

# MANSHIP SCHOOL OF Mass Communication

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## MISSION OF THE MANSHIP SCHOOL

The mission of the Manship School of Mass Communication is to produce highly competent communicators with broad knowledge and training in the liberal arts and the media. The school promotes effective communication, critical thinking, and ethical responsibility. Overall, and especially in the graduate program, the school is committed to leading the study and practice of media and public affairs. Believing that media should reflect society and provide leadership to society, the school seeks diversity in its outlook, student body, and staff.

## ADMISSION REQUIREMENTS

Admission to the Manship School is competitive. At a minimum, applicants must have completed at least 30 hours of college-level course work, including MC 2010, *Media Writing*, with a course grade of "B" or better. 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.

*Application Process* • Students should apply by the Friday of the final week of classes of the semester in which they will have completed the 30 hours of course work and earned a "B" or better in MC 2010; however, they may apply at any time after they have met the minimum criteria. Applications for admission to the Manship School must be submitted directly to the school's main office. The school's Application Review Committee will attempt to notify applicants of admission decisions prior to the first day of class each semester. Students who are denied admission may reapply for admission in a subsequent semester.

*Transfer Students* • Transfer students must complete a minimum of 12 hours of course work on the LSU campus with at least a 3.00 LSU gpa and overall to be eligible for admission to the Manship School. All other admission guidelines and procedures described 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.

All written assignments must be type-written. Students must provide word processors 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.

## MANSHIP SCHOOL OF MASS COMMUNICATION • UNDERGRADUATE DEGREE

| Curriculum         | Degree                                 |
|--------------------|--|
| Mass Communication | Bachelor of Arts in Mass Communication |

### AREAS OF CONCENTRATION

The Bachelor of Arts in Mass Communication (BAMC) degree is conferred on students who complete a concentration in one of the following four areas: advertising, 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; media analysis, research, and sales; copywriting; advertising design; and sales promotion.

The *journalism* concentration develops skills in researching, interpreting, organizing, and reporting issues of vital importance to a democratic society. Students are cross-trained in the theory and practice of journalism for print (newspapers and magazines), broadcast (television), and news media (Internet). 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:

- A minimum gpa of 2.00 ("A" = 4) on all work taken in the LSU System and on all work taken.
- A minimum gpa in the major field (mass communication) of 2.00 ("A" = 4) on all work taken in the LSU System and on all work taken.
- 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 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 a department other than mass communication*. The minor will be defined by the minor department.
- English proficiency—a "C" or better in ENGL 2000 or the equivalent.
- 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 BA or BS 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 BA or the BS 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.)

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 make their registration in correspondence courses a matter of record in the office of the dean in the school at the time of such registration.

Students registered in the school may

enroll in a maximum of 19 semester hours of combined resident and correspondence course work during a regular semester. They may enroll in a maximum of 12 semester hours of combined resident and correspondence work during a summer term. *Students may not be enrolled in correspondence course work the semester they intend to graduate. Depending on the correspondence course, a special time limit may be imposed by the dean's office.*

**MINOR FIELD REQUIREMENTS**

Students may apply to declare a *minor in mass communication* after completion of 30 semester hours of course work and successful completion of MC 2010. Those who have completed 30 semester hours with at least a 3.00 gpa and MC 2010 with at least a grade of "B" will automatically be allowed to minor in mass communication. Students who do not meet both of these standards will be allowed in the minor on a space available basis.

Students minoring in mass communication must complete 18 semester hours in the Manship School of Mass Communication. Mass communication minors must earn at least a grade of "C" in any mass communication course taken as part of the minor. For any mass communication course, a grade of "C" or better is required in prerequisite mass communication courses.

► **Business Administration**

To graduate with a *minor in business administration*, students must complete ACCT 2000; ECON 2030; FIN 3715; ISDS 1100; MGT 3200; MKT 3401.

► **Mass Communication**

*General Minor* • Students desiring to pursue a *general minor in mass communication* must complete the following six core courses: MC 2000, 2010, 2525, 3018, 3080, 4090.

► **Political Communication**

To graduate with a *minor in political communication*, students must complete 18 semester hours from the following: MC 3504, 3505 and 4520; six hours from two additional political communication courses; and three hours of a POLI 4000-level course.

► **Visual Communication for Students in Design**

The Manship School offers an undergraduate minor in visual communication limited to students in the College of Art and Design. Students may choose one of three concentrations: *print journalism*, *electronic journalism*, or *advertising*. To graduate with a *minor in visual communication*, students must complete 18 hrs. in mass communication: MC 2010, 4090, and 12 hrs. from one of the following sequence of courses: *print journalism*: MC 3065, 3101, 3103, and 4010; or *electronic journalism*: MC 3102, 3104, 4260, and 4270; or *advertising*: MC 3031, 4034, 4040, and 4045.

**CURRICULUM IN MASS COMMUNICATION**

TOTAL SEM. HRS. • 128

*Students majoring in mass communication must complete at least 39 hours in mass communication courses, including 21 hours of core courses—MC 2000, 2010, 2015, 2525, 3018, 3080, and 4090—and all of the requirements under one of the areas of concentration listed below: advertising, 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 10 hours. Some adjustment in elective hours may be necessary.*

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

*\*\*\*If 2 course sequence is taken in the physical science, the additional 3 hour course must be taken from the life sciences, and vice versa.*

| FRESHMAN YEAR                              | SEM. HRS. |
|--|-----------|
| English 1001. . . . .                      | 3         |
| Foreign language courses*. . . . .         | 8-10      |
| History 1001, 1003 or Geography 1001, 1003 | 6         |
| Mass Communication 2000**, 2010. . . . .   | 6         |
| Mathematics 1021 or 1029. . . . .          | 3         |

|   |             |
|---|-------------|
| General education natural science. . . . .    | 6           |
| Library and Information Science 1001. . . . . | 1           |
|   | <hr/> 33-35 |

| SOPHOMORE YEAR   | SEM. HRS. |
|--|-----------|
| Economics 2000 and 2010, or 2030. . . . .              | 6-3       |
| English 2000. . . . .                                  | 3         |
| General education analytical reasoning course. . . . . | 3         |
| General education natural science***. . . . .          | 3         |
| History 2055, 2057. . . . .                            | 6         |
| Mass Communication 2015, 2525. . . . .                 | 6         |
| Approved area of concentration elective. . . . .       | 0-3       |
| Social sciences general education course. . . . .      | 3         |
| Approved elective. . . . .                             | 3         |
|  | <hr/> 33  |

| JUNIOR YEAR   | SEM. HRS. |
|---|-----------|
| Area of concentration courses. . . . .                  | 9         |
| Mass Communication 3018, 3080. . . . .                  | 6         |
| Approved electives. . . . .                             | 9         |
| Approved social sciences or humanities courses. . . . . | 9         |
|   | <hr/> 33  |

| SENIOR YEAR   | SEM. HRS.   |
|---|-------------|
| Mass Communication 4090. . . . .                          | 3           |
| Area of concentration courses. . . . .                    | 6-12        |
| General education arts course. . . . .                    | 3           |
| Approved social sciences or humanities electives. . . . . | 6           |
| Approved electives. . . . .                               | 11-3        |
|   | <hr/> 29-27 |

Areas of Concentration

◆ **Advertising (27 hrs.)**

*Mass communication requirements (12 hrs.): MC 3031, 4034, 4040, 4045; electives (6 hrs.); other requirements (6 hrs.): ACCT 2000 or 2001, MKT 3401*

◆ **Journalism (21 hrs.)**

*Mass communication requirements (12 hrs.): MC 3101, 3102, 3103 or 3104, and 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 3504, 3505, 4520, and one of the following: MC 3031, 3101, 3102, 4001, or MC 4515; mass communication electives (6 hrs.); other requirements (6 hrs.): EXST 2201; POLI 2051 or 2053 or 2057 or 4000-level political science course*

◆ **Public Relations (27 hrs.)**

*Mass communication requirements (12 hrs.): MC 3010, 4001, 4004, 4005; electives (6 hrs.); other requirements (9 hrs.): ACCT 2000 or 2001, MGT 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, Tiger 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, job search handbooks, 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.

Founded in 1897 at the University of Maine, *Phi Kappa Phi* is the nation's oldest, largest, and most selective honor society for all academic disciplines. Its chapters are on nearly 300 campuses in the United States, Puerto Rico, and the Philippines. Each year, approximately 30,000 members are initiated. Some of the organization's more notable members include former President Jimmy Carter, writer John Grisham, NASA astronaut

Wendy Lawrence, and Netscape founder James Barksdale. The LSU Chapter was founded in 1930 as the 43<sup>rd</sup> chapter in the nation.

The mission of Phi Kappa Phi is to recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others. 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 7.5 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. Additional information about the Society may be found at [www.phikappaphi.org](http://www.phikappaphi.org).

*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. To best serve mass communication honors students, the Manship School offers honors courses, allowing students to take many of their honors hours within the Manship School. Non-honors students may take honors courses in the Manship School when space is available. The following courses are regularly scheduled Mass Communication honors courses: 2001, 2011, 2016, 3003, 3019, 3081, 4091, 4096, 4104, 4112 and 4212.

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