

College of Communication

Radio-Television Building 497

Greg Shepherd
Interim Dean

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

The College of Communication is a leader in graduate education, offering innovative, nationally ranked programs ranging from one-year master's degrees for professionals taking the next step in their careers to doctoral programs that prepare the next generation of teachers, scholars, and industry leaders. Graduate students join an active, diverse and talented academic community, representing many disciplines and professions, and many parts of the world. Creative, award-winning faculty bring a broad range of professional and academic experiences, innovative teaching practices, smart technology and grant-funded research projects to graduate education.

Master's programs are available in Communications Systems Management, Journalism, Telecommunications, Visual Communication, and Communication and Development Studies. Doctoral programs are offered in Communications Studies and in Mass Communication, through either the E.W. Scripps School of Journalism or the School of Telecommunications.

An interdisciplinary master's in interactive multimedia combines coursework in Journalism, Telecommunications and Visual Communication. Students apply to the school with the curriculum best suited to their professional and/or academic interests, and take courses in all three schools. Journalism focuses on preparing content for multimedia delivery and the study of multimedia theory and applications; Telecommunications on leadership of creative teams, non-linear storytelling, and emergent digital industries; and Visual Communication on the development of multimedia narratives, including interface design and interactive storytelling.

Laboratory opportunities are provided through television station WOUB-TV, Channel 20, radio stations WOUB-AM and -FM, a community cable television channel, a modern electronic graphics lab in journalism, a multimedia lab, and research centers, as well as computer labs.

For detailed information on graduate programs and financial support, write to the director of graduate studies of the School of Communication Studies, School of Communication Systems Management, Communication and Development Studies, E. W. Scripps School of Journalism, School of Telecommunications, or School of Visual Communication, Ohio University, Athens OH 45701-2979.

Communication Studies

For the most up-to-date information on our graduate program, visit our Web site at <http://www.coms.ohiou.edu/>.

The School of Communication Studies expects its graduates to develop a specialist's depth in the study of human communication as well as a generalist's perspective. Individualized programs of study are emphasized, but all students are required to complete a common set of core courses.

The school offers the Ph.D. degree. Primary areas of study include rhetoric and public culture, health communication, and relating and organizing. Students may select their

primary and related areas of study in consultation with their program of study committee and with permission of the school's graduate committee.

Admission to graduate study is granted on the basis of a match between the student's academic goals and the school's primary areas of study, recommendations of those familiar with the student's academic and other work, undergraduate and graduate grade-point average and class standing, scores on the Graduate Record Examination, submitted writing sample, and experiential and other nonformal learning. International students from non-English speaking countries are required to submit a TOEFL score. International students applying for assistantships should also submit a TSE score.

Students with a strong background in communication studies are eligible to be selected as graduate teaching assistants. Graduate teaching assistants serve as instructors in basic courses, assist in teaching advanced courses, help with the forensics program, and join faculty in research projects.

Applications for admission are reviewed during January, February, and March. In order for an application to receive priority treatment (i.e., to be among the files receiving initial consideration with respect to both entry and financial assistance), the file should be complete no later than **February 1**. International applicants are strongly urged to send all their materials in by December 15, as their applications take longer to process. The majority of the decisions are made by April 15. Files received after March 15 are at a significant disadvantage.

Admission is typically granted for the fall quarter. Students wishing to begin studies at a different point during the academic year must petition the Graduate Committee for permission.

Doctoral Program

To be admitted unconditionally, you must have received a bachelor's and a master's degree or completed equivalent work (as approved by the University) at an accredited institution. You must present for evaluation by the graduate committee evidence of your scholarly writing ability. Additional evidence of your ability to pursue study at the doctoral level is required, as documented from previous personal, professional, and academic experiences.

The Doctor of Philosophy requires 148 quarter hours of nondissertation credit beyond the master's degree (or its equivalent), demonstration of research competency, and completion of a satisfactory dissertation. This entire process is expected to take four years. A maximum of 16 quarter hours of post-master's degree graduate credit with B or better grades may be accepted by transfer from approved institutions that offer post-master's (doctoral-level) work. Transfer work may not be more than five years old and must be acceptable to the student's advisor and advisory committee, the school's graduate

committee, and the associate provost for graduate studies. All 16 hours may be applied to the student's primary area; a maximum of eight transfer hours may be applied to the student's related area. At least 48 quarter hours of doctoral credit must be earned on the Ohio University campus. At least three consecutive quarters must be spent in full-time status on the Athens campus.

All Ph.D. students are required to take COMS 700 A-F, Professional Seminar in Communication Studies, COMS 705-706, Integrated Theory in Communication Studies, COMS 711-712, Research Design and Analysis, COMS 731, Introduction to Relating and Organizing, COMS 741, Introduction to Rhetoric and Public Culture, and COMS 751, Introduction to Health Communication.

Communication Studies Courses (COMS)

501 Field Research Methods in Communication (5)

Prereq: 600. Development of research methods such as content analysis, participant observation, Q-analysis, questionnaire design, sampling procedures, case studies, and unobtrusive measures.

510 Cross-Cultural Communication (5)

Analysis of processes and problems of communication as affected by national cultures; effects of differences in languages, values, meaning, perception, and thought.

512 Principles of Message Analysis (5)

Theory, research, and practice in analyzing human messages produced in natural settings. Survey of various coding methods: type/token ratio, content analysis, discourse analysis, and relational analysis; application of selected techniques to previously generated messages.

530 Communication and the Campaign (5)

Processes of communication as applied in a campaign, defined as any organizational goal-oriented effort designed to influence behaviors of identifiable population. Emphasizes theory application in nonclassroom campaign situations (political, fund-raising, publicity, etc.).

540 Theories of Argument (4)

Relationship between formal logic and rhetorical systems of arguments; intensive study of fallacies and experimental findings related to study of argument.

542 Responsibilities and Freedom of Speech in Communication (5)

Ethical and rhetorical implications of constitutional guarantees on political, social, and religious speech; analyses of significant legal cases on freedom of expression.

548 Rhetoric and Electronic Media (5)

This course examines meaning-making via the electronic symbol, verbal and graphic. Classes will alternate between the analyses of theory and close examination of radio, hypertext (online via the World Wide Web and stored on CD-ROM), E-mail, word processing, and television—especially in contrast to print and speech.

570 Effective Classroom Communication for Teachers and Trainers (5)

Prereq: 1 yr teaching K-12. Focuses on interpersonal communication in classroom environment; emphasis on communication between students and teachers. Taught in seminar format at regional campuses only during summer session.

571 Nonverbal Communication for Teachers and Trainers (5)

Covers nonverbal behavior of teachers and trainers in the classroom. Messages communicated by the classroom environment and how the environment shapes students' learning patterns are also covered. Small group activities to develop greater sensitivity to nonverbal communication are provided. Readings. Taught in seminar format at regional campuses only during summer session.

572 Communicating in Your Workplace: Strategies for Teachers and Administrators (5)

Focuses on the problems of communication within an education-oriented organization. Particular emphasis on elements that help or delay the adoption of change, conflict management, and practical knowledge and skill for communicating successfully in an educational setting. Taught in seminar format at regional campuses only during summer session.

573 Effective Listening and Small Group Communication for Teachers and Trainers (5)

Focuses on steps to more effective listening and working in small groups for teachers and trainers. Familiarizes teachers and trainers with the keys to active listening, the stages of group development and decline, how to manage groups, and improve their cooperation and productivity. Taught in seminar format at regional campuses only during summer session.

574 Family Communication for Teachers and Trainers (5)

Explores issues of family communication for classroom teachers and organizational trainers. The definitions and nature of contemporary families are explored. Children's view of the family and peer relationships are highlighted. Conflict, stress, decision making, and problem solving are discussed. Special activities for the teacher and trainer are provided. Taught in seminar format at regional campuses only during summer session.

575 Instructional Communication Assessment for Teachers and Trainers (5)

Examination of test construction and grading practices, procedures, and formats. Analysis of underlying assumptions and philosophies of assessment in teaching and training. Emphasis on the alignment among objectives, testing practices, and evaluation procedures. Taught in seminar format at regional campuses only during summer session.

576 Children's conflict and Mediation for Teachers and Trainers (5)

This course focuses on the design and implementation of peer dispute mediation programs within elementary and secondary school systems. Course content includes discussion of children's communication development and development of conflict management ability, the rationale underlying and challenges involved with implementing peer mediation programs, and approaches to training youngsters in mediation and conflict management communication skills. Taught in seminar format at regional campuses only during summer session.

577 Communicating with Diverse Students (5)

This course is taught in seminar format and is designed to explore issues relevant to enhancing communication competence and effectiveness between individuals of diverse backgrounds. Specifically, this course will address interactions between people from a variety of cultural backgrounds, including gender, age, religious, geographic, ethnic, or racial differences. The focus will be on examining the impact of variables such as communication. Students will have the opportunity to explore the underlying patterns which influence their own, as well as others' communication behaviors, and discuss strategies to improve understanding of and appreciation for differences. Taught in seminar format at regional campuses only during summer session.

600 Introduction to Graduate Study (5)

Definition of field of communication, methods of structuring field, and research concerns within areas of field. Examination of theory and function of research. Analysis of representative types and methods of research.

601 Measurement Methodology in Communication (5)

Measurement principles, instruments, and techniques in communication; problems and procedures in testing, measuring, and evaluating communicative attitudes and skills; development and availability of relevant standardized tests.

610 Theories of Communication (5)

Survey of contemporary communication theory, emphasizing cross-disciplinary contributions to such theory.

611 Language and Symbol Systems (5)

Role of verbal and nonverbal signs and symbols in communication. Emphasizes human symbolizing capabilities and relationships between symbolic structures and physical reality.

612 Communication in Social Conflict (5)

Roles of communication in conflict and conflict in communication. Communication strategies for reducing or managing conflict in social situations.

613 Communication and Persuasion (5)

Process of communication and attitude change, survey of general theories and typical research, analysis of contemporary persuasion.

614 Negotiation and Mediation (5)

Explores communication dynamics involved in negotiating and mediating interpersonal and organizational disputes. Examines research and ethical issues relevant to communication within the contexts of negotiation and mediation.

618 Seminar in Interpersonal Communication

Provides advanced graduate students with opportunity to identify and analyze basic components of dyadic communicative system including multivariate nature of both relationships and effects.

620 Nonverbal Communication (5)

Survey of major theories and research areas in field of nonverbal communication. In-depth analysis of research in areas of student interest.

621 Gender and Communication (5)

Prereq: 600 or equiv. Explores variations in communicative behaviors related to biological sex and psychological gender. Examines female and male communication in intrapersonal, interpersonal, small group, public, and organizational settings.

622 Communication in the Family (5)

Prereq: 600 or perm. Examination of the communication concepts that are basic to understanding interaction in the family. Provides a framework for analysis of family

communication. Explores communication issues that relate to conflict, power, intimacy, and the development of relationships. Presents a model of effective communication in the family. Consideration of verbal and nonverbal communication behaviors.

623 Seminar in Instructional Communication (5)

This course provides graduate students with an overview of the impact of communication in the classroom. Specifically, this course focuses on the dynamics of communication and how this influences student outcomes (e.g., learning, motivation) as well as instructor outcomes (e.g., efficacy, job satisfaction).

630 Communication in Organizations (5)

Introduction to organizational communication. Specific objectives include development of historical progress, examination of major research issues such as information flow, network analysis, communication overload and underload, exploration of theoretical foundations in organizational decision making, superior-subordinate communications, organizational effectiveness, and change processes.

631 Communication Audits in Organizations (5)

Examination and discussion of literature covering methods of assessing communication in organizations. Designed to give students practical skill development through actual assessment, data analysis and interpretation, and client report preparation.

632 Instructional Training and Development in Communication (5)

Includes philosophies of organizational development; theories of instructional design, emphasizing stages of planning implementation, and evaluation; and communication training skills, including needs assessment and evaluation, writing objectives, application of communication content, and selection of instructional modes and resources—all investigated within business, professional, and governmental organizational contexts.

640 History of Rhetorical Theory (5)

Covers main concepts and principal figures in the history of rhetorical theory. Begins with classical Greece and ends with postmodernity.

641 Rhetoric, Culture, and Social Critique (5)

Course takes a specific theoretical approach to the critique of rhetoric as expressed in and by contemporary culture. The goal will be to explore the rich variety of rhetorical expression current in our lives. The reading list will encompass such topics as the critique of hate speech, the critique of whiteness, as well as focus on the discourse of African American, Native American, Latina/Latino cultures. While not an exhaustive list, these and similar cultural groups will be the focus of inquiry. Student projects will focus on one or more of the areas of inquiry with a goal of understanding and critiquing the role of rhetoric in the perpetuation and alteration of a culture.

642 Modern Rhetoric (5)

Aims, tasks, and significance of rhetoric in relation to human communication processes. Distinctions among speculative, critical, canonical, and performative perspectives in rhetorical inquiry.

643 Religious Rhetoric (5)

Pulpit oratory examined through analyses of selected clerics including Luther, Wesley, Whitefield, Beecher, Brooks, Fosdick, Sunday, Graham, and others. Rhetorical analysis of revivalism, camp meetings, social gospel, and ecclesiastical and polemic debates.

644 The Rhetoric of Protest and Reform (5)

Rhetorical analysis and criticism of speaking during reform and revolutionary protest movements. Selected areas include American Revolution, antislavery debates, Populists, Progressives, labor unrest, women's rights, and civil rights agitation.

645 The Rhetoric of the World Wars (5)

Analysis and criticism of wartime communication, its principal modes, techniques, media, and effects. Theory and practice as reflected in WWI and II.

646 Analysis and Criticism of Legal Rhetoric (5)

Analysis and criticism of principal modes, types, and styles of western legal rhetorical communication as mirrored in selected cases, jurists, attorneys, decisions, and arguments, with western legal communication studies as unique mode of rhetoric focusing upon English-American jurisprudence and courtroom advocacy. Case study method employed. Critical analysis accomplished.

647 Analysis and Criticism of Political Rhetoric (5)

Analysis and criticism of principal modes, media techniques, and effects of western political rhetorical communication. Theory and practice as reflected in major campaigns, administrations, and movements in both open and closed societies.

650 Foucault, Discourse, and Social Change (5)

The overarching goal of this seminar is to develop a clearer sense of what it means to have rhetorical agency in a postmodern world. In moving toward that goal, we will interrogate Foucault's work that bears on the themes of discourse, knowledge/power, subject, and space. While not an exhaustive account of Foucault's work, the literature to be examined will provide a sufficient grounding in Foucault's project to allow for critical assessment of the strengths and weaknesses of his perspective as it relates to the problem of rhetorical agency.

690 Independent Study (1-15)

Readings on special problems under planned program approved by advisor. Projects must be approved prior to registration.

691 Internship (1-15)

Prereq: written proposal and perm. Experience in communication-related activities in organizational environments.

694 Research (1-12)

Prereq: perm. Individual research on special problems. Projects must be approved prior to registration.

695 Thesis (1-15)**700A-F Professional Seminar in Communication Studies (1)**

The professional seminar serves to orient students to graduate school and provide forums to discuss what it means to be a scholar, teacher, citizen, and/or communication practitioner. The seminar will be taught over six quarters (1 credit each/6 total) and are required for first and second year graduate students.

701 Research Designs in Communication (5)

Nature and selection of communicative research problems; development of strategies, techniques, and appropriate designs; critical evaluation and development of experimental and descriptive procedures. Y.

702 Communication Historiography I (5)

Prereq: 600. Bibliographic, analytical, and interpretive skills for dealing with published primary source materials, including letters, speech texts, and audiovisual recordings in their historical contexts. Designed to help students

become skillful library users, situate a research problem in context, and analyze primary historical materials.

703 Communication Historiography II (5)

Prereq: 702. Techniques for research using archival material: transcripts, unpublished speeches, letters, diaries, artifacts (e.g., scrapbooks, museum exhibits), memoirs, manuscripts. Readings exemplify a variety of historical philosophies. Students research an original problem of their own definition within the theme of the quarter; the writing of conference papers is encouraged. Course builds on the pedagogical skills introduced in 702 by developing the ability to critique bibliographies, argumentation, and prose style.

704 Qualitative Research: Ethnography of Communication and Conversational Analysis (5)

Provides students with an understanding of how to conduct communication research projects using two qualitative research methodologies that stress the collection and analysis of naturalistic data—ethnography of communication and conversation analysis. Students will learn to design and implement communication studies using ethnography of communication and conversation analysis.

705 Integrated Theory in Communications Studies I (8)

COMS 705 (and its companion course, 706) will provide students with a broad-based introduction to, and critical examination of, the historical foundations as well as the contemporary theoretical investigations of the communication discipline. Students will read primary source materials coupled with contemporary texts extending these works in developing, applying, and testing communication theory. Required of all first-year graduate students in Communication Studies. Y.

706 Integrated Theory in Communications Studies II (8)

COMS 706 (and its companion course, 705) will provide students with a broad-based introduction to, and critical examination of, the historical foundations as well as the contemporary theoretical investigations of the communication discipline. Students will read primary source materials coupled with contemporary texts extending these works in developing, applying, and testing communication theory. Required of all first-year graduate students in Communication Studies. Y.

710 Communication and Information Diffusion (5)

Analysis of major approaches to data and information diffusion systems on local, regional, national, and international levels. Emphasis on acquisition analysis and dissemination of data as information, including critical points of interface and interaction between a system and its users. Y.

711 Research Design and Analysis I (8)

COMS 711 (and its companion course COMS 712) introduces students to fundamental principles of research design and analysis and serves as a foundation for other courses in the program. Students will learn theoretical principles and research skills associated with four content areas: (a) Metatheoretical Assumptions, (b) Quantitative Design and Analysis, (c) Qualitative Design and Analysis, and (d) Mixed-Method Design. Required of all first-year graduate students in Communication Studies. Y.

712 Research and Design and Analysis II (8)

COMS 712 (and its companion course COMS 711) introduces students to fundamental principles of research design and analysis and serves as a

foundation for other courses in the program. Students will learn theoretical principles and research skills associated with four content areas: (a) Metatheoretical Assumptions, (b) Quantitative Design and Analysis, (c) Qualitative Design and Analysis, and (d) Mixed-Method Design. Required of all first-year graduate students in Communication Studies. Y.

720A Relationship Initiation (5)

Exploration of theories and research concerning the interactive (i.e. communicative) processes involved in initiating interpersonal relationships.

720B Relationship Maintenance (5)

Exploration of theories and research concerning the interactive (i.e. communicative) processes involved in maintaining interpersonal relationships.

720C Relationship Termination (5)

Exploration of theories and research concerning the interactive (i.e. communicative) processes involved in terminating interpersonal relationships.

721 Communication Process in Small Groups (5)

Theory and research in group social system, group modification of individual judgment, leadership styles, group vs. individual goals, and intragroup lines of communication in small problem-solving and learning groups.

722 Listening Behavior: Theory and Research (5)

Analysis and evaluation of listening process in terms of theory, research, and operational characteristics.

730 Communicative Process in Organizations (5)

Prereq: Ph.D. student. Interaction between organizational structure and communication within organizations. Emphasis on theoretical and methodological analysis. Primary focus on conducting major research project.

731 Introduction to Relating and Organizing (5)

This course is the first in a series of courses designed to introduce graduate students to the interconnections between micropractices and macro organizational and societal structures and influences. Particular attention will be paid to how individuals and collectives experience and enact fundamental tensions in their efforts to relate and organize. Y.

733 Organization Communication Consulting: Foundational Perspectives (5)

Prereq: Ph.D. student. A focus on theoretical perspectives to organizational communication consulting and organizational development. Review of theory and research on communication training, consulting practices, communication variables involved in the client/consultant relationship, as well as intervention techniques.

740 Rhetorical Criticism (5)

Theories and methodologies of selected modern critics. Exploration of interdisciplinary dimensions in criticism of rhetorical interactions. Class and individual projects. Y.

741 Introduction to Rhetoric and Public Culture (5)

An introductory survey of ideas theorizing the relationships between rhetoric and public culture. Since many of these ideas offer critical and analytic perspectives, students will also learn how to engage in critical analysis of the relationships between rhetoric and public culture. Likely theories/theorists include: Kenneth Burke, Mikhail Bakhtin, Michel Foucault, Antonio Gramsci, Jurgen Habermas, cultural studies, post-colonial studies, feminist studies, and postmodernism. Y.

742 Feminist Rhetorical Theory (5)

This course will begin with an examination of what it means to “write women into the history

of rhetoric.” This examination will provide the backdrop for an initial “historographical” approach to women’s contributions to rhetorical theory. Beyond this initial focus, the course will examine recent developments in feminist theory that impinge on or work from an understanding of rhetoric. As such, the course cuts across both historical and theoretical boundaries mapping the space for a feminist rhetoric.

745 Rhetoric and Popular Culture (5)

Seminar exploring the relationship between rhetoric and popular culture. Surveys major theoretical approaches (i.e., cultural studies, interpretivism, and genre) and emphasizes the application of theory through writing and criticism.

751 Introduction to Health Communication (5)

Survey of the wide range of topics within the area of health communication, including cultural concepts of health, patient-centered meanings of health, physician-patient interaction, social support, health promotion campaigns, harm reduction campaigns, mass media constructions of health, risk communication, and health-related values and ethics. Y.

780 Topics in Communication (1–5)

Communication topics of interest to faculty and students not covered by regular classes. Each offering will consider a different topic on one-time-only basis. May be repeated. Y.

790 Interdisciplinary Seminar (3–12)

794 Research (3-12)
Prereq: perm. Individual research on special projects. Projects must be approved prior to registration.

830 Organizational Communication Perspectives (5)

See description for 630.

831 Interpersonal Communication Perspectives (5)

See description for 618.

832 Integrated Research in Communication Studies (5)

COMS 832 is designed to provide advanced graduate students in Communication Studies with an opportunity to apply communication theory in exploring questions and/or addressing problems that connect the realms of interpersonal communication studies and organizational communication studies. The course will be open to COMS graduate students who have successfully completed their first year of graduate studies and to graduate students from other programs in the university contingent on instructor permission. The precise questions explored and methods employed in that exploration will vary according to instructor interests and background.

833A-E Special Topics in Relating and Organizing (5)

Advanced seminar focusing on the role and dynamics of communication employed in the processes of relating and organizing. Topic varies with instructor. Three different topics (15 credits) required.

840 Public Deliberation (5)

COMS 850, Public Deliberation, addresses theoretical and practical dimensions of the public, private, civil, and technical spheres of human discourse, with an emphasis on the content, structure, suaveness, and social-cultural implications of the speech and action emerging from and contributing to those spheres.

841 Rhetoric and Popular Culture (4)

This course is designed to introduce M.A. and Ph.D. students to major works in the study of rhetoric, popular culture, and their relationship.

It assumes that forms of popular culture (e.g., popular music, advertising, television programming, popular novels, etc.) are social artifacts that serve an important persuasive function in society. Popular culture, that is to say, provides conceptual and practical frameworks that help to orient us to and make sense of the world around us. Thus, this course will help graduate students to develop a set of theoretical, methodological, and analytical resources for researching and interpreting the persuasive functions of popular culture in specific historical and geographical contexts.

842 Communication and Media Studies (5)

This course examines media and their messages as rhetorical constituents of public culture. The course examines theories of media from speech and writing to electronic communication within the rhetorical context of their formal, material, and social practices. This course strengthens the curriculum in two ways. First, it provides an enhanced, doctoral-only section of COMS 448/548, which extends the study of rhetorical theory into the most contemporary communication experiences and examines the convergence of speech, mass communication, and writing in modern life. Second, it diverges from that course by expanding the focus from electronic media and by intensifying the connection between media and public culture.

843A-Z Topics in Public Advocacy (5)

This course explores political, legal, cultural, and moral dimensions of rhetorical artifacts in the public sphere, focusing on the work of agents and agencies in promoting arguments and agendas for and against an array of policy positions.

844A-Z Topics in Philosophy of Communication (5)

Study of particular philosophical traditions (e.g., post structuralism, pragmatism, the Frankfurt School, analytic philosophy, Marxism), philosophers (e.g., Burke, Levinas, Foucault, Dewey, Habermas, Giddens, Marx, Wittgenstein), and/or topics of interest to faculty and students not covered by regular classes (e.g., visual communication; humor; privacy; surveillance; the rhetoric of law; civil society and discourse; the rhetoric of terrorism; narrative, rhetoric, space, and place; political communication; and cultural studies). Topics will vary and the course may be repeated.

850 Organizing for Health (5)

This course introduces students to research on communication issues in health care organizing and provides a forum for developing research agendas in this area. Underscoring course readings and assignments is the assumption that health, illness, and healing acquire meaning through symbolic interactions located within social, political, economic, and cultural structures.

851 Health and Family Communications (5)

This course inquires into various ways in which interaction patterns in the family are affected - or, some would say, effected - by the context of health and illness within which the family system operates. More specifically, the course examines the role of family communication in facilitating health among family members and in responding to the ways in which illness disrupts the lives of individuals and their families.

852 Health and Communication Culture (5)

The purpose of this course is to examine the influence of culture on communicative aspects of patient and public health. The course explores theories of communication, medical anthropology, and health education to understand the conceptual foundations of

intercultural health. The course analyzes how peoples' health beliefs play out in interactions with patients and providers, and examines how public health strategies can be designed for specific cultural contexts. The larger purpose of this course is to train graduate students to communicate more effectively with patients, providers, and the public in multicultural health care settings.

853 Relational Issues in Health Communication (5)

This course will highlight the communicative accomplishment of health relationships. In particular, students will gain an understanding of the interactional resources that enable health care participants to construct emergent relationships and identities. This course serves as a required component of the new graduate major in health communication.

854 Public Understanding of Health and Healing (5)

Seminar exploring the relationships among communication, public culture, and public perceptions of health and healing. Surveys theoretical approaches (i.e., cultural studies, rhetorical analysis) and emphasizes the application of theory through writing and criticism. There is a strong emphasis on exploring current issues and challenges facing the health care industry and the public's understanding of health and healing.

895 Dissertation (1-24)

Communication and Development Studies

<http://www.ohio.edu/commdev/>

A master's program on the role of communication in social development. Jointly sponsored by the School of Telecommunications and The Center for International Studies (see International Studies).

Communication Systems Management

<http://mclureschool.info/graduate/>

The J. Warren McClure School of Communication Systems Management offers the Master of Communication Technology and Policy, a professional interdisciplinary degree focusing on the technical, policy, and strategic issues related to telecommunication and information technologies, systems and services. Principal focus is on the voice and data networks, with special emphasis on the interaction of technology and policy issues in the successful design, deployment, and operation of complex networks and information systems.

Technology topics includes network theory and infrastructure, quality of service, network assurance and

security, network services and IT integration, broadband, and wireless communications. Policy topics include government regulation, competition and market structure, international telecommunications, telecommunications and economic development, and social/ethical issues.

Perspectives include those of network system and service providers, consumers, policy makers, and managers. Industry perspectives include telecommunication carriers, communication system equipment vendors, and enterprise voice and data network providers. The program is geared towards completion within one year of residence at Ohio University in Athens, Ohio.

Core courses provide a background in both technology and policy. By the end of the first quarter of enrollment, students select one of two telecommunication and networking system tracks (technology or policy) and design with their advisor specialty and cognate coursework to meet the students' educational and career objectives.

Admissions

Decisions regarding admission to the MCTP program will be made by the McClure School of Communication Systems Management's Graduate Admission Committee. Full admission to the MCTP program will be based on the following criteria:

- A baccalaureate degree from an accredited college or university, with sufficient undergraduate coursework to constitute at least a minor in Communication Systems Management, Computer Science, Management Information Systems, Engineering, Economics, Public Administration, Political Science, or related areas deemed relevant by the Graduate Admissions Committee. Undergraduate coursework should include at least one statistics course.
- A cumulative grade-point average (GPA) of 3.0 or higher (on a 4.0 scale) earned for all undergraduate or graduate course work.
- Graduate Record Examination (GRE) General Section; or the Graduate Management Admissions Test (GMAT).

- A completed application form, including the applicant's Personal Goals Statement.

- Resume.

- Three (3) letters of recommendation.

- Further information as necessary; the Graduate Admission Committee may request a personal interview if additional information about the applicant is required.

It is possible for applicants to substitute professional experience for completion of course work in the relevant areas listed above. Applicants who meet the above requirements, except for course work in Communication Systems Management, Computer Science, Management Information Systems, Engineering, Economics, Public Administration, Political Science, or another relevant area, can demonstrate preparation for study in this field by having completed at least three years of professional experience in which the applicant performed tasks or duties covered by the MCTP curriculum. Applicants demonstrate this experience by submitting a job description that will be reviewed by the Graduate Admission Committee to determine its relevance and adequacy.

Conditional admission to the MCTP program is possible for applicants who have neither relevant course work nor professional experience, and for applicants lacking a 3.0 GPA. Those applicants who cannot demonstrate preparation for this field of study through relevant course work or professional experience, but who meet the other admission criteria, may be granted conditional admission to the program, if one of the following two criteria is met:

- Applicants must agree to complete 12 undergraduate hours of Communication Systems Management course work, from the following: COMT 214 (Introduction to Communication Systems Management), COMT 220 (Systems and Applications I), COMT 222 (Systems and Applications II), and COMT 302 (Fundamentals of Common Carrier Regulation). Upon completion of these 12 hours of course work, with a cumulative GPA of 3.0 or higher, the applicant will attain full admission status.

- Applicants with substantial relevant industry experience who do not meet the 3.0 coursework requirement, but meet the other admission criteria may be granted conditional admission to the program. Upon completion of the first three courses in the core curriculum (COMT 600, COMT 602, and COMT 625), with a cumulative GPA of 3.0, the applicant will attain full admission status.

The graduate director will screen applications to determine if the minimum requirements for admission to the program have been met. These requirements include: a minimum 3.0 GPA on a 4.0 scale for full admission, submitted scores for the GRE or GMAT, and if an international student, TOEFL scores. There is no minimum GRE/GMAT or TOEFL scores, however these scores will be considered as part of the entire application. To be considered for financial assistance, international students must have high TOEFL scores.

The final screening is done by the graduate committee which ranks qualified candidates based on academic record, professional experience, GRE/GMAT, recommendations, and in the case of international students, TOEFL scores. The graduate committee makes all applicant acceptance (full or conditional) and applicant rejection decisions. Decisions are made on a rolling basis; however for those desiring full consideration for financial assistance, applications should be received by December 15th (International students) or as late as February 1st (US citizens or permanent US residents) for a Fall Quarter entrance into the program. For those not seeking financial assistance, admissions are rolling—U.S. citizens should apply at least six weeks prior to the beginning of the quarter; and international applicants should apply six months prior to the beginning of the quarter they wish to enter.

Requirements

Students are awarded the degree after the successful completion of core, specialization, cognate, and culminating experience courses (10 courses total, 50 credit hours).

Core courses ensure the student is well versed in both the technology and policy aspects of communication network and information systems, telecommunication carriers, and enterprise voice and data networks. Specialization courses are geared towards establishing either communications technology or policy as the student's principal area of expertise. Cognate courses are intended to enrich and focus further the student's interests and expertise by pursuing related coursework outside the School of Communication Systems Management. Students may also use opposite track COMT courses to meet cognate requirements. It is expected that students electing the policy specialization will select cognate courses from finance, management, marketing, economics, interpersonal communication, political science, and policy in other schools. Students electing the technology specialization will select cognate courses from electrical engineering and computer science, and technology in other schools.

The culminating experience course is one of the following: project, comprehensive examination, or thesis. Students selecting a professional project are expected to identify a specific project relevant to this field of study. Students are then expected to research relevant literature, identify specific problems or issues involved, identify and examine available alternatives, select the optimal alternative explaining why it is optimal, and produce a well-written, coherent report detailing all aspects of the project. Those selecting the comprehensive exam will complete an additional course such as an advanced readings course, or an additional course in the student's area of specialization. The questions for the comprehensive examination will be based upon subject matter covered in the MCTP courses, cognate courses and on a specified list of readings. Students electing to write a thesis are expected to identify a significant technical or policy problem or question (depending upon the student's specialization), to do a thorough literature review of material relevant to the topic, to formulate an appropriate research approach to

the problem, to collect and analyze data, to draw pertinent and defensible conclusions, and produce a well written, coherent thesis. It is expected that the student will apply a theory or theories to specific questions or problems.

Communication Systems Management Courses (COMT)

505 Competition and Market Structure in Network Industries (5)

An examination of the development of competition in communication network industries, exploring the impact of competition on managerial decision making, market outcomes, and policy goals. Special emphasis is placed on the study of monopoly and oligopoly market structure and how management behavior is constrained in markets that are characterized by monopoly and oligopoly. Economic theory is used to provide answers to these questions. Addresses emerging antitrust issues in software and Internet markets; the use and appropriateness of market mechanisms to allocate radio-frequency spectrum in the public airwaves; price and non-price mechanisms to address congestion in data networks; and unique problems relating to the introduction of competition into the long distance market, specialized niche markets, and the local exchange market.

507 International Communication Networks (5)

Critical review of the major issues involved in global communication networks and services. Examines the ways in which individual nations have chosen to deploy communication infrastructure and services; this examination includes the study of specific nation's communication industry and market structure, regulatory framework, technical constraints, pricing and tariff issues. The course also analyzes the impact that trade is having on the regulation and deployment of communication technology and services. International organizations like the World Trade Organization, the International Telecommunications Union, Intelsat, Inmarsat, and the European Union, and their importance to communication networks and services are also studied.

509 Communication and Economic Development (5)

An examination of economic development issues and potential telecommunications strategies to assist in solving development problems. The problems of less developed countries will be studied, as well as the potential impact of communication networks and services on development in undeveloped pockets of the developed world. The course will also examine urban ills that exist in the developed areas of developed countries and will explore the potential role of communication networks to implement solutions to these urban ills. The course will also explore the potential role of communication networks on the development of global markets in the service sector and the impact of this trend on both developed and less developed nations.

520 Emerging Communication Technologies (5)

An analysis of the latest advances in voice and data communication technologies, including the latest developments in transmission and switching, broadband network design and management, the latest protocol standards, and architectural developments in distributed

computing and databases. The impact of new developments on network design, management, and administration is also addressed.

539 Communication Technology Lab Practicum (5)

An extensive hands-on experience in voice and data communication technologies. Students analyze problems of both a managerial and a technical nature through extensive lab exercises. The course involves hands-on experience in posing, validating, and analyzing problems in switching and transmission technologies; network design, internetworking, protocol issues, distributed databases, and network management.

600 Research Methods in Communication Technology and Policy (5)

Provides an overview of the field and introduces the students to the fundamentals of research, including the steps involved in identifying a research problem, how to formulate a problem statement, selection of appropriate research methodologies, accumulating and analyzing relevant empirical data, writing research results. The course will explain and analyze various research methods and tools, both quantitative and qualitative.

602 Regulation and Policy for Communication Networks (5)

Introduction to the major theoretical and legal issues and debates that have shaped the communication network industry. Students will examine issues of anti-trust, common carrier regulation, and public utility law and will examine their impact on market outcomes and policy goals. The course also examines the impact of competition on the industry and its regulation.

603 Advanced Topics in Telecommunications Policy and Regulation (5)

An advance exploration of advanced topics in telecommunications policy and regulation in the United States. Emphasis will be on primary sources, e.g., FCC and State Public Utility Commission Orders, appellate court decisions, and other documents. This elective course will build on the foundation provided by the required course, COMT 602. Subject matter will include state and federal activity related to local competition, access charge reform, regulation of broadband services, and spectrum management.

614 Advanced Readings in Communication Technology (5)

Requires extensive reading, under the direction of a faculty member, in such issues as voice and data network design; traffic analysis and performance monitoring of networks; capacity and routing issues; protocol stands in LAN, WAN, and high speed networks; internetworking issues; design and protocol issues in wireless networks; compression schemes; network security standards; network management standards; speech recognition; distributed database design and optimization; and computer telephony integration.

615 Advanced Readings in Communication Policy (5)

Focuses on topical readings under the direction of a faculty member. In addition to the readings selected by the faculty member, students are required to do further research in a specialized area of interest to the student.

625 Information Networks (5)

Introduction to the architecture of information networks and the applications built on this

architecture. Students study the fundamental concepts of communication networks, switching techniques, transmission systems, protocols, and distributed applications. Voice, data, image and video communication networks are all addressed.

629 Theory of Network Management and Design (5)

Covers the mathematical concepts of performance analysis and the design of data and voice networks. The course deals with queuing theory; performance modeling and simulation of data and voice networks; topology design of networks; capacity and channel allocation issues. Students will learn the theoretical and practical implications of various network management design problems and will analyze network and protocol simulations and performance issues.

644 Strategic Issues in Communication Technology and Policy (5)

Employs extensive readings and illustrative case studies in the analysis of the strategic concerns involved in the successful deployment of voice, data and information technologies and services within user organizations and by vendor enterprises. The successful deployment of these technologies and services requires an understanding of the interplay of an array of policy considerations, technical concerns, human and social issues; this course provides students with the opportunity to grasp the interplay of these concerns and issues.

679 Theory of Communication Networks (5)

Provides the theoretical basics of information transfer and processing. Students learn the different algorithms and techniques of data, video, and image compression; they also discuss topics related to design and management of networks, as well as computer security issues. Specific topics addressed include communication theory, encoding techniques, wireless transmission issues, data, video, and image compression standards and algorithms, authentication and encryption standards and algorithms.

685 Professional Project (1-5)

This course requires students to complete an applied project, under the supervision of an advisor and a faculty committee, as a demonstration of the student's mastery of the skills and knowledge covered in the program.

690 Independent Study (1-5)

Independent study supervised by a faculty member.

691 Topical Seminar (5)

A focused, in-depth analysis of a significant current communication policy concerns. Students conduct a literature search of the policy issues surrounding the specific topic, develop a historical context for the issue under discussion, and produce a substantial paper analyzing an important aspect of the topic. Topics for the course will be current issues involving significant policy discussions. Potential topics include universal service/universal access to advanced technologies, the impact of regulatory change on service quality, and the issue of cost recovery by incumbent service providers.

695 Thesis (1-5)

Requires students to identify a problem or issue in the field, conduct relevant research, and write a thesis resulting from this work. The thesis provides students, working under the supervision of an advisor and a faculty committee, with an opportunity to demonstrate mastery of the field.

Journalism

<http://www.scrippsjschool.org/>

The E. W. Scripps School of Journalism offers a Master of Science degree and, in cooperation with the School of Telecommunications, a Doctor of Philosophy degree in mass communication (see following section).

Admission is based on your academic and professional background. To assist the school in evaluating your qualifications, you must submit your scores on the Graduate Records Examination and official transcripts to Graduate Studies, McKee House. Submit directly to Scripps Hall a resume, three letters of recommendation, and a statement of 500 words or less about why you want to attend graduate school. International students from non-English speaking countries are required to submit a TOEFL score. You need not have an undergraduate major in journalism.

International students should apply as early as possible. All applications for financial aid are due February 1.

The master's program is designed to provide opportunities to study professional journalism or prepare for further academic work. Required coursework in both areas is a blend of professionally oriented classes with mass communication principles, theory, and research.

The flexibility of the program allows professionally oriented students to specialize in newspaper, magazine, or broadcast journalism; public relations; advertising; or visual communication. The master's program requires 49–53 hours and usually takes 15–18 months for completion. Required courses are:

Master's Degree Core: JOUR 501, 511, 512, 803, and 806.

Advanced Research (choose one):
JOUR 808, 811, 816, or 821.

Topics Seminar (choose one): JOUR 813, 814, 815, 830, 866, or 871.

Capstone (choose one): A thesis, for six hours' credit, involving a carefully designed research project conducted in the traditional academic format; a professional project of publishable quality, for six hours' credit; or a readings option for one hour credit. Students electing the readings option

must complete an additional nine hours of 800-level coursework in journalism beyond the core, advanced research, and topics seminar requirements.

In addition, you are required to take undergraduate reporting, editing, and graphics if you have not previously taken such courses. Credit toward the required 49–53 hours will not be earned for these courses. A graduate electronics publishing course may be substituted for the graphics course.

Some required courses may be waived if you present evidence that you have completed equivalent coursework or have equivalent professional experience. If required courses are waived, other graduate courses must be taken to make up the number of hours.

You are required to maintain an accumulative grade-point average of at least 3.0. Only graduate credits with a grade of B- or above will count toward a degree.

Journalism Courses (JOUR)

501 Introduction to Graduate Study (1)
Required of all new graduate students. *F; Y.*

507 Electronic Publishing (4)
Prereq: 221, 231. Introduction to the production, design, and techniques of electronic publishing using a journalistic approach. Explores many software packages for electronic publishing using Macintosh computers and provides experiences to develop a thorough knowledge of electronic publishing. *F, W, Sp, Su; Y.*

511 Newspaper and Communication Law (3)
Principles and case studies in communication law, constitutional guarantees, libel, privacy, contempt, privilege, copyright, and government regulatory agencies. *F, W, Sp, Su; Y.*

512 Ethics, Mass Media, and Society (3)
Ethics and social responsibility of journalists or other mass communicators. Professional codes, responsibility of media for social change, reaction to political and economic pressures. *F, W, Sp, Su; Y.*

514 Fundamentals of Online Journalism (3)
Prereq: perm. Selecting, editing, writing, and formatting content for Web-based media. Evaluating and criticizing online journalistic practices. *D.*

515 Advanced Online Journalism (3)
Prereq: 514 or perm. Development and production of a news site incorporating audio, video, and text formats. Stress on newsgathering and presentation skills in an online media environment. Repeat with perm, max 6 hrs. *D.*

530 Magazine Editing and Production (4)
Prereq: 221. Theory of magazine editing, production, and publishing with lectures on various types of magazines available today and analysis of audiences they serve. Formulas for publishing, editorial content, and article selection; illustration and layout; and technical procedures including sales. Each student prepares

a dummy magazine of his or her own design. *F, W, Sp, Su; Y.*

531 Magazine Editing and Production Practice (3)

Prereq: 430 or 530. Practice course in which students apply their knowledge to production of magazine published by School of Journalism. Each student assigned specific position on magazine. *F, W, Sp; Y.*

532 Specialized Business Magazines (4)
Prereq: 531. Career opportunities in magazine journalism revealed by in-depth studies of professional, business, and industrial magazines. Course considers publishing problems through case studies. *D.*

541 Magazine Feature Writing (4)
Writing and marketing factual magazine feature articles of various types. Finding subjects, researching, writing articles, and surveying markets. *F, W, Sp, Su; Y.*

542 Advanced Magazine Feature Writing (3)
Writing and marketing magazine articles. Emphasis on specialized markets and new trends in industry. Students attempt actual assignments for magazines nationwide. *W, Sp, Su; Y.*

543 Advanced Magazine Editing (3)
Prereq: 531. Students edit real manuscripts, from the how-to to personal narratives. They learn to recognize weaknesses, devise solutions, and interact with writers. Ethical dilemmas posed by more experimental forms of magazine journalism also are covered. *Sp; Y.*

550 Advertising Copy Writing (3)
Effective persuasion in print and broadcasting. *F, W, Sp; Y.*

552 Broadcast News Producing (3)
Principles and practices of TV newscast production and editing. *F, W, Sp; Y.*

555 Seminar in Broadcast News (3)
Discussion of problems—operational, social, economic, legal, and ethical—faced by broadcasters reporting public affairs. *F, W, Sp; Y.*

558 TV News Practice (4)
Prereq: 552. Practicum in preparation and presentation of TV newscasts. Students select news material including video, format, and script for newscast, then deliver on air. Students rotate through various newsroom positions during quarter. *F, W, Sp; Y.*

559 Advanced TV News Practice (3)
Prereq: 552, 558. Advanced practicum in preparation and presentation of TV newscasts. Students involved in selecting, editing, scripting, and formatting for on-air newscasts. Students also appear on air and assume management responsibilities. *F, W, Sp; Y.*

561 Specialized Journalism (3)
Seminar approach to individual study of journalistic areas of special interest to individual students. *D.*

564 Reporting of Public Affairs (3)
Problems of preparing in-depth, interpretative, and analytical reports on public affairs for mass media, governmental reporting, and contemporary controversial issues. *F, W, Sp; Y.*

565 The Editorial Page (3)
Editorial page in opinion information. Problems of content selection and presentation. Extensive writing of analytical and persuasive editorials and interpretative articles in depth. *F, W; Y.*

566 International Mass Media (4)
Development and operations of world mass communication channels and agencies. Comparative analysis of media, media practices, and flow of news throughout world. Relation of

communication practices to international affairs and understanding. *F, S, Y.*

567 Foreign Correspondence (4)

Prereq: 231. Graduate course in advanced international reporting for those who have lower-level reporting classes or experience. Past and current status of how U.S. media report from abroad is studied. Selected students eligible for internships abroad. *W, Y.*

568 Column Writing (3)

The study of newspaper columnists, past and present, with extensive writing of various kinds of columns. *Y.*

570 Sportswriting (3)

A look at sports writing from lead to 30—the good, the bad, and the ugly of life in a sports press box. Course builds on newswriting and editing skills. Offers advice on the art of sportswriting and assignments to practice the art by covering live events. *F, Y.*

571 Public Relations Principles (4)

Prereq: perm. Using contemporary case studies, all aspects of public relations are studied and analyzed in group discussions and written projects. Heavy emphasis on participation in class discussions. *F, W, Y.*

572 Advanced Public Relations (4)

Prereq: perm. Planning public relations programs and projects, including selection of audiences, messages and media, and evaluation of effects. Project in area of student's interest. *W, Sp, Y.*

577 Promotional Media (4)

Prereq: 12 hrs. grad study. Overview and professional projects concerning media sales and promotion management. *D.*

581 Print Media Management (3)

Problems in publishing affecting all departments. *D.*

582 Advertising Management (4)

F, Sp, Y.

584 Supervising School and College Publications (4)

Conference course for advisors of high school and college newspapers, magazines, and year-books. Problems relating to staff selection, content of publications, copy, layout, photography, printing, advertising, and business phases. *D.*

585 Journalism in the Secondary School Curriculum (4)

Prereq: 9 hrs journalism. Intensive study and analysis of appropriate content for high school journalism courses. Planning course outlines and curricula. *D.*

586 Advertising Campaigns (5)

Thorough understanding of basic elements of advertising campaigns. Includes creation of campaign. *F, W, Sp, Y.*

601-1 Graphics of Communication (5)

Creative and practical aspects of typography, layout, and design of printed communication. Does not count toward M.S. or Ph.D. *F, W, Sp, Su, Y.*

601-2 News Reporting (4)

Prereq: typing proficiency and English proficiency exam. Methods of gathering and evaluating news and writing typical news stories. Practice work in covering assignments and preparing copy. Does not count toward M.S. or Ph.D. *F, W, Sp, Su, Y.*

601-3 News Editing (4)

Prereq: B or better in 601B, English proficiency exam. Copyreading, headline writing, news selection, and layout of newspages. Does not count toward M.S. or Ph.D. *F, W, Sp, Su, Y.*

601-4 Advertising Principles (5)

Major factors in development of advertising programs. Does not count toward M.S. or Ph.D. *F, W, Sp, Y.*

662 Graduate Internship (1–15)

F, W, Sp, Su, Y.

665 Professional Project (1–15)

Professional project for students not choosing to do a thesis. Requires a research chapter. *F, W, Sp, Su, Y.*

691 Research in Journalism and Communications (1–15)

F, W, Sp, Su, Y.

695 Thesis (1–15)

F, W, Sp, Su, Y.

790 Independent Study (1–4)

Prereq: written proposal. Student can pursue personal scholarly interests under faculty supervision. *F, W, Sp, Su, Y.*

792 Seminar (3–5)

Selected topics of current significance. May be repeated with different topics. *F, W, Sp, Su, Y.*

795 A, B, C Journalism Teaching Seminar (1)

Study of teaching theories and methods applicable to those teaching in the journalism and mass communications field; max 3 hrs. credit.

803 Seminar in Mass Communication Theory (5)

Communication process, interpersonal and mediated, and possible barriers to effectiveness. Review of literature on effects of mass communication on individuals and groups, contrasting channels, and message structures. Media as social and economic institutions. *Cooper, Riffe; F, W, Y.*

806 Research Methods (5)

Techniques for study of communication content, message sources, audiences, and effects. *Greenwald, Riffe; F, W, Y.*

808 Legal Research (4)

Prereq: 511. The study of the legal literature relative to First Amendment, including that involving speech, the press, broadcast, and the broad area of social and political communication. Each student learns to use legal reports and documents. Electronic searching and Shepardizing are taught. Each student prepares an extensive legal bibliography in a First Amendment area of interest. *Dashiell, Hodson; D.*

811 Historical Research in Journalism (5)

Research in mass communication history, individual projects and readings, application of historiographic methods. *Stewart, Washburn; Y.*

813 Ethics, Internet, and Society (4)

Directed research and reading in the context of ethics, Internet, and society. Emphasis on communication-theoretical, media-critical, and ethical analyses of the Internet, and on Internet-specific research strategies and methods. *Debatin; D.*

814 Literature in Journalism (4)

Directed reading and discussion in literature. *Debatin, Riffe, Bernt; Y.*

815 Seminar in Theory of Freedom of the Press (4)

Prereq: 511. Historical and philosophical development of concept of free expression and its relationship to development of Anglo-American system of information flow. Contrasting ideologies and their evolution. Implications of these theories in contemporary states. *Hodson, Izard; D.*

816 Seminar in Mass Media Research (5)

Prereq: 806. Students present research ideas to seminar, discuss progress and problems, report findings, and defend projects before group. Emphasis also on scaling and measurement, nonparametric statistics, research strategy, and nature and function of theory in mass communication research. *Riffe; Sp; D.*

821 Seminar in Content Analysis (4)

Methods of studying mass media content; individual projects and readings. *Bernt; Y.*

830 Magazine Research and Development (4)

Investigation into and seminar discussion of role of magazine in American society. Problems of magazine publishing, problems of magazine editing, and structure and nature of magazine industry in U.S. Major research project. *Bernt. Y.*

866 Seminar in International Mass Media (5)

Prereq: 566, 803. Directed research and reading applied to problems of international communication and comparative foreign journalism. Each student writes an original research paper. *Cooper; Y.*

871 Public Relations Problems and Programs (4)

Prereq: 571, 572. Overall planning and operation of public relations programs in government, industry, and educational and nonprofit organizations. Analysis and seminar discussion of problems and policies in such institutions. Case method used in conjunction with individual field studies conducted by class members. *D.*

880 Special Topics Seminar (5)

Prereq: 803 or 806 or perm. Seminar treatment of areas of current or topical interest in journalism and mass communication; topic varies with instructor expertise and research interests.

895 Dissertation (1–15)

F, W, Sp, Su, Y.

Mass Communication

See "Graduate" at

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

The Ph.D. program in Mass Communication is offered jointly by the E.W. Scripps School of Journalism and the School of Telecommunications. It draws on the traditional strengths and emerging specialties of each school and an experienced research faculty with national and international reputations. Faculty from both schools edit academic journals, write books and scholarly articles, and present their research at the major national and international conferences in the field.

For students preparing for careers in teaching and mass communication research, the program provides a rigorous theoretical and methodological education and the opportunity to gain teaching experience and work with faculty mentors on research projects. Admission and funding are highly competitive, with only 4–8 students admitted to each school a year.

Doctoral students in Journalism take a series of courses in theory, research and methodology, and select two concentration areas

designed to fit their individual professional and research interests. Examples of areas are: international communication, history and philosophy of communication, communication law, communication theory and research, media and public policy, new media, economics and media management, and visual communication.

Journalism faculty and doctoral students conduct quantitative and qualitative research in varied areas, with significant strengths in the history of mass communication, new and alternative media, international journalism, research methodology, media ethics, and performance by news media of their roles in society.

Doctoral students in Telecommunications take a series of courses in theory, research and methodology and select a concentration in international media, new technology and culture, media management and policy, or media studies. These areas are designed to encourage students to develop programs of study that fit their individual professional and research interests.

Telecommunications faculty and doctoral students conduct research using a range of approaches, including quantitative, qualitative, and critical/cultural. Significant scholarship focuses on such areas as political and social impacts of media technologies, children and media, digital games, international and cross-cultural studies, and development communication.

Before applying, please consult the Web sites for both schools to decide which program best suits your interests. On your Ohio University application, select one of the two programs—Journalism (major code PH 5308) or Telecommunications (major code PH 5307).

The minimum requirements for the Ph.D. are a total of 135 credit hours. Students may transfer up to 50 hours (Journalism) or 60 hours (Telecommunications) of previous graduate-level work. The 135-hour total includes: at least 54 hours (not including the dissertation) in mass communication; at least 18 hours in an area outside the College of

Communication; and 15 hours for the dissertation. Research tools courses (four in Journalism, 12-15 credit hours in Telecommunications) are also required, but do not count towards the 135-hour total. Courses selected in consultation with the student's doctoral program committee make up the remaining hours.

New doctoral students in Telecommunications are admitted only in fall quarter because of the sequencing of core courses; in Journalism, students admitted for fall may start the program in summer. The current (2006) application deadline is February 1, although earlier submission of materials is encouraged, particularly for international applicants. *Please consult each school's Web site for the current application deadlines.* Graduate assistantships, which consist of a stipend and a full tuition scholarship, are available on a competitive basis; students may be assigned to teaching, research or administrative work.

Telecommunications

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

The School of Telecommunications offers programs of study leading to the Master of Arts in Telecommunications and the Doctor of Philosophy in Mass Communication. The Ph.D. is offered in conjunction with the School of Journalism.

At the master's level, students design their own programs of study with approval of a faculty committee. Specializations may include international communication, management, policy/regulation, media studies, and multimedia. The master's program prepares students for careers in the media industries and related fields. It can also serve as the basis for doctoral studies.

A specialization in public broadcasting is also available. It focuses on non-commercial radio and television, and provides practical experience through Ohio University's Telecommunications Center and through internships. Assistantships are available for women and minorities who have a minimum of three years of full-time public broadcasting experience.

Admission

Admission to graduate study in Telecommunications requires a baccalaureate degree for the master's program and a completed master's degree for the Ph.D. program. For master's applicants, an undergraduate grade point average (g.p.a.) of 3.0 on a 4.0 scale is expected, although other factors—professional experience or test results, for example—will be considered. Doctoral applicants are expected to present academic credentials of a particularly high academic standard.

Applicants are required to submit letters of recommendation, Graduate Record Examination, writing samples, an applicant information form (available from the School of Telecommunications), an application form, and transcripts of all university academic work. Applicants should have prior professional or academic experience in electronic media or closely allied fields of communication. However, academic and professional potential as documented in application materials can offset the lack of a strong background in the field. On advice from the school's graduate committee, individuals may be required to make up deficiencies by enrolling in appropriate undergraduate courses or by completing a directed readings program.

All application materials must be received no later than February 1 for applications from U.S. citizens and permanent residents. However, international applicants should ensure that all materials are received no later than December 31 to allow time for international transcripts to be evaluated. Applications will be accepted only for fall quarter entry.

Requirements

The non-thesis master's program consists of coursework totaling 56 hours, including a minimum of 25 hours in the major field of study and at least 8 hours in a supporting area. These supporting courses are selected from one or more departments outside the School of Telecommunications and may include courses from more than one department. A thesis option exists for those students with a special interest in academic research.

All master's students are required to take two courses: TCOM 501, Introduction to Graduate Study, and TCOM 601, Introduction to Mass Communication Research. At the end of their studies, non-thesis students must successfully complete a comprehensive examination and thesis students must present an approved thesis.

A minimum g.p.a. of 3.0 must be maintained. Those who earn a grade below a B (3.0) in more than two courses will not be permitted to continue in the program.

Ph.D. requirements are listed under Mass Communication.

Telecommunications Courses (TCOM)

501 Introduction to Graduate Study (1)

Analysis of scholarship and research as foundation for graduate study.

540 Public Telecommunications (4)

Historical development, current status, and challenges to public telecommunications.

554 Personal Values in Telecommunications (4)

Explores the nature of personal values and surveys the values that have shaped and are shaping American culture. Examines the role of the individual within media institutions and of the media within American culture.

561 Telecommunications Financial Management (4)

Consideration of fiscal problems in operation of radio, television, and other telecommunications industries, with special emphasis on economics and financial policies.

563 New Technology (4)

Investigation of emerging technologies of telecommunications via broadcast, cable, satellite, telephone, and information systems.

565 Satellite Communications (4)

Role of satellites in global communications from historical, technical, regulatory, economic, political, and programmatic perspectives.

566 Technology, Communication, and Culture (5)

Examines the ways in which communication technologies shape and structure a culture and the ways in which a culture, in turn, uses these technologies first to stabilize and second to discover meaning.

568 Action Research (5)

An experiential and interactive approach to optimizing human resources and enabling groups, organizations and communities, in development and business, to improve their functioning, develop continuing problem-solving and team building abilities, and produce organizational and social change.

581 Women and Media (4)

Examines representation of women in media through experiential exploration of individual attitudes and values with respect to culture, sexism, and analysis of media content.

582 Documentary Genres (4)

Explores the various genres of documentary video and film with a particular emphasis on

television documentary and recent video works. Deals with such topics as historical development, factuality and truthfulness, objectivity, and ethics. Assignments and discussion are based on an extensive schedule of screenings.

586 Colloquium in Telecommunications (1-5)

Intensive study of special topics in field of telecommunications.

601 Introduction to Mass Communication Research (5)

Examines historical, economic, political contexts in which quantitative and qualitative research emerges. Includes introduction to current quantitative and qualitative techniques.

602 Quantitative Research (5)

Mass communication measurement techniques, research design and implementation, survey, content analysis, and applied statistical analysis.

603 Qualitative Research (5)

Introduction to qualitative research methodology with an emphasis on phenomenology, semiology, and ethnographic fieldwork.

610 Audio and Video Production (5)

An introductory course for graduate students lacking production experience. Covers audio and video theory and terminology and production planning. Provides experience in audio and video production.

665 Communication and Development (5)

Explores relationship between communications media and human development, in areas such as education, the economy, public health, the environment, and political institutions, and the role of stakeholders. Provides practical experience in communication campaign design and the application of research and theory to development issues.

694 Independent Study (1-12)

Individual research on special problems. Projects must be approved prior to registration.

695 Thesis (1-10)

705 Directed Research (1-9)

Prereq: acceptance by competition only. Provides opportunity to implement and complete major research study under supervision.

751 Telecommunications Management (5)

Consideration and examination of theory and practice in telecommunications management, organization, personnel management, and motivation; examines role of manager in relationship to various telecommunications operations.

753 Telecommunications Law and Regulations (5)

Sociopolitical control of telecommunications; effect of laws, regulations, and public pressures upon policy.

755 Broadcast and Cable Programming (5)

Programming concepts, resources, costs, selection, and scheduling.

759 Audience Research (5)

Various methods, techniques, and applications of audience study in broadcasting and cable; includes study of current rating services.

767 Comparative Systems of Telecommunications (5)

Telecommunications systems of selected countries studied in terms of political, social, economic, and cultural themes.

769 International Telecommunications (5)

Development, impact, and control of international telecommunications for propaganda, commercial, and social purposes.

770 Mass Communication Theory (5)

Examines diverse midrange theories in mass communication including media dependency, cultivation, uses and gratifications, social learning, and media effects.

772 Critical/Cultural Theory (5)

Prereq: 770. Critical and cultural approaches to theorizing about mass communication in a mediated society. Emphasis on such contemporary theories as semiotics, deconstruction, feminism, and postmodernism.

780 Seminar in Media Historical Research (5)

Historiographical issues in media research; examination of theoretical, and methodological topics; analysis of historical writing on media from various political, social, and cultural perspectives.

804 Seminar in Mass Communication Research (5)

Intensive study of research methodologies in mass communication scholarship; individual projects.

843 Seminar in Pedagogy (5)

Problems, methods, and techniques of teaching college-level telecommunications.

894 Independent Study (1-12)

Individual research on special problems. Projects must be approved prior to registration.

895 Dissertation (1-12)

Visual Communication

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

The School of Visual Communication (VisCom) offers a program of study leading to the Master of Arts degree with a specialization in visual communication. Major fields of study include: **Photojournalism** (including documentary photography), **Commercial Photography** (including illustrative photography), **Picture Editing, Informational Graphics/Publication Design, Interactive Multimedia, and Visual Media Management**.

The M.A. requires at least 45 credits of graduate coursework. Course requirements for all VisCom graduate students include: VICO 514, 522, 571, a master's project, and 20-24 hours in a major field of study. Photojournalism students are also required to take VICO 535 and 536.

In addition, students in the Photojournalism, Picture Editing and Informational Graphics/Publication Design fields of study are required to take JOUR 511- Newspaper and Communication Law and JOUR 512 - Ethics, Mass Media, and Society. These courses may be waived if you present evidence that you have completed equivalent coursework or have

significant professional experience. Credit for these courses does not apply toward the degree requirements.

A required progress review is held at the end of the first quarter or completion of 15 credits to assess the student's suitability for continued study.

Application

To apply, you must have a bachelor's degree with a minimum 3.0 grade point average (g.p.a.) on a 4.0 scale. Other factors including professional experience or outstanding portfolio may qualify you for probationary admission if your undergraduate g.p.a. was below the minimum. Submit completed application forms, the application fee, and two official transcripts from each post-secondary institution attended to the Office of Graduate Studies, Ohio University, McKee House, Athens OH 45701-2979.

All students whose native language is not English and do not have a bachelor's degree from an accredited institution of higher education in the United States are required to demonstrate English language competency by achieving an adequate score on the IELTS: International English Language Testing System or TOEFL: The Test of English as a Foreign Language. Current minimum score requirements can be found on the VisCom Web site - <http://www.viscom.ohiou.edu/>.

In addition to the material submitted to the Office of Graduate Studies, you must also submit to the School of Visual Communication the following material: three letters of recommendation, a resume, a non-returnable portfolio, and a 500-word statement of intent outlining why you want to attend graduate school. Send this additional required material to the Graduate Director, School of Visual Communication, Ohio University, 301 Seigfred Hall, Athens OH 45701-2979.

Successful applicants for the Photojournalism, Commercial Photography, Picture Editing, Interactive Multimedia and Informational Graphics/Publication Design areas will generally have three or more years of professional experience and a focused statement of

intent. Applicants for the Visual Media Management area will often have more time in the profession.

Portfolio

Interactive Multimedia applicants should submit a portfolio of their work on appropriate media or provide Web addresses of work to be considered.

All other applicants must submit a non-returnable digital portfolio on CD-ROM or DVD. All images must be in JPEG or PDF format at a resolution of 800 x 600 pixels at 72 ppi pixels per inch. All images must be contained in a single folder (directory). No self-running presentations, Web sites or prints will be considered.

Deadline

The application deadline for international students is receipt of all material by December 15. The deadline for domestic applicants is receipt of all material by February 1. Only applicants who have submitted all material in the requested format will receive consideration. A campus visit prior to the application deadline is strongly recommended.

Knight Fellowship in Newsroom Graphics Management

Each year, a single fellowship recipient is selected to undertake visual media graduate course work with a full tuition support and a generous stipend provided by the John S. and James L Knight Foundation.

Selection for this fellowship is highly competitive. Normal graduate admission standards must be met and an exceptional record of professional experience is expected.

Candidates are encouraged to discuss their application with the VisCom director well before the application deadline. The application deadline for the Knight Fellowship is December 1.

Equipment Requirements

Photojournalism students are required to have at least two professional-level SLR cameras (one digital), two lenses and a dedicated flash. One lens should have a 35mm or shorter focal length (or digital equivalent) with a maximum

aperture of f/2.8 or larger. The second lens should be in the 135mm to 200mm (or digital equivalent) f/2.8 range. Zoom lenses are also acceptable if they meet the maximum aperture requirement of f/2.8 or larger.

Commercial Photography students should have a professional-level medium-format camera with interchangeable film backs, or digital back, one wide-angle lens, one telephoto lens and a flash meter. In addition, they are required to have a Polaroid 545i back for use with large-format cameras.

Financial Aid

The School awards a limited number of graduate assistantships, teaching assistantships, and helps place some students in campus work-study positions related to their field of study. These assistantships and work-study opportunities provide tuition support and modest stipends in exchange for student work in support of the school or university mission. Selection is competitive and based upon openings and funding. You must maintain a 3.0 g.p.a. and meet required levels of course registration to retain support.

In addition, students are eligible for traditional financial aid through the University Office of Student Financial Aid and Scholarships. To be considered, mark the appropriate item on the application for graduate admission. See the financial aid section of the University Web site for information.

For Further Information

Write to the Graduate Director, School of Visual Communication, Ohio University, Seigfred Hall, Athens OH 45701-2979, or visit the School's Web site: <http://www.viscom.ohio.edu/>

Visual Communication Courses (VICO)

501 Aspects of Photo Communication (1-5)
Develops skills in visual perception, technique, and visual communication. Repeatable up to 20 hours but does not count toward M.A.

511 Informational Graphics (5)
The visual presentation of quantitative and spatial information. Examines the planning, design, and computer preparation of charts, graphs, diagrams, and maps for use in newspapers and magazines.

512 Advanced Informational Graphics (5)

Prereq: VICO 511. The visual presentation of spatial information with emphasis on design and production techniques as they pertain to newspapers and magazines.

514 Desktop Publishing (4)

Prereq: perm. Introduction to publication design. Introduction to content planning, the application of design principles and production techniques in print media using current technology.

517 Photo Illustration: Fashion (4)

The exploration and interpretation of the interaction of gesture, movement, and light in relation to capturing the essence of people and garments.

518 Photo Illustration: Still Life (4)

An exploration of the principles of light and its effect on surfaces and shapes in studio lighting.

520 Topic Seminar (2-4) repeatable

Prereq: M.A. student. A flexible format for examining current and future topics in visual communication. Because of constantly changing trends in the profession, topics vary as an area of need not covered in an existing class is identified. Topics include such areas of rapid change as technology, techniques, ethics, and aesthetics.

521 Documentary/Essay (5)

Prereq: VICO 586. The use of still photography as a tool for social, anthropological, and journalistic investigation of contemporary issues. Using methods defined by traditional field researchers, the class expands the use of the photograph for collection and interpretation of selected subjects.

522 Graduate Seminar (1)

Prereq: M.A., M.S. students only. Deals with such topics as ethics, current trends, internships, information from recent visits to newspapers or meetings. Professionals visiting campus are also asked to speak on topics concerning the visual communication profession.

523 Publication Layout and Design (3)

Prereq: JOUR 536. Examines historic and contemporary theories of page design. Students investigate methods of combining type, graphics, and photographs on the printed page.

524 Portraiture (4)

This course provides students with an overview of the techniques used in photographic portraiture. Portraiture skills are essential to both photojournalists and commercial photographers. This class offers skills in natural and artificial lighting, working effectively with the subject/model and the development of portraiture concepts. Students will be required to seek out portraiture subjects and photographs on location and in the studio.

526 Advanced Publication Layout and Design (3)

Prereq: VICO 523. Advanced study in the use of computers as a tool for layout, design, and pagination for print media.

527 Advanced Photographic Illustration: Business Practices (5)

Prereq: M.A. commercial photography majors only. An investigation of the principles of studio management. Areas of study include copyright, computer use, self-promotion, and financial management.

528 Advanced Photographic Illustration: Studio Practices (5)

Prereq: M.A. commercial photography majors only. Advanced studio methods in the design and execution of illustration images.

Particular emphasis placed on the professional performance in producing images using advanced equipment and techniques.

529 Advanced Photographic Illustration: Applications (5)

Prereq: M.A. commercial photography major. A synthesis of business and photographic skills. Students given simulations based on a complete project concept that reflects the realities of working professionally.

535 Picture Editing (3)

Prereq: VICO 514. This course helps students understand and practice the skills necessary to function as picture editors and visual leaders in a journalistic environment. Students will also gain a deeper understanding of how photographs communicate and foster a respect for the journalistic photograph and the individuals who produce them. The active learning course structure includes working in a group environment where situations stress both effective written and spoken skills. While some design skills are expected, the emphasis is on journalistic-based logic, articulation, and visual leadership in content origination.

536 Advanced Picture Editing (3)

Prereq: VICO 535. The goal for this course is to facilitate a deeper understanding of the theory and reality of picture editing in a journalistic environment, to practice the skills essential for the task, and employ the thought processes that thread through routine visual management decisions. We will examine examples, work in groups to simulate real-world environments, and produce portfolio quality presentations on deadline. Same as JOUR 536.

561 Introduction to Web Design (4)

Prereq: VICO 514 and VICO 561 and NOT VICO 361. Introduction to Web design will provide graduate students with an overview of Internet design and user-interface. The goal of the course is to provide students with the knowledge and analytical skills, technical skills, aesthetic, and creativity needed to successfully design for the Web.

562 Advanced Web Design (4)

Prereq: VICO 561 and NOT 462. This course will prepare students for the job market in Web design. The class will provide students with an understanding and wide range of skills that are required to work in the field. Some of these advanced skills include the utilization of the human interface, interface design, creative design, information architecture, creation/production of multimedia-based visuals and audio files, as well as an overview of various current technologies.

570 Graphic Systems Management (4)

Prereq: VICO 511 or 514. Planning, configuration, and maintenance of computer and communication systems used in the graphic arts industry. Surveys electronic production methods and examines technical and practical issues of graphics computers, peripherals, applications, and system software.

571 Digital Imaging (4)

Prereq: VICO 511 or 523. Advanced class using the Macintosh computer and production-quality scanners as tools to create composite and altered photographic images for creative and illustrative presentation.

573 Interactive Media (4)

Prereq: VICO 570. Introduction to planning, media integration, and production techniques and tools of interactive multimedia. Through practical exercises, exposes students to major component media including computer text,

graphics, photography, animation, speech, sound, and video. Technical and human interface issues are also covered.

580 Digital Portfolio (0)

Prereq: VICO 522 or perm.

581 Editorial Photography (4)

This course is an introduction to the broad range of single image still photography as it is used in editorial publications. The goal of this photojournalism class is for students to acquire the skills to produce work worthy of publication in newspapers, magazines, and the Web.

582 The Photographic Essay (4)

This course is an introduction to the photographic essay. The goal of this photojournalism class is to engage students in the research and imagining processes necessary to organize and produce in-depth photographic coverage on selected topics pertinent to and worthy of publication in newspapers, magazines, and on the Internet.

586 Advanced Photographic Reportage I (4)

Advanced visual production work in newspaper photographic reportage with particular emphasis on the picture story or photographic essay. This documentary photojournalism class uses a wide range of color and/or black and white material. Finished projects incorporate the use of computers and scanned images for final portfolio production.

587 Advanced Photographic Reportage II (4)

Prereq: VICO 586. Advanced visual production work in magazine design, with particular emphasis on the picture story or photographic essay. Use of a wide range of skills to produce a prototype magazine publication. Demands audience research, visual content focus, field research, photography, writing, design, and production. Involves the use of computers and film scanners for production.

588 Interactive Media (4)

Prereq: 587. Advanced visual photographic production using time-based media (slide shows and CD-ROM), with particular emphasis on the picture story or photographic essay. This documentary photojournalism class uses a wide range of photographic materials. Finished projects incorporate the use of computers and scanned images into time-based visual presentations.

594 Small Systems Lighting (4)

This course will explore the history, aesthetics, and techniques of using artificial strobe light as it applies to the still photographic image. Students will experiment with a variety of lighting styles as they acquire the skills of using dedicated electronic flash units and portable lighting systems.

635 Seminar in Visual Communications (5)

Prereq: 535. This course is a seminar in visual communication with an emphasis on visual communication research and content analysis, and their application to visual management. This class will consist of readings, a short paper, group discussions, and a final project that includes a site visit to a publication of the student's choice.

691 Individual Study (1-5, max 15)

Prereq: written proposal. Individual course of study agreed upon with the permission and guidance of a department faculty member.

694 Master's Project (1-15)

You may take up to 15 hours. Five hours are required, and only these five will count toward your degree.