

450. Professional Practices in Schools, Hospitals, and Clinics. (3:3:0) F Prerequisite: ComD 351; 350 and 438 or concurrent enrollment.

Overview of issues related to clinical practice in public schools and other settings.

493R. Readings. (1–2:Arr.:Arr. ea.) F, W, Sp, Su

495R. ComD Field Experience. (1–2:Arr.:Arr. ea.) F, W, Su Prerequisite: ComD faculty sponsorship.

Supervised experience in a clinical or educational service-delivery setting under the direction of a faculty member.

500-Level Graduate Courses (available to advanced undergraduates)

544. Psychoacoustics. (2:2:1)

Advanced studies in human psychoacoustics and hearing science.

Graduate Courses

For 600- and 700-level courses, see the BYU 2007–2008 Graduate Catalog.

Communication Disorders Faculty

Professors

Brinton, Bonnie (1990) BA, U. of Utah, 1975; MA, San Jose State U., 1977; PhD, U. of Utah, 1981.

Culatta, Barbara (2000) BS, California State U. of Pennsylvania, 1969; MA, PhD, U. of Pittsburgh, 1970, 1975.

Fujiki, Martin (1990) BS, U. of Idaho, 1972; MS, PhD, U. of Utah, 1974, 1980.

Harris, Richard (1982) BS, North Dakota State U., 1973; MS, U. of Wisconsin, 1974; PhD, Purdue U., 1978.

McPherson, David L. (1991) BS, Brigham Young U., 1967; MA, George Washington U., 1969; PhD, U. of Washington, 1972.

Associate Professors

Channell, Ron W. (1983) BS, MS, Brigham Young U., 1977, 1979; PhD, U. of Utah, 1983.

Dromey, Christopher (2000) BA, Brigham Young U., 1985; MA, State U. of New York, Buffalo, 1990; PhD, U. of Colorado, 1995.

Clinical Associate Professor

Robinson, Lee (1999) BS, MS, Brigham Young U., 1992, 1994.

Assistant Professor

Nissen, Shawn (2002) BA, Brigham Young U., 1994; MA, PhD, Ohio State U., 1998, 2003.

Clinical Assistant Professor

Blair, Nancy (2000) BS, MS, Brigham Young U., 1993, 1995.

Emeriti

Allred, Mildred T. Ravsten (1973) BA, MCD, Brigham Young U., 1952, 1971.

Low, Gordon M. (1964) BS, MS, U. of Utah, 1949, 1950; PhD, U. of Minnesota, Minneapolis, 1955.

Lucido, Bonnie Rae (1979) BS, MS, Brigham Young U., 1964, 1966; PhD, U. of Utah, 1994.

Newman, Parley W. (1966) BS, MS, Utah State U., 1950, 1951; PhD, U. of Iowa, 1954.

Communications

Ed Adams, Chair
360 BRMB, (801) 422-2997

College of Fine Arts and Communications Advisement Center
D-444 HFAC, (801) 422-3777

Admission to Degree Program

The degree programs in the Department of Communications have a departmental application process with specific enrollment limitations. Please see the college advisement center for details, telephone 1-877-890-5414, or online at <http://cfac.byu.edu/com/>.

Graduation Requirements

To receive a BYU bachelor's degree a student must complete, in addition to all requirements for a specific major, the following university requirements:

- The university core, consisting of requirements in general and religious education (See the University Core section of this catalog for details. For a complete listing of courses that meet university core requirements, see the current class schedule.)
- A minimum of 30 credit hours in residence
- A minimum of 120 credit hours
- A cumulative GPA of at least 2.0

Undergraduate Programs and Degrees

BA Communications
Emphases:
Advertising
Broadcast Journalism
Communications Studies
Print Journalism
Public Relations

Minor Communications

Students should see their college advisement center for information concerning admittance to the undergraduate programs.

Graduate Programs and Degrees

MA Mass Communications

For more information see the BYU 2007–2008 Graduate Catalog.

General Information

Working under faculty direction, students in the department edit and publish the *Daily Universe* as a laboratory newspaper for the campus, produce daily television broadcasts on local cable, produce @NewsNet.byu.edu for the Internet, plan advertising and public relations campaigns, solve media sales and management problems, and use "new media" in diverse situations.

The Department of Communications sponsors the International Media Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting experts.

The department encourages early admission. Students who enroll in Comms 101, 211, and an introductory course and complete the English requirement can apply to the major as early as the second semester of their freshman year.

Departmental Requirements

1. Each student must be formally accepted into a degree program. Contact the college advisement center for admission requirements or online at <http://comms.byu.edu>.

Communications

- All students must take a campus writing course before applying for admission to the major. The following writing courses fulfill this requirement and satisfy the GE First-Year Writing requirement: Engl 150, Phil 150, or Honrs 150.
- Complete 80 hours outside the department, of which at least 65 hours must be in the liberal arts and sciences.
- Except for communication studies students, every student is required to complete an internship. Although the department operates an internship office (280 BRMB) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any required internship without prior approval from a faculty advisor, completing prerequisite courses with a C– or better, before processing appropriate documents with the Internship Office, and without being enrolled in Comms 399R.
- Communications students must learn the design software used in several of the communications upper-level courses prior to attending the course. Students can learn the software on their own or take an IT course. Call the IT Office (422-4000) for more information or visit their Web site at <http://IT.byu.edu/go/adobepub> or <http://IT.byu.edu/go/webpub>.

The following software will be used in these courses:
Adobe Publishing—Comms 330, 331, 421, 428.
Web Publishing—Comms 485, 487.

BA Communications: Advertising Emphasis (46–58 hours*)

This is a limited-enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

The Discipline

Communications majors who choose the advertising emphasis will participate in a program that will give a strong grounding in the liberal arts and sciences, provide a firm grasp of communications theory and principles, and teach practical workplace skills.

In advertising courses students will learn how to use research in studying diverse audiences, to analyze communications problems, and to evaluate communications programs. They will write problem-solving strategies and create advertising and promotion messages to specific target audiences. Creative track students will learn how to concept consumer advertising ads in print and broadcast and will develop a quality portfolio required for entry-level careers in the creative field. Management students will learn how to evaluate and select the most effective media for reaching those target audiences and will gain an understanding of how broadcast, print, and other media are used in the advertising process.

Studies will culminate in the student's participation, as a team member, in creating and presenting a comprehensive and competitive integrated communications campaign that includes research, advertising, and sales promotion.

Career Opportunities

This field provides career opportunities in advertising, media management, and advertising media sales as well as in its creative, research, media planning, and management functions.

Major Requirements

- Complete one course from the following:
Engl 150.
Honrs 150.
Phil 150.

Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

- Complete the following:
Comms 101, 211, 230.
- Apply to the major.
- Complete the following:
Comms 300, 317.
- Complete 9 hours from the following departmental electives:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 411, 412, 449, 480.
- Complete one of the following tracks:
 - Management Track:
 - Complete the following:
Bus M 340.
Comms 332, 432, 489.
 - Complete one course from the following:
Comms 330, 345.
 - Creative Track:
 - Complete the following:
Comms 331, 433, 489.
 - Complete one course from the following:
Comms 330, 345.
 - Complete a minor in advertising design (15 hours).
Note: Twelve students will be admitted to the creative track each year based on a screening and portfolio work. Portfolios must be submitted to the department's main office by the twelfth week of winter semester. Late portfolios will not be considered. It will take from four to five semesters to complete the design minor. Students interested in this track should qualify and apply early.

- After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:
Comms 399R.

Note: A C– grade or better in the following prerequisite courses must be achieved before the internship experience:
Management track: Comms 317; 330 or 345; 332.
Creative track: Comms 317; 330 or 345; 331.

*Hours include courses that may fulfill university core requirements.

BA Communications: Broadcast Journalism Emphasis (43 hours*)

The Discipline

The study of journalism entails the mastery of working with people to present news and features in a way that reflects events accurately and fully. Students will acquire skills in analytical thinking, lucid writing, and effective interviewing to be able to present a clear and forceful picture of their subject in words, sounds, and images. To have a broad background, students are encouraged to earn more than 60 percent of their credits in other departments, thereby developing a wide understanding of the world and the processes that make society work. In addition, students will become familiar with methods of writing that effectively reach mass audiences—that portray events and people in satisfying ways. Since a wide range of knowledge is essential within the field, students will study libel law, the process of communication, and such areas as the interaction between the mass media and society today.

Career Opportunities

The exciting field of journalism traditionally has offered the allure of working in a profession that has its finger on the changing pulse of society. Whether serving as reporters, anchors, or producers for television, radio, cable, or online outlets, broadcast journalists find themselves rubbing shoulders with important people and recording important events.

A career in journalism implies not only skill with words, pictures, and sounds, but the ability to make solid judgments and to ferret out facts. In addition to the obvious careers as reporters, anchors, and producers, students often find their journalism skills in demand in a variety of other areas.

Many find the challenge of recording the drama of real life both satisfying and enlightening. Recent changes in technologies and business models continue to change the way broadcast news is produced and distributed. These changes call for greater skill in writing to be able to visualize the world in an interesting way. Overall, one of journalism's great satisfactions has been the sense that one can make a positive difference in the world and bring about changes for the better.

Major Requirements

1. Complete one course from the following:
Engl 150.
Honors 150.
Phil 150.
Note: Students must receive a B grade or better to be eligible to apply for admission to the program.
2. Complete the following:
Comms 101, 211, 275.
3. Apply to the major.
4. Complete the following:
Comms 239, 300, 308, 325, 385, 486.
5. After consulting with a faculty advisor, complete an internship in conjunction with 4 hours of the following:
Comms 399R.
Note: A C– grade or better in the following prerequisite courses must be achieved before the internship experience:
Comms 308, 325.
6. Complete 9 hours from the following department electives:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 411, 412, 449, 480.

*Hours include courses that may fulfill university core requirements.

BA Communications: Communications Studies Emphasis (43 hours*)



The Discipline

This program is designed for the student who wants a broad, general undergraduate background in communications and does not necessarily want to specialize in advertising, broadcasting, print journalism, or public relations. This may be the student who plans to pursue advanced academic degrees rather than work in industry. The focus of the program is highly theoretical and conceptual.

Career Opportunities

This major does not lead to specific careers but is appropriate for those planning to pursue graduate or law degrees.

Major Requirements

1. Complete one course from the following:
Engl 150.
Honors 150.
Phil 150.
Note: Students must receive a B grade or better to be eligible to apply for admission to the program.
2. Complete the following core courses:
Comms 101, 211, 238.
Note: Students must receive a B grade or better in Comms 238 to be eligible to apply for admission.

3. Apply to the major.
4. Complete the following:
Comms 300.
5. Complete one course from the following:
Comms 319
Soc 300.
6. Complete the following:
Comms 411, 483.
7. Complete 1 hour from the following practicum course:
Comms 396R.
8. Complete 18 hours from the following:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 412, 449, 480.
Note: Students may use one course from Comms 230, 235, 239 toward the 18-elective-hours requirement.

*Hours include courses that may fulfill university core requirements.

BA Communications: Print Journalism Emphasis

(43 hours*)



The Discipline

Journalism is a mass media process that provides factual and relevant information for democratic decision making, community building, and public deliberation. Students will acquire skills in effective interviewing, analytical thinking, and lucid writing and storytelling. To develop a wide understanding of the world and the processes that make society work, students are encouraged to earn more than 60 percent of their credits in other departments. Students will become familiar with methods of writing that target mass audiences and help citizens work through community problems and issues. With contemporary journalists working for newspapers, magazines, and new media, students will be offered courses in media law and ethics, journalistic research methods, feature writing, in-depth reporting, publication design, new media, media processes, and public opinion. Print journalism students may choose either a traditional news-editorial track or qualify for a news design and new media track.

Career Opportunities

In the exciting field of journalism, traditionally there has been the allure of working in a profession that has its finger on the changing pulse of society. Whether serving as reporters on television, radio, cable, online, daily newspapers, the community press, or in the magazine field, journalists find themselves rubbing shoulders with important people and recording important events.

A career in journalism implies not only skill with words, but the ability to make sound judgments and to ferret out facts. In addition to the obvious careers as reporters and editors, students often find their journalism skills in demand in a variety of other areas.

Many find the challenge of recording the drama of real life both satisfying and enlightening. Because of television, journalism has changed in recent years, but even though there has been a decline in the number of daily newspapers, an explosion of special interest magazines and online publishing has opened up jobs for writers and editors. These changes call for greater skill in writing to be able to visualize the world in an interesting way. Overall, one of journalism's great satisfactions has been the sense that one can make a difference in the world and bring about changes for the better.

Communications

Major Requirements

1. Complete one course from the following:
Engl 150.
Honrs 150.
Phil 150.
Note: Students must receive a B grade or better to be eligible to apply for admission to the program.
2. Complete the following core courses:
Comms 101, 211, 239.
3. Apply to the major.
4. Complete the following:
Comms 300, 308, 321.
5. After consulting with a faculty advisor, complete one of the following tracks:
 - a. News-Editorial Track:
Comms 377, 420, 484.
 - b. News Design and New Media Track:
Comms 365, 428, 487.**Note:** Twelve students will be admitted to the news design and new media track each year based on an application.
6. After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:
Comms 399R.
Note: A C– grade or better in the following prerequisite courses must be achieved before the internship experience:
News editorial track: Comms 308, 321, 420.
News design track: Comms 308, 365, 428.
7. Complete 9 hours from the following:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 411, 412, 449, 480.

*Hours include courses that may fulfill university core requirements.

BA Communications: Public Relations Emphasis

(49 hours*)

This is a limited-enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

The Discipline

Public relations manages communication to build mutually beneficial relationships between the organization and its vital publics. The public relations program at BYU emphasizes research and measurement; strategic planning; professionally designed, written, and targeted tactics; and ethical practice. We prepare students with critical skills in thinking, writing, research, program planning and management, creative problem solving, and relationship building with publics typical to the public relations challenges of diverse organizations. Those publics include but are not limited to media, consumers, employees, government and other regulatory bodies, and communities. In keeping with the aims of a BYU education, our students and graduates should engage in lifelong learning and professional practice that exemplifies the values of grace, truth, and equity.

Career Opportunities

Virtually all segments of the public and private sectors throughout the world draw employees from public relations graduates. Graduates may work as technical experts or in management tracks. They may specialize in employee relations, community relations, public affairs, media relations, or several other tracks within the professional arena.

Major Requirements

1. Complete one course from the following:
Engl 150.
Honrs 150.
Phil 150.
Note: Students must receive a B grade or better to be eligible to apply for admission to the program.
2. Complete the following core courses:
Comms 101, 211, 235.
3. Apply to the major.
4. Complete the following:
Comms 300, 318.
5. Complete 9 hours from the following:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 411, 412, 449, 480.
6. Complete the following:
Comms 321, 336, 421, 485.
7. After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:
Comms 399R.
Note: A C– grade or better in the following prerequisite courses must be achieved before the internship experience:
Comms 318, 321, 336, 421.
8. Complete the following:
Acc 200.
Bus M 340.

*Hours include courses that may fulfill university core requirements.

Minor Communications (15 hours)

Minor Requirements

1. Complete the following:
Comms 101, 230, 235, 239.
2. Complete 3 additional hours from the following:
Comms 301, 351, 352, 360, 381, 382, 401, 402, 406, 411, 412, 449, 480.

Communications (Comms)

Undergraduate Courses

101. Mass Communication and Society. (3:3:0)

Historical and modern roles of mass media in society, emphasizing media effects on individuals and institutions.

211. News Writing. (3:2:2) F, W, Sp, Su Prerequisite: pre-communications status; a B grade or better in one of the following: Engl 150, Phil 150, or Honrs 150.

Principles and practices of identifying news and writing it for newspaper, radio, television, and Internet audiences. Lab required.

230. Introduction to Advertising. (3:3:0)

Principles of advertising; critical evaluation of its role and value in American society. Writing and creating ads for all media.

235. Introduction to Public Relations. (3:3:0)

Philosophy and practice of public relations in business, government, education, and other institutions. Study of publics, media, methods, press relations, and publicity.

238. Introduction to Communications Studies. (3:3:0) F, W, Alt. term Prerequisite: pre-communications status.

Survey of mass communication theory and research; historical and philosophical development of communication theory.

- 239. Principles of Journalism.** (3:3:0) F, W, Alt. Sp, Su term
Theories and principles of journalism; critical evaluation of journalists' and news organizations' role and value in societies they serve.
- 275. Introduction to Broadcasting.** (3:2:3) F, W, Sp
Principles and theories of broadcasting and the practical application of visual and aural storytelling; videography and field production; non-linear editing for radio, television, and new media.
- 300. Media Ethics, Law, and Responsibility.** (3:3:0) F, W, Sp, Su
Prerequisite: major status.
Introduction to First Amendment history and press freedom, law, and theory; media regulation and policy; relationship between law and ethics; key ethical issues in professional communications.
- 301. Mass Media History and Philosophy.** (3:3:0) F Prerequisite: major or minor status.
History and philosophy of print, film, and broadcast communication media from their beginnings to the present; their roles as institutions in American society.
- 308. Research Methods for Journalism.** (3:2:1) F, W; Alt. Sp, Su term Prerequisite: major status.
Qualitative and quantitative information-gathering strategies and techniques: interviewing, use of surveys and public records; online information gathering and database analysis.
- 317. Advertising Research Methods.** (3:2:1) F, W, Alt. term Prerequisite: major status.
Quantitative research methods used in marketing and advertising; the research process; planning, designing, and conducting studies; analyzing results using appropriate methodologies.
- 318. Public Relations Research and Measurement.** (3:2:1) F, W, Alt. term Prerequisite: major status.
Research methods and analysis critical to developing strategic public relations and measuring its effectiveness, emphasizing focus group and survey approaches with qualitative and quantitative statistical analysis.
- 319. Research in Communication.** (3:2:1) F, W, Sp, Su Prerequisite: major status.
Procedures and design considerations for studying media messages, audiences, and effects. Emphasizes survey and focus group approaches to data collection and analysis.
- 321. News Reporting.** (3:2:5) F, W, Sp, Su Prerequisite: Comms 300 or concurrent enrollment; major status.
Research and reporting skills. Database retrieval and interviewing. Beat reporting for newspapers, radio, and online media. Lab required.
- 325. Broadcast Reporting.** (3:2:3) F, W, Sp Prerequisite: Comms 300 or concurrent enrollment; major status.
Principles and techniques of broadcast and online news reporting. Includes recording and videotaping reports of government, courts, and other institutions.
- 326. Performance for Broadcast.** (3:2:1) F, W Prerequisite: instructor's consent.
Theory and practice of presenting news and information for radio, television, and new media.
- 327R. Special Topics in Broadcasting.** (3:2:Arr. ea.) On dem. Prerequisite: instructor's consent.
Includes radio arts, specialty reporting, documentary production, and sports broadcasting.
- 329. Opinion Writing.** (3:3:0)
Function of editorials, columns, commentaries, and reviews in the mass media. Open enrollment.
- 330. Creating Advertising Concepts—Portfolio 1.** (3:3:0)
Prerequisite: major status; software proficiency in InDesign, Adobe Photoshop, and Adobe Illustrator demonstrated by portfolio review or completion of Office of Information Technology course.
Basic consumer advertising: copywriting, design, and layout developed from creative strategies. Solving creative problems.
- 331. Creating Advanced Advertising Concepts—Portfolio 2.** (3:3:0) Prerequisite: Comms 330; software proficiency in InDesign, Adobe Photoshop, and Adobe Illustrator demonstrated by portfolio review or completion of Office of Information Technology course.
Advanced consumer advertising: copywriting, design, and layout.
- 332. Marketing Media Planning and Strategy.** (3:3:2) F, W, Alt. Sp, Su term Prerequisite: major status.
Media planning, theory, and practice in context of the marketing mix. Applying computer-based models as aids to media decisions. Writing marketing-based media plans. Case study approach to both print and broadcast media.
- 336. Strategic Planning and Problem Solving.** (3:3:0) F, W, Sp Prerequisite: major status.
Cases selected from wide range of actual public relations problems confronting business, government, education, and other institutions. Strategic planning matrix.
- 345. Media Sales and Promotion.** (3:2:2) F, W, Alt. Sp, Su term Prerequisite: major status.
Fundamentals of media sales process. Theory and application of persuasion relating to media sales.
- 351. Media Literacy.** (3:3:0) F, Alt. Sp, Su term Prerequisite: major or minor status.
Understanding media content and production processes to empower media consumers. Media culture in our increasingly multicultural society relative to politics of representing race, ethnicity, gender, and class.
- 352. Media and Consumer Behavior.** (3:3:0) W Prerequisite: major or minor status.
Conceptual and empirical relations between consumer information processing/choice behaviors and mass communications.
- 360. Media Management Principles and Theory.** (3:3:0) W Prerequisite: major or minor status.
Managing communications organizations. Systems, motivation, leadership, communication, and regulations. Structure and economics of organizations. Factors of competition.
- 365. Photojournalism.** (3:2:Arr.) F, W Prerequisite: Comms 321; admission to news design and new media track; or instructor's consent.
Shooting, processing, selecting, and preparing photographs for use in publications.
- 377. Feature Writing.** (3:3:0) F, W, Alt. Sp, Su term Prerequisite: Comms 321.
Analysis of nonfiction magazine markets and effective writing methods; criticism of students' articles.
- 381. Comparative Media Systems.** (3:3:0) W Prerequisite: communications or international relations major or minor status.
Comparison of national media systems; normative theories of media organization and control.
- 382. Issues in International Communication.** (3:3:0) F Prerequisite: communications or international relations major or minor status.
International information flow; information flow and foreign policy; international regulation; cultural imperialism; intercultural interaction.

Communications

385. Television News Producing. (3:2:3) F, W, Alt. Sp, Su term
Prerequisite: Comms 325.

Theory and practice of producing and presenting information for television. Role of television news in society; nature of audiences; production techniques; TV news management. Lab includes producing daily cable newscast.

390R. Public Relations Student Agency. (2:1:1 ea.) F, W
Prerequisite: Comms 235.

Student-run agency with faculty mentoring that applies principles, concepts, and skills learned in PR curriculum, emphasizing research, strategy, application, and evaluation.

395R. International Media Studies Abroad. (1–3:Arr.:0 ea.) Alt. Sp, Su term

Study Abroad course emphasizing media and culture of region selected.

396R. Communications Practicum. (1:0:Arr. ea.) Prerequisite: instructor's consent and approval of task or projects.

Practice and projects in communication.

397R. Honors Tutorial. (1–2:Arr.:0 ea.) Prerequisite: instructor's and department's consent.

398R. Projects in Communications. (1–4:Arr.:0 ea.) Prerequisite: junior standing and approval of project.

Projects in communication studies.

399R. Academic Internship. (1–9:Arr.:Arr. ea.) F, W, Sp, Su
Prerequisite: major status; clearance by the Communications Department.

Professional field experience.

401. Regional Mass Media Issues. (3:3:0) W

Media from different countries, cultures, or subcultures. Media outlets. Issues, including those due to variability in language, diversity, culture, and geo-political orientation.

402. Media Criticism. (3:3:0) W Prerequisite: major or minor status.

Criticism of electronic media systems and their products and effects; critic's role and qualifications.

406. Advanced Media Law and Regulation. (3:3:0) W
Prerequisite: major or minor status; Comms 300.

First Amendment philosophy underlying regulation of the mass media; libel, privacy, media relations with courts, broadcast regulation, advertising regulations, corporate communications; copyright, trademark.

411. Mass Communications Processes and Effects. (3:3:0) F, W, Alt. Sp, Su term Prerequisite: major or minor status.

Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. Factors in message construction, dissemination, and audience reception.

412. Communication Issues and Public Policy. (3:3:0) F, Alt. Sp, Su term Prerequisite: major or minor status.

Overview of issues, strategies, and role of communications professionals in various areas of American society, including media relations, government relations, community affairs, and consumer relations.

420. Advanced Print Reporting. (3:2:1) Prerequisite: Comms 308, 321.

Print news coverage of government, courts, education, and other institutions. Investigative reporting on major public issues and trends.

421. Public Relations Writing and Production. (3:3:1)
Prerequisite: Comms 321, 336; computer proficiency in InDesign, Adobe Photoshop, Flash, and Dreamweaver demonstrated by portfolio review or completion of Office of Information Technology course.

Professional public relations writing and editing in a variety of formats as used in public relations applications.

428. Publication Graphics and Production. (3:2:3) F, W, Alt. Sp, Su term Prerequisite: Comms 308, 321; software proficiency in InDesign, Adobe Photoshop, and Illustrator demonstrated by portfolio review or completion of Office of Information Technology course.

Layout and graphics for publications. Contemporary practices in production.

432. Account Planning Management. (3:3:0) Prerequisite: major status; Comms 317.

Development and execution of a comprehensive strategic advertising research program, including data collecting, interpretation, field investigating, audience analysis, and strategy development.

433. Advanced Advertising Concepting—Portfolio 3. (3:3:0)
Prerequisite: Comms 331; concurrent enrollment in Comms 489.

Capstone course in creating consumer advertising concepts, copywriting, design, and layout. Emphasizes finished portfolios.

449. Electronic Media Programs and Audiences. (3:3:Arr.)

Prerequisite: major or minor status.

Basic program forms used in electronic media, effective program structure and appeals, and audience research and measurement.

480. Media Ethics and Moral Reasoning. (3:3:0) F Prerequisite: Comms 300 or instructor's consent.

Ethical issues in mass communication; integration of moral reasoning to critical mass communication issues.

483. Advanced Communications Studies. (3:3:0) F, W

Prerequisite: Comms 319; 411 or concurrent enrollment.

Contemporary developments in communication theory, research, and practice.

484. News Editing and News Judgment. (3:2:6) F, W, Sp, Su
Prerequisite: Comms 321, 420.

Management and editing of news flow, ranging from editorial conceptualization and news judgment to copy editing, headline writing, and basic page design.

485. Strategic Public Relations Campaigns. (3:3:0) Prerequisite: Comms 318, 336, 421; software proficiency in Flash, Dreamweaver, and Image Ready as demonstrated by portfolio review or completion of Office of Information Technology course.

Capstone course applying communication principles to internal and external publics; fact finding, planning, and evaluating social interrelationships; major campaigns for selected clients.

486. Advanced Broadcast Reporting. (3:2:Arr.) F, W, Alt. Sp, Su term Prerequisite: Comms 308, 385.

Capstone course for broadcast journalism students. In-depth broadcast news coverage of major public issues and trends. Formats may include daily news reports, series, and documentaries.

487. Multimedia Journalism. (3:2:4) F, W Prerequisite: Comms 428; software proficiency in Flash, Dreamweaver, and Image Ready demonstrated by portfolio review or completion of Office of Information Technology course; or instructor's consent.

Editing, design, and delivery of multimedia and interactive news content. Theories of new media use and practical application of those theories to create professional-level content.

489. Strategic Advertising Campaigns. (3:3:0) Prerequisite: Comms 300, 317, 332, 432; Comms 433 or concurrent enrollment.

Researching, planning, budgeting, creating, and writing national advertising campaigns; writing and producing a complete advertising plan, accompanied by a formal client presentation.

495R. Research and Readings in Communication Practice.

(1–4:0:0 ea.) Prerequisite: senior standing and instructor's approval of projects.

Independent research projects and readings for communications majors.

499R. Honors Thesis. (1–3:Arr.:Arr. ea.) Prerequisite: approval of departmental honors coordinator.

Scholarly research paper related to student's program.

Graduate Courses

For 600- and 700-level courses, see the BYU 2007–2008 Graduate Catalog.

Communications Faculty

Professors

Adams, Edward E. (1999) BS, U. of Phoenix, 1986; MA, Brigham Young U., 1991; PhD, Ohio U., 1993.
 Hughes, John R. (1991)
 Thomsen, Steven R. (1996) BA, Brigham Young U., 1982; MA, Ball State U., 1984; PhD, U. of Georgia, 1994.
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Comparative Literature

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