MANSHIP SCHOOL OF 
Mass Communication

JOHN M. HAMILTON
Dean, LSU Foundation Hopkins P. Breazeale Professor of Mass Communication

RONALD G. GARAY
Associate Dean for Undergraduate Studies and Administration

RALPH IZARD
Associate Dean for Graduate Studies and Research

The mission of the Manship School of Mass Communication is to teach the principles and skills of mass communication to students dedicated to pursuing successful professional careers. This body of knowledge is integrated with a liberal arts education to foster intellec-
tual curiosity, critical thinking, and an appreciation for the pervasive influence that the mass media have within society. To these ends, the school is committed to the fundamental objectives of teaching, research and/or creative activities, and service.

ADMISSION REQUIREMENTS

Applications for admission to the Manship School must be submitted directly to the school’s main office, 220 Johnston Hall. Students may apply at any time after they have completed 30 hours of college-level course work and after completing MC 2010, Media Writing, with a grade of “B” or better. The school’s Application Review Committee will review applications and notify applicants of the committee’s admission decisions by mid-semester. Admission of successful applicants to the Manship School will become effective at the beginning of the next full semester.

Applicants presenting the highest qualifications will be accepted into the Manship School each semester of the academic year. Students with a 3.00 LSU gpa and a 3.00 cumulative gpa will be given priority for admission on a space available basis. Grade-point average will remain the primary factor for admission, but secondary factors taken into account include the need to balance enrollment among the school’s areas of concentration, demographic diversity, demonstrated professional potential through work on high school or college media, or other life experiences that suggest a strong likelihood of success as a communication professional.

Students who are denied admission may reapply for admission in a subsequent semester; however, each student is limited to two applications.

Transfer Students • Transfer students must complete a minimum of 12 hours of courses on the LSU campus with at least a 3.00 LSU gpa to be eligible for admission to the Manship School. Transfer students may apply for admission to the Manship School at any time after completing 30 hours of course work (including hours earned at LSU as well as college-level hours earned elsewhere and transferred to LSU) and after completing MC 2010, Media Writing, or its equivalent with a course grade of “B” or better. As with all applicants, transfer students with a 3.00 LSU gpa and a 3.00 cumulative gpa will be given priority for admission on a space available basis. GPA will remain the primary factor for admission, but secondary evaluative criteria, as noted above, will be considered. Application deadlines and application filing procedures, as noted above, also apply to transfer students.

READMISSION

Students who were not registered at LSU for the preceding regular semester must file a formal application for readmission. Readmission to the Manship School is not automatic.
STUDENT RESPONSIBILITY

Students in the Manship School bear final responsibility for selection of their academic programs and adherence to all published regulations and requirements of the school and the University. Each student must see a counselor for a final degree checkout during the semester prior to the semester in which the degree is to be awarded.

Ignorance of the rule is not grounds for waiving that rule.

Mass communication students are expected to be proficient in the use of English. Students must pass a grammar examination administered by the Center for Assessment & Evaluation as a prerequisite to enrolling in MC 2010, Media Writing. Students are responsible for making the necessary arrangements with the Center for Assessment & Evaluation for taking the grammar examination. The examination must be taken no later than the semester prior to enrolling in MC 2010. All written assignments must be typewritten. Students must provide word processors or typewriters for all of their assignments except those written in scheduled laboratories.

Mass communication majors must earn at least a “C” in any mass communication course. For any mass communication course, a “C” or better is required in prerequisite mass communication courses.

AREAS OF CONCENTRATION

The Bachelor of Arts in Mass Communication (B.A.M.C.) degree is conferred on students who complete a concentration in one of the following five areas: advertising, electronic media, journalism, political communication, and public relations. All areas are fully accredited by the Accrediting Council on Education in Journalism and Mass Communication.

The advertising concentration develops skills in marketing, research, media, and creative planning and execution. Graduates typically become involved in account development and management. Graduates normally aspire to careers in public or governmental communication, political reporting, and public relations counseling.

The electronic media concentration prepares students for careers in sales, promotion, program production, and management for the various electronic media industries, including radio, television, cable, and the emerging technologies. Graduates normally aspire to careers in electronic media sales and sales management, promotion, or programming.

The journalism concentration merges courses formerly listed under broadcast journalism and news editorial. The concentration develops skills in researching, interpreting, organizing, and reporting in a factual manner issues of vital importance to a democratic society. Students are cross-trained in the format and structure of journalism for print (newspapers and magazines), broadcasting (radio and television), and in the newly emerging journalism of targeted computer-mediated dissemination. Graduates usually become reporters, editors, and producers.

The political communication concentration develops skills in interpreting and communicating information to mass media practitioners and other individuals involved in the political process. Students normally aspire to careers in public or governmental communication, political reporting, and political campaigns.

The public relations concentration develops skills and prepares future practitioners in planning and executing the building of relationships and coalitions to advance an enterprise. Graduates typically move to positions in media, governmental, investor, community, and employee relations; special events management; issues management; and public relations counseling.

GENERAL EDUCATION REQUIREMENTS

General education requirements of the University are included in the curriculum for mass communication. For specific information concerning these requirements, see the “General Education Requirements” section of this catalog.

DEGREE REQUIREMENTS OF THE SCHOOL

To qualify for a bachelor’s degree in this school, a candidate must satisfy these requirements:

- At least a “C” in any mass communication course. (In addition, for any mass communication course, a “C” or better is required in prerequisite mass communication courses.)
- A minimum of 128 semester hours of degree credit.
- A minimum of 34 semester hours in courses numbered 2000 or above and an additional 30 semester hours in courses numbered 3000 or above.
- Degree credit will not be allowed for more than nine semester hours of 1000-level mathematics courses below 1550.
- A minimum of 18 semester hours in residence in mass communication, including at least nine hours in courses numbered 3000 or above.
- A minimum of 30 semester hours in residence in the Manship School. The last year of work (30 semester hours) will be taken in residence in this school on the LSU campus.
- A minor in one department other than mass communication. The minor will be defined by the minor department. In departments that have not defined a minor, one will consist of 18 hours of courses, at least six of which must be numbered 3000 or above.
- English proficiency—a “C” or better in ENGL 1002. Students who enter the school before they take ENGL 1002 must take the course during their first semester in the school.
- Foreign language—a level of proficiency in one foreign language as required in the mass communication curriculum. Students should take a placement test and register at the appropriate level. Credit, up to a maximum of 14 semester hours, may be earned by placement.

Students who have a native fluency in a language other than English may satisfy the foreign language requirement in one of three ways: (a) by completing the prescribed number of hours in the curriculum for the B.A. or B.S. degree in a language other than English or their native language; (b) by taking a minimum of six hours in courses numbered 3000 or above in their native language; or (c) by taking nine semester hours of English and/or speech above the minimum requirements, as stated in the curriculum for the B.A. or the B.S. degree. (Only three hours may be earned in English 2001, 2002, or 2010 to meet this requirement. Professional and specialized courses in speech may not be counted toward this requirement.)

<table>
<thead>
<tr>
<th>MANSHP SCHOOL OF MASS COMMUNICATION</th>
<th>UNDERGRADUATE DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Curriculum</strong></td>
<td><strong>Degree</strong></td>
</tr>
<tr>
<td>Mass Communication</td>
<td>Bachelor of Arts in Mass Communication</td>
</tr>
</tbody>
</table>
Students who have a native fluency in a language other than English should consult credit restrictions in that language under the appropriate foreign language department entry in this section of the catalog.

ELECTIVES

Students may choose any degree credit courses offered by the University consistent with their degree requirements. However, no more than 12 semester hours of ROTC or eight hours of kinesiology may be counted for degree credit.

PASS-FAIL OPTION

Students may not elect the pass-fail grading option for courses within their major. Only the internship (3998) and independent study (4999) courses are graded on a pass-fail basis.

TRANSFER OF CREDIT FROM OTHER INSTITUTIONS

In the Manship School, transfer credits accepted by the Office of Undergraduate Admissions shall be valid for degree credit only to the extent to which they satisfy courses in the curriculum of the school. Credit in mass communication courses in which grades of “D” have been earned is not accepted for transfer toward the degree requirements, if the course is taken outside the LSU System. Students enrolled in this school who wish to obtain credits from other colleges or universities (including other campuses of the LSU System), and who plan to use such credits toward degree requirements, should obtain prior approval in writing on a specific-course basis from the associate dean for undergraduate studies of the Manship School.

CORRESPONDENCE AND EXTENSION CREDIT

A maximum of 32 semester hours of credit in the above categories is acceptable toward meeting degree requirements. Students who wish to have correspondence credits accepted by the Manship School must be enrolled in classroom instruction. In some courses, considerable practical experience to supplement classroom instruction is required. Students may work on news and advertising courses and some concentration courses during a summer term. They may enroll in a maximum of 12 semester hours of combined resident and correspondence course work during a regular semester. They may enroll in the following: MC 2010, 2015, 2020, 3018, 3080, and 4090—and all of the requirements under one of the areas of concentration listed below: advertising, electronic media, journalism, political communication, or public relations.

**Students choosing French, German, or Spanish as their foreign language will take four to eight hours, depending on placement. Other languages may require as many as ten hours. Some adjustment in elective hours may be necessary.**

**MC 2000 is counted as a general education humanities course.**

Electives

- Freshman Year
  - English 1000/1001, 1002
  - Foreign language courses
  - History 1001, 1003 or Geography 1001, 1003
  - Mass Communication 2000
  - Mathematics 1021 or 1029
  - General education sciences courses
  - Library and Information Science 1001

- Sophomore Year
  - Economics 2010, 2020, or 2030
  - General education analytical reasoning course
  - General education biological or physical sciences course

**Total Sem. Hrs. • 128**

Students majoring in mass communication must complete at least 36 hours in mass communication courses, including 18 hours of core courses—MC 2010, 2015, 2020, 3018, 3080, and 4090—and all of the requirements under one of the areas of concentration listed below: advertising, electronic media, journalism, political communication, or public relations.

- Advertising (27 hrs.)
  - Mass communication requirements (12 hrs.): MC 3031, 4034, 4036, 4040; electives (6 hrs.); other requirements (9 hrs.): ACCT 2000 or 2001, MKT 3401, 3421.
- Electronic Media (21 hrs.)
  - Mass communication requirements (12 hrs.): MC 2700, 3700, 4035, 4710; electives (6 hrs.); other requirements (3 hrs.): ACCT 2000 or 2001.
- Journalism (21 hrs.)
  - Mass communication requirements (12 hrs.): MC 3101, 3102, 3103 or 3104, and 4270 or 4500; electives (6 hrs.); other requirements (3 hrs.): ACCT 2000 or 2001, or one approved statistics course.
- Political Communication (24 hrs.)
  - Mass communication requirements (12 hrs.): MC 3505, 3506, 4520, and one of the following: MC 3101, 3102, 3031, or 4001; mass communication electives (6 hrs.); other requirements (6 hrs.): EXST 2201; POLI 2051 or 2053 or 2057.
- Public Relations (27 hrs.)
  - Mass communication requirements (12 hrs.): MC 3010, 4021, 4004, 4005; electives (6 hrs.); other requirements (6 hrs.): ACCT 2000 or 2001, MKT 3200, MKT 3401.

**PRACTICAL MEDIA EXPERIENCE**

Mass communication students gain considerable practical experience to supplement classroom instruction. In some courses, students work on news and advertising assignments for The Reveille, for the campus
radio station, KLSU, and for the campus television station, LSU-TV. Students in advanced reporting courses acquire experience with the Baton Rouge Advocate, and other local media.

PLACEMENT SERVICES

Students in the Manship School may use the services of the University’s Career Services. These services include counseling, job-seeking skills workshops, résumé service, career days, and on-campus recruiting and interviews.

STUDY ABROAD

Students in the Manship School are encouraged to participate in the study abroad programs administered by the Office of Academic Programs Abroad and the International Student Exchange Program. Students who participate in these programs must receive school evaluation of the courses to be taken. In addition, students must make an appointment with a counselor to ensure that degree credit will be granted upon return to LSU.

NATIONAL STUDENT EXCHANGE

LSU cooperates with a number of other universities throughout the U.S. in an exchange program. Students may spend one year (usually the junior year) at another university at little or no more cost than they pay at LSU. Additional information can be obtained from the Office of Academic Programs Abroad.

MANSHIP SCHOOL STUDENT GOVERNMENT ASSOCIATION

The Manship School Student Government Association serves as a liaison between the Manship School’s undergraduate student body and the school’s dean. The association is also the official representative to the LSU Student Government.

HONOR SOCIETIES

Students in the Manship School are eligible for membership in several national honorary organizations.

Phi Kappa Phi is one of the most prestigious scholastic honor societies in the United States. Phi Kappa Phi was founded in 1897 and now contains 282 chapters nationwide. The LSU Chapter was founded in 1930 as the 43rd chapter in the nation. The primary objectives of Phi Kappa Phi are to promote the pursuit of excellence in higher education and to recognize outstanding achievement by students and faculty through election to membership and through various awards and fellowships. Phi Kappa Phi is unique because it recognizes superior scholarship in all academic fields, rather than restricting membership to a limited field. Juniors in the top five percent and seniors and graduate students in the top 10 percent of their classes may be invited to become members of Phi Kappa Phi. New LSU Phi Kappa Phi members are initiated and honored in the spring semester each year and wear identifying ribbons on their academic gowns at commencement exercises.

Kappa Tau Alpha (KTA) is a national honor society designed to encourage and recognize outstanding scholarship. KTA is the only honor society in journalism and mass communication recognized by the Association of College Honor Societies. Membership in the LSU chapter is by invitation only to students with a 3.5 or better GPA within the top 10 percent of the junior and senior classes. Exceptional graduate students may also receive invitations.

Omicron Delta Kappa is the national leadership honor society for college students that recognizes and encourages superior scholarship, leadership, and exemplary character. Membership is awarded to undergraduate junior and senior students—and occasionally to students in graduate school—as well as to faculty, staff, and community members. Student membership candidates must rank academically in the upper 35 percent in the school/college and must demonstrate leadership. Membership in ODK is a mark of highest distinction.

THE HONORS PROGRAM

An honors program is available to Manship students. Requirements may be obtained from the Honors College, 205 French House.