miller Analogies Test (MAT) score of 400 or higher taken within the last five years.
- Three letters of recommendation.
- A completed application form and personal statement (instructions included with application) with a $50 nonrefundable fee (check or money order made payable to Elon University).
- Resume (Note: A portfolio is not an admissions requirement).
- The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required. English translations of transcripts and explanations of grading systems are required.
- Note: Students lacking prerequisite courses in Media Law and Ethics and Media Writing will take these courses at Elon in Summer II.

Exceptions to these requirements may be considered under special circumstances.

Transcript requests
Contact the registrar of each college or university attended to have an official copy of all transcripts mailed to Elon University. Transcripts should be mailed directly to the Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244. Applicants currently enrolled should request a transcript showing completed academic work through the most recent semester of enrollment; a final transcript will also be required.

Recommendations
Applicants should send recommendation forms to each designated individual. Those requested to provide recommendations should be aware of the applicant's academic abilities and professional potential; supervisors and faculty are preferred, not family and friends. Recommendations are confidential.

Each recommender should complete the form and return it directly to the Office of Graduate Admissions.

Testing for iMedia students
Applicants to the iMedia program are required to take either the GRE or the MAT. Elon's GRE program code is R5183.
International Students

Because several months may be required to receive and process forms from international applicants, applications and complete documentation should be submitted as early as possible. The Test of English as a Foreign Language (TOEFL) is required unless English is the student’s native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required for admission to any graduate program at Elon. Exceptions to this requirement may be considered under special circumstances.

Requirements for International Students on F-1 Visas
In addition to iMedia Admissions Requirements, F-1 student applications must include:

- The Test of English as a Foreign Language (TOEFL) is required unless English is the student’s native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required.
- An original bank statement or letter issued within the last six months.
- English translations of transcripts and explanations of grading systems are required if the transcripts are from institution(s) outside the United States.
- A completed Certificate of Financial Responsibility (CFR) is necessary prior to approval of application for admission.
- Medical insurance and immunization records (Elon requires students to maintain health insurance during the entire period of enrollment).

To maintain F-1 status, students must:

- Enroll in the program on a full-time basis. F-1 students are required to complete the program in 12 months.
- Maintain continuous enrollment with a minimum of 9 credit hours per semester (fall and spring).
- Report to the Isabella Cannon International Center (Carlton 113) at the beginning of each academic term and at any time that changes in academic or financial status occur.

Continuation Standards
Students are expected to complete the iMedia program during one academic year. If for any reason a student is unable to complete the requirements for graduation, the student will need to appeal to the graduate program director for permission to continue studies into a second year. Only in rare cases will continuation be granted.

Graduation and degree requirements
To earn the M.A. in Interactive Media degree, the graduate student must:

- Successfully complete the 36-hour curriculum with no more than 1 L grade and no failing grades. Students who have not taken the prerequisite courses in media law and media writing as undergraduates must complete those respective seminars before beginning the program.
- Submit an application for graduation to the Registrar by the February preceding graduation date.
- Successfully complete the capstone project with approval by the instructor of
record. The project demonstrates the student's ability to create an interactive product, communicate clearly, and manage and integrate all aspects of the interactive curriculum appropriately.

It is the student's responsibility to be familiar with the preceding requirements for graduation.

Courses Descriptions

COM 500 Seminar in Media Law and Ethics 0 sh
Covers the legal and ethical dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues. Students examine historical cases, analyze the contemporary evolution of law as it relates to technological development, and discuss ethical situations that arise from the confluence of accelerated technological development and the culture's ability to understand its consequences, unintended or otherwise. Required for those without an undergraduate media law and ethics course or professional experience waiver.
Goal: Learn the legal foundations for freedom of speech and the press, and legal restrictions and ethical principles relevant to media practitioners.

COM 530 Theory and Audience Analysis in an Interactive Age 3 sh
Introduces students to the intellectual logistics of graduate study in general, to the historical and contemporary body of research literature in the scholarly subject area of interactive communications, and to career opportunities. Students write research papers capped by a bibliographical essay that covers books, professional journal articles, or studies focused on interactive communications.
Goal: Understand theoretical and historical issues related to the design, development, and production of interactive media. Develop an understanding of the audience and how to apply theory in order to effectively analyze and critique visual materials.

COM 510 Seminar in Media Writing 0 sh
Clear, logical writing is necessary to communicate effectively to an audience. This course focuses on background research, interviews, accuracy, attribution, and styles of writing (print, broadcast, online, news releases). Superior grammar and language skills are expected, and Associated Press style is introduced.
Required for those without an undergraduate media writing course or professional experience waiver.
Goal: Learn accepted practices and skills used in writing for media audiences.

COM 540 Interactive Writing and Design 3 sh
This course maps the divide between genres of communication traditionally taught in print or traditional forms of electronic communication to those that are now operating in digital environments where various "multimedia" are converging into a single, integrated meta-medium of practice, known as Interactive writing and design.
Goal: Understand compositional techniques associated with producing textual information in an Interactive, computer-mediated environment for news and strategic communications, how to conduct factual research, compose nonfiction articles, and create textual interactive content such as timelines, polls, and quizzes, and to assemble the elements into a single narrative.

COM 520 Digital Media Workshop 3 sh
Provides concepts and applied skills related to visual communication, photo editing, audio processing, video capture and editing, and Web publishing. Students develop the ability to organize elements for a variety of visual effects and gain an understanding of how to use technology to create meaningful digital communication.

COM 550 Producing Interactive Media 3 sh
Covers the fundamental practices associated with interactive media production, including...
interface design, applied multimedia and usability refinement. In the effort to provide users with optimized opportunities for choice and control, students will apply design guidelines such as Shneiderman's Eight Golden Rules and production/design trends emerging in various industries. Students will author interactive experiences and explore historical origins, as well as today's best practices.

Goal: Understand fundamental interactive media development concepts using common industry development tools in order to reinforce technique that may be applied beyond the scope of this course. Enhance technical skills and theoretically-informed insights into interactivity and its increasingly significant role in a variety of communications contexts.

**COM 560**

Interactive Media Strategies

An investigation of strategic issues such as new design paradigms, project workflow, information design, interactive navigation, production methodologies, and an exploration of a full range of interactive media, from web to screen devices to interactive objects and spaces.

Goal: Understand the technologies of new media to and how they enhance their perspectives on global business, ethical and regulatory challenges, and the effect new technologies are having on business strategy and operations.

**COM 561**

Intellectual Property Law

The intersection of law and technology has always been rife with legal dilemmas. New laws often come on the heels of new technology. This course introduces one of today's flashpoints for this difficult relationship: the law of intellectual property. Today, intellectual property law is the subject of demonstrations, acts of sabotage, mass civil disobedience, bitterly fought Supreme Court cases, intense lobbying, litigation, and legislation. Digital technology makes it easier to create interactive media but perhaps also easier to violate copyright and trademark laws in the process. This course will examine intellectual property law for creative content producers, and addresses both practical considerations and public policy concerns.

Goal: Learn how Intellectual property law (copyright and trademark law) intersects with interactive media such as web journalism, advertising, electronic databases, video games, and visual and performing arts.

**COM 562**

Citizen and Participatory News

For more than two decades, the practice of journalism has changed through shifts in media technologies, corporate structure, and the organization of public life. Today, a new form of Internet journalism - citizen journalism - is taking root in which ordinary citizens are learning how to report on the people and events of the world with fresh eyes. Since the Internet became a part of everyday life in the mid-1990s, it has played an increasingly large role in the delivery of news about the world to citizens. This course explores citizen journalism and other technological shifts, with an eye to seeing how they affect journalism's role in society, and introduces conceptual and practical tools to practice journalism in today's digital environment.

Goal: Understand the history of changing media consumption patterns and learn techniques of journalism in digital media.

**COM 563**

Virtual Environments

Study three-dimensional online environments, massively multiplayer online games (MMOG) and the phenomenon of real-time, online interaction. By examining Second Life and emerging virtual worlds, students will explore how such realms and the accompanying tools can be leveraged in a communications capacity, whether to create an online political presence, disseminate news, or be a virtual forum for marketing and commerce.

Goal: Understand past, present, and future of virtual reality, and analyse virtual reality concepts. Learn principles of crafting specialized experiences in virtual worlds; creating a virtual presence; modelling objects and environments, and scripting simple animations in Second Life.

**COM 564**

Public Opinion Through New Media

With the advent of new media, virtual communities, smart mobs, and online social networks, old questions about the meaning of human social behavior have taken on renewed significance. Although this course is grounded in theory, it is equally rooted in practice, and much of the class discussion takes place in social cyberspaces. This course requires active participation of students and a willingness to immerse in social media practices—messaging, web forums, blogs, wikis, chat, instant messaging, virtual worlds—for a part of every weekday during the semester.

Goal: Learn theories for understanding how public opinion develops, how interactive media
can be used to further public opinion in a democratic society, and what role the media play in the process.

COM 565 3 sh
Visual Aesthetics
Principles and practices associated with design as both a physical manifestation of an artistic idea and a practical expression for communicating messages through images, icons, and other elements that form the information architecture common to interactive media. Students analyze the aesthetics of artistic expression and further existing interface design skills.

Goal: Understand aesthetic principles underlying the interactive electronic arts, and their relation to and divergence from aesthetic principles underlying traditional forms of artistic expression.

COM 566 3 sh
Interactive Media Management and Economics
Forms of interactivity are changing economic models for media companies, corporations, and non-profit organizations seeking to communicate with desired audiences. In turn, this changing economic model influences management strategies for interactive media initiatives. In this course, students will survey economic analyses of the media and advertising industries in market economies, using that information to understand media performance.

Goal: Understand media economic theory and research, and how to apply such information in assessments of media performance.

COM 568 3 sh
Special Topics in Interactivity
Because of the fast-changing world of interactivity, special topics may arise periodically that the School of Communications believe warrant a special course for iMedia students. Special topics classes will be added to the curriculum in such cases as electives.

Goal: Learn about the newest ideas and production methods available that may not be covered in any other required or elective course.

COM 569 3 sh
Professional Apprenticeship
An independent work experience under a professional mentor provides an opportunity to acquire insights and skills in a professional environment. Students are required to work at least 240 hours in a supervised environment. Apprenticeships must be approved by the graduate program director and will be permitted only under exceptional circumstances.

Goal: Apply knowledge and skills they have acquired in the iMedia program to professional experiences.

COM 570 3 sh
Interactive Project for the Public Good
Students work in a team environment to create an interactive media project for the public good. In teams, they travel for approximately a week to a site to gather content through interviews, photos, audio, and video needed for the project. They then return to campus to organize this content into a project that will be accessible to the public at large. Students develop, design, and deploy original interactive projects in a deadline-driven setting.

Course may include a domestic or international fly-in component.

Goal: Apply skills and material learned thus far in the iMedia curriculum into practice and make a contribution to the betterment of society.

COM 580 3 sh
Contemporary Media Issues
Focuses on the historical and contemporary state of personal and public interaction with popular media within the context of technological developments and their impact on society and culture. Students study journal articles, survey research literature, and write papers on the historical trajectory of information consumption from the emergence of mass-produced, paper-based texts to the development of the World Wide Web. Students should use this course to evaluate the current ethical, political, and economic controversies that will be a part of their daily lives upon entering media professions.

Goal: Understand evolving and emerging issues in mass media, including economic, regulatory and technological developments and trends, and apply this knowledge to professional activities.

COM 590 6 sh
Interactive Media Capstone
Students complete a capstone interactive media project accompanied by an explanatory paper. The master's capstone project requires students to create an original, fully functional presentation for news, entertainment, informational services, or strategic communications.

Goal: Develop expressive ability and a conceptual framework for the design of interactive experiences and use this ability and framework to facilitate each student's talents to conceive, prototype, and produce works in various interactive media.
Administration

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President

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Provost and Vice President for Academic Affairs

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Dean of the School of Communications

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Program Director of Interactive Media

Maggie Mullikin, B.S.
Assistant Program Coordinator

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Associate Dean of Admissions and Director of Graduate Admissions

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