College of Communication, Information, and Media

www.bsu.edu/ccim
Ball Communication Building 237, (765) 285-6000
Dean of the College: Scott R. Olson
Associate Dean: Jacquelyn J. Buckrop

Interdepartmental Programs

MASTER OF ARTS IN DIGITAL STORYTELLING

Admission

Students may only enter the M.A. in digital storytelling program during fall semester of each academic year. Applicants must meet the admission requirements of the Graduate School and must have completed the Graduate Record Examination.

In addition, applicants must demonstrate proficiency in (1) written; (2) verbal; (3) visual communication; and (4) relevant computer skills. Proficiency will be demonstrated via submission of a portfolio upon application to the program. At minimum, this portfolio should contain: (1) a cover letter that introduces and explains the contents of the portfolio; (2) an original 1500-word academic, creative and/or professional writing sample; (3) a transcript indicating a grade of *B* or better in an undergraduate oral performance course (e.g., public speaking, broadcast performance, dramatic arts) and a syllabus or course description from that course; (4) an original project that emphasizes skill in visual communication (e.g., Web page design, graphic design, publication design, broadcast design, theatrical design, architectural design); and (5) a list of computer application programs with which the applicant is fluent (above basic e-mailing and word-processing applications). Applicants may include other items that are relevant to digital storytelling.

Additional Graduate Requirements

In addition to successfully completing their coursework and a thesis or creative project, students pursuing an M.A. in digital storytelling must fulfill several other requirements: (1) participate in a public exhibition of their thesis or creative project; (2) participate in ten

collateral experiences (of their choice) designed to complement and extend their course work (e.g., training workshops in design and production skills, "Artist in Residence" events, guest speakers, field trips, video-conference); and (3) receive approval of a digitally-based, personal narrative that shares the story of their experiences in the digital storytelling program.

PREFIX	*NO*	*SHORT TITLE*	*CR HRS*
ICOM	601	Digt Story 1	3
	602	Digt Story 2	3
	610	Creativity	3
	630	Story Design	3
	660	Intercul Imm	3
	670	Special Proj (1)	3
COMM	690	Seminar Comm	3
Research methods			
COMM	602	Quan Resrch (3)	
	or		
	605	Qual Resrch (3)	
	or		
JOURN	680	J Comm Resch (3)	3
Research requirement			
THES	698	Thesis (1–6)	
	or		
	698	Creative Project (1–6)	6
Design requirement			
ICOM	634	Int Story (3)	
ICS	667	Video Syst (3)	
JOURN	623	Visual Story (3)	6
Production and applications			
ICOM	632	Digital Prod (3)	
	669	Prof Exper (1–3)	
	680	Seminar (3–6)	
	690	Dir Study (3–6)	
NEWS	585	Adv News Sem (3)	
ICS	620	Technol (4)	
	642	Regulatory (3)	
	660	Human Factor (3)	
COMM	614	Cont Rhet (3)	
	650	Comm Train (3)	
JOURN	612	Writing Semr (3)	
	613	Sem Lit Jrn (3)	
	614	Writ Lit Jrn (3)	
	615	Inv Rept (3)	12
			48 hrs

Other courses that meet the student needs may be substituted, assuming that the student meets the course prerequisites and is preapproved by the program coordinator. Courses from English, history, theatre, marketing, art, music engineering and technology, architecture, and the Teachers College may be particularly useful supplements to the study of digital storytelling.

ICOMMUNICATION (ICOM)

601 Foundations of Digital Storytelling 1. (3) Presents the nature of graduate education, including purpose of scholarly activity and the scholarly environment. Explores the storytelling process from concept development to presentation; the history of storytelling; the societal impact and value of storytelling; and the influence of technology on the storytelling process.

Prerequisite: permission of the program coordinator.

602 Foundations of Digital Storytelling 2. (3) Introduces story writing concepts and experiences. Students also select from a range of topics associated with the digital storytelling process, including nonlinear storytelling methods, law and ethics, audience analysis and adaptation, performance studies, interdisciplinary approaches to storytelling and development, animation, and gaming.

Prerequisite: ICOM 601; permission of the program coordinator.

610 Approaches to Creativity. (3) Examines techniques for developing creative ideas. Students will imagine, innovate, and create experiential presentations and mediated works. Students are encouraged to be risk-takers and learn from the failure of their creative endeavors.

Prerequisite: permission of the program coordinator.

630 Story Design and Development. (3) Examines various approaches to the story creation process. Emphasizes the practice of storywriting for various genres. Students will participate in a community service project that involves the creation of digitally based stories.

Prerequisite: ICOM 601; permission of the program coordinator.

632 (TCOM 532) Digital Production. (3) Techniques of acquisition and manipulation of digitized sights and sounds. Digital audio and video recording software and hardware are utilized to capture, edit, and finish creative productions. Proficiency in digital audio and video technologies is needed.

Prerequisite: permission of the program coordinator.

634 (TCOM 523) Interactive Storytelling. (3) Writing nonlinear, interactive stories for entertainment,

promotional, journalistic, and instructional applications. Authoring software will be utilized to bring ideas to fruition. Proficiency in digital audio and video technologies is needed.

Prerequisite: permission of the program coordinator.

660 (TCOM 590) Intercultural Immersion. (3) Directed residential immersion in another culture for the purpose of investigating the storytelling forms and traditions of that culture. Students later present the story of their intercultural experience to others.

Prerequisite: permission of the program coordinator.

669 Professional Experience. (1–3) Enables students to gain supervised, practical experience in the field of digital storytelling by working with an approved firm or agency.

Prerequisite: permission of the program coordinator.

A total of 3 hours of credit may be earned.

670 Special Projects. (1) Enables students to pursue the ongoing development of storytelling projects. Emphasizes writing and producing digital stories. Projects will require a faculty advisor.

Prerequisite: ICOM 601; permission of the program coordinator.

A total of 3 hours of credit may be earned, but no more than 1 in any one semester or term.

680 Seminar in Current Topics. (3–6) Intensive study of selected topics from the literature or practice of digital storytelling. Topics will vary each semester. Content will be drawn from areas not dealt with in the regular curriculum.

Prerequisite: permission of the program coordinator.

A total of 6 hours of credit may be earned.

690 Directed Study. (3–6) Intensive investigation of a topic related to digital storytelling that is not already addressed by regularly offered courses.

Prerequisite: ICOM 601; permission of the program coordinator.

A total of 6 hours of credit may be earned.

NEWS (NEWS)

585 Advanced News Seminar. (3) Exposes students to multimedia storytelling. Working in teams, students produce integrated news or features presentations for varied media.

COMMUNICATION STUDIES

www.bsu.edu/commstudies

Arts and Communications Building 414, (765) 285-1882

Chairperson: Michael Holmes

Director of Graduate Studies: Glen Stamp

Graduate Faculty: Bauer, Buckrop, Byers, Flint, Holmes, Klingel-Dowd, Messner, Meyer, Nitcavic, O'Hara, Olson, Skinner, Stamp

PROGRAM

The graduate program of the Department of Communication Studies offers students the opportunity to pursue advanced study in many facets of communication studies, including rhetorical studies, communication education, and applied and organizational communication. The master of arts in communication studies may serve as a terminal degree, as preparation for additional graduate study, or for professionalizing the standard secondary school teaching license. The master of arts degree in communication studies can be completed in two years.

MASTER OF ARTS IN COMMUNICATION STUDIES

Admission

Applicants must meet the admission requirements of the Graduate School.

Degree Requirements

- Candidates are required to complete either a thesis or comprehensive exams. If pursing a thesis, students must enroll in THES 698, submit an approved thesis, and successfully complete an oral defense of that thesis. Candidates who elect to pursue comprehensive exams must successfully complete both a written exam and the oral defense of that exam.
- Candidates who elect to take RES 697 must submit and have approved a scholarly research paper and successfully complete both written and oral comprehensive exams.
- Applicants are required to complete the GRE to be eligible for admission into the program.

PREFIX	*NO*	*SHORT TITLE*	*CR HRS*
Core requirements			
COMM	601	Intr Com Std	3
	602	Quan Resrch	3
	605	Qual Resrch	3
	660	Comm Theory	3
Electives			9
Communication Liberal Arts and Sciences (CLAS) option, 15 hours			
COMM	611	Rhet Theory	3
	612	Rhet Crit	3
	635	Intpers Comm	3
	640	Intper Cntxt	3
	610	Persuasion (3)	
	or		
	614	Cont Rhet (3)	3
			36 hrs
Organizational and Professional Communication Development (OPCD) option, 15 hours			
COMM	650	Comm Train	3
	651	Org Process	3
	652	Org Systems	3
	653	Comm Consult	3
	669	Prof Exper	3
			36 hrs

Courses required for one communication studies option (i.e., CLAS or OPCD) can serve as elective courses for students enrolled in the other option.

COMMUNICATION STUDIES (COMM)

551 Communication in Organizations. (3) Introduces contemporary understandings of fundamental organizational communication concepts and the basic functions of communication in organizations. Content is approached from a variety of theoretical perspectives.

Not open to students who have credit in COMM 451.

601 Introduction to Communication Studies. (3) Introduction to theory and research in communication studies through survey, discussion, and evaluation of historical and current trends, theoretical perspectives, and research exemplars. Includes research writing styles, critical reading, and literature searches. Designed for beginning graduate students in communication studies.

Prerequisite: permission of the department's director of graduate studies.

602 Quantitative Research in Communication. (3) Explores quantitative research methods and statistics used in communication inquiry. Intended to enable students to understand, evaluate, design, and conduct research. Students will master basic techniques in data analysis and interpretation.

Prerequisite or parallel: COMM 601.

605 Qualitative Research in Communication. (3) Provides an understanding of how communication research is conducted in natural settings using qualitative research methods. Covers a variety of interpretive techniques designed to describe, decode, and interpret naturally occurring communicative phenomena in many social contexts.

Prerequisite or parallel: COMM 601.

610 Studies in Persuasion. (3) Current theories, research, and practice in persuasion and social influence. Variables affecting implementation of persuasive principles and strategies.

611 Theories of Rhetoric. (3) Comprehensive survey of the principle figures, theories, and movements in rhetoric from the classical period to the present. Relationships between rhetoric and political, social, and personal decisions are explored.

612 (512) Rhetorical Criticism. (3) The description, analysis, interpretation, and evaluation of persuasive uses of symbols. Theories and methods of selected classical and modern critics are explored.

614 Contemporary Rhetoric and Public Issues. (3) Use contemporary understandings of rhetoric to explore organized public discourse common to a democratic society. Specific rhetorical constructs will be used to examine the deliberation of issues as they relate to selected historical periods, institutions, campaigns, movements, crises, and programs.

620 (520) Classical Rhetoric Theory. (3) Explores the roots of rhetorical theory development by examining contributions of important theorists such as Isocrates, Plato, Aristotle, Cicero, and Quintilian. Designed to offer insight into persuasion's role within Greek and Roman cultures and its influence on modern society.

625 Interviewing. (3) The principles and types of interviews, with application of the principles in informational, employment, appraisal, and counseling interviews. Résumés, placement papers, job applications, interviews, and follow-ups.

Not open to students who have credit in COMM 325.

635 (540) Interpersonal Communication. (3) Contemporary theories, models, and pertinent research related to the communication process in relatively unstructured face-to-face settings. Understanding message exchanges between people and their influence on social interaction. Topics include communication models, perception, symbols, systems, self-concept, attitudes, meaning, and nonverbal messages.

640 Interpersonal Communication in Contexts. (3) Extensive and in-depth study of state-of-the-art scholarship in interpersonal communication. Survey of contemporary theoretical and applied social science literature pertaining to human interaction.

650 Communication Training in Organizations. (3) Application, research, and theory pertinent to oral communication in business and the professions. Emphasizes the development of effective oral communication skills in business and the professions.

651 Organizational Communication: Interpersonal and Intrapersonal Processes. (3) Application of research and theory in interpersonal and intrapersonal processes in organizations. Emphasizes practical approaches to determining the causes of communication problems in organizations and devising effective solutions for those problems.

652 Organizational Communication: Systems, Culture, and Critique. (3) Application of research and theory to communication systems and cultures in organizations. Emphasizes critical approaches to analyzing communication in organizations.

653 Issues in Communication Consultation. (3) Role and obligations of the communication consultant. Emphasizes process consulting, consultation models, interpersonal and team decision-making skills, practical communication analysis, problem diagnosis, intervention strategies, client approach alternatives, and implementation strategies.

Prerequisite: COMM 601, 650, 651; permission of the department chairperson.

654 Group Communication. (3) Theories, research, and application related to group communication in professional and organizational settings. Applications to include, but not limited to, group decision making, team development, and process consulting.

660 Studies in Communication Theory. (3) Survey and analysis of the theoretical and experimental literature in communication studies. Review of contemporary theories, including analysis of concepts, models, and pertinent research relevant to communication studies.

665 Mediated Communication. (3) Survey of theory and research concerning communication mediated by technology. Historical, contemporary, and new technologies and their use, antecedents, processes, and outcomes in intrapersonal, interpersonal, group, organizational, and public communication. Includes social scientific, interpretive, and critical theories and research exemplars.

669 Professional Experience. (3) Paid, supervised work and learning experience related to careers in human communication with business firms or public agencies. Job description may include, but is not limited to, research, training, planning, informative or persuasive campaigns, problem solving, and conflict management.

Prerequisite: a major or minor in communication studies; permission of the department chairperson; 18 hours in communication studies.

A total of 6 hours of credit may be earned, but no more than 3 in any one semester or term.

675 Coaching and Directing Forensics. (3) The rationale and philosophy of coaching secondary school forensic programs. Concentrates on developing a forensic team, tournament administration, coaching methods, and philosophies. Aids in developing coaching methods for interpretive, public address, and debate events.

679 Practical Experience. (3) Nonpaid supervised work and learning experience related to careers in human communication with business firms or public agencies. Job description may include, but is not limited to, research, training, planning, informative or persuasive campaigns, problem solving, and conflict management.

Prerequisite: major or minor in communication studies; permission of the department chairperson; 18 hours in communication studies.

A total of 6 hours of credit may be earned, but no more than 3 in any one semester or term.

690 Seminar in Communication. (3) Intensive study of selected topics from the literature or practice of communication. Topics will vary each semester. Content will be drawn from areas not dealt with in the regular curriculum.

Prerequisite: permission of the instructor.

A total of 9 hours of credit may be earned, but no more than 3 in any one semester or term.

696 Directed Study in Speech. (1–3) Students study a particular topic in consultation with a member of the faculty.

Prerequisite: permission of the department chairperson.

A total of 3 hours of credit may be earned.

CENTER FOR INFORMATION AND COMMUNICATION SCIENCES

www.bsu.edu/cics

Ball Communication Building 213, (765) 285-1889

Director: Ray L. Steele

Director of the Applied Research Institute: Robert Yadon

Graduate Faculty: Bellaver, Gillette, Groom, Jones, Kovac, Lusa, Steele, Yadon

PROGRAM

MASTER OF SCIENCE IN INFORMATION AND COMMUNICATION SCIENCES

The master of science in information and communication sciences, an interdisciplinary degree program, prepares students for professional opportunities in the growing information and communications industries. This program offers educational and laboratory experiences for people who wish to develop, design, and manage practical, creative, and cost-effective solutions to information and

communication problems in the "information age."

Graduates will apply their knowledge of human information and communication problems and work with voice, data, video, and imaging technologies in the business, government, health care, and education sectors of our society. They will be involved in such pursuits as developing integrated information systems, designing networks, and solving problems ranging from delivering entertainment to the home to automating libraries and finding new ways to manage voice, data, and imaging problems in large organizations.

As a result of the rapid rate of change in information and communication sciences, a broad range of undergraduate backgrounds is appropriate. Program plans will stress flexibility, depending on the student's experience and statement of goals, and will be developed in cooperation with faculty members.

Although students will be expected to acquire a solid background in appropriate technologies, they will primarily prepare to become problem solvers who know how to put together and manage the technologies that will benefit users. The program focuses on the effective use of technology, not on its creation.

See Department of Journalism, page 128, for joint journalism-CICS program.

Admission

Applicants must meet the admission requirements of the Graduate School.

Degree Requirements

Students must complete a minimum of 36 credit hours and a research methodology course for the degree. At least 27 of the total credit hours must be in ICS courses or approved equivalents, including required courses, with at least two courses in each of options A through D. Each student must concentrate in one option, taking no fewer than three or more than six courses in that option. At least one directed elective is also required.

PREFIX	*NO*	*SHORT TITLE*	*CR HRS*
Required courses			
ICS	600	Survey Mgt (3)	
	or		
MGT	500	Mng Org Beh (3)	
ICS	601	Prob In I C (3)	
	602	Human Commun (3)	
	or		
COMM	602	Quan Resrch (3)	
ICS	620	Technol (4)	
	621	Info Movemnt (3)	
	640	I C Industry (2)	
	642	Regulatory (3)	
	660	Human Factor (3)	

A least three courses but no more than six from one of the following options and at least two courses from each of the other options including the courses listed above.

Option A: The information and communication environment: human communication, business, and regulation

ICS	601	Prob In I C (3)
	602	Human Commun (3)
	or	
COMM	602	Quan Resrch (3)
ICS	605	Interper Mgt (3)
	640	I C Industry (2)
	642	Regulatory (3)
	644	Econ Choice (3)
	648	Sat Wire Lab (3)
	653	Consulting (3)
	or	
COMM	653	Comm Consult (3)
ICS	655	Prob Seminar (3)
	661	Entrep (3)

Option B: Information and communication technologies

ICS	620	Technol (4)
	621	Info Movemnt (3)
	622	Applied Tech (2)
	623	Integration (3)
	625	Video Tech (4)
	632	I C Tech Sem (2)
	647	Info Mgt (3)

Option C: Planning, development, and design of information and communication systems

ICS	633	Sys Analysis (3)
	647	Info Mgt (3)
	649	Oper Systems (3)
	660	Human Factor (3)
	661	Entrep (3)
	663	Network Dsgn (3)
	664	Del Systs (3)
	666	Strat Pln (3)
	667	Video Syst (3)

Option D: Information and communication management

ICS	600	Survey Mgt (3)
	or	
MGT	500	Mng Org Beh (3)
ICS	635	I C Projects (1–2)
	637	Decision Sys (3)
	645	Evo Databse (3)
	646	Tel/Net Mgt (3)

	647	Info Mgt (3)	
	684	Info Access (3)	
	691	Internetwork (3)	
	696	I C Research (2)	
	698	I C Problems (3)	
	699	I C Mgt Probs (3)	
At least one elective course outside CICS selected in consultation with the advisor and subject to the approval of the CICS director			3
Students may also choose to complete			
THES	698	Thesis (1–6)	
	or		
RES	697	Research Ppr (1–3)	
	or		
Creative Proj (3–6)			3–6

INFORMATION AND COMMUNICATION SCIENCES (ICS)

600 Survey of Management. (3) General management principles and problems, including broad study of four primary functions of the manager—planning, organizing, motivating, and controlling. Emphasizes current management practices in a dynamic economy and ways that problem-solving techniques, communication, and coordination affect managerial success.

601 Problems in Information and Communication Sciences and Lab. (3) An overview of problems and issues concerning human needs, technological changes, and strategic opportunities in voice-, data-, and video-based business areas for solving information and communication problems. Includes performance-based, hands-on experience.

602 Human Communication: Process and Theory. (3) Fundamental principles associated with the ways people process communication. Emphasizes how barriers affect human communication processing and provides an understanding of models of human information processing and their application in "real world" situations.

605 Interpersonal Management Skills. (3) Addresses needs identified by managers over the past ten years for effectiveness in varied businesses. Covers problems of perception, management choices, individual skills, and problem-handling abilities in a business context. Uses performance activities to stress people skills and individual effectiveness.

620 Telecom Technologies, Standards, and Lab. (4) Fundamentals of transport technologies emphasizing wireline information transmission, switching, technology choices, and the merits of each. Practical operating concerns, standards, and current and evolving media and options for transmitting voice, data, and video signals. Includes labs.

621 Information Movement, Management, Storage Technologies, Standards, and Lab. (3) Digital technologies for automating and managing information environment within the workplace. Function and connection of computing devices for distributing, storing, and sharing information locally and over networking choices. Considers standards and enterprise problem solving. Includes lab.
Prerequisite: ICS 620.

622 Seminar: Applied Technologies in Specialized Fields. (2) Focuses on selection of cost effective technologies for reaching various audiences. Internet, CATV, video conferencing, and other distance-based options addressed in exploring choices to help make professionals more effective in specialized fields such as advertising, marketing, and public relations.

623 Integration. (3) Surveys technical concepts of systems and resources available to information managers including the essentials of traffic theory, point-to-point media (voice, data, cable, fiber, microwave), interoperability, and future broadband communications. Presents an integration case problem.

624 Knowledge Management. (3) A compendium of ideas to introduce the methods and importance of transforming disparate information into knowledge in order to advance the profitability of the enterprise. Focus on the enormity and wealth of the information cache available from the lowest reaches of the companies joined, or in, to the farthest limits of the worldwide Internet.

625 Non-Broadcast Video, CATV, and Imaging Technologies. (4) Examines CATV business, local franchising practices, economics, and uses of signal distribution, interconnection, and capabilities. Explores nonbroadcast video technologies, slow and fast scan, text, graphics, etc. Emphasizes

application, acceptance, and relative cost of different choices in varied environments.

630 Research Methodologies and Problems Seminar. (2) Concepts of research, including steps involved in a research project, e.g., design; data collection, analysis, and presentation; statistical techniques; and research methodology. Prepares students for applied research in an information and communication environment.

632 Problems in Information and Communication Technologies Seminar. (2) Emphasizes evolving problems in technologies in this field. Each semester students explore a different set of problems in some area of technology or problems that result from combining technologies to address an institutional problem.

633 Systems Analysis and Design. (3) Study of various concepts and techniques for analysis of information needs, specification of system requirements, system-development life cycle, and design, development, and implementation of computer-based information systems in organizations. Includes structural and prototype approaches.

634 Project Management. (3) The class helps to develop a definition and understanding of a project, its components, and the challenges and management of a project. Students work together on a team project during class to increase awareness of the processes and challenges of project management. The objective is to help make use of project management skills.

635 Information and Communication Projects. (1–2) Provides a variable credit experience for faculty-guided I and C projects. Requires project report.

Prerequisite: permission of the director.

A total of 2 hours of credit may be earned.

637 Decision-Support Systems. (3) Decision-support systems as tools for improving the managerial decision-making process. Strategies for designing decision-support systems for various managerial functions. Case studies and commercially available software are used to solve practical problems.

Prerequisite: permission of the director.

640 Information and Communication Industry. (2) Overview of major areas in the industry; historic perspective of major companies and leaders; examination of cultures, markets, and needs being met. Includes such topics as print, broadcast, voice, data, video, software, satellite, and emerging special areas.

642 Regulatory Context and Problems in Information Communications. (3) Overview of regulations from the early twentieth century to the present. Emphasizes post-1982 FCC changes deregulating telephone, CATV, and broadcast industries. Includes regulation of emerging services and technologies, freedom of speech, ownership and distribution of new information forms, and limitations and uses of technology.

643 Social Responsibility in I/C Policy. (3) Political, economic, social, and governmental elements that interact with I/C systems. Emphasizes major contemporary issues confronting broadcasters and others in the electronic media. Covers ethics in decision making, definition of standards, and responsibilities in electronic communication.

644 Technologies, Financial Aspects, and the Economics of Choice. (3) Explores practical issues of choosing technologies cost effectively to meet human needs in organizations. Explores market analysis, developing criteria for choices, and impact of technologies on financials of an enterprise.

645 Evolving Database Systems. (3) Explores data relationships, structures, normalization, modeling, and database methods. Includes design and applications in problem settings from small organizations to data-warehousing level problems.

646 Management of Telecom/Network. (3) Acquaints students with the problems, trends, and responsibilities of management in the telecommunications industry with attention to C.I.O. concept. Guest lectures, discussions, and management role playing help students become familiar with problems and practices in the industry.

647 Information Resource Management. (3) Concepts and techniques of information resource planning and management. Includes a discussion of design, development, operation, and evaluation of information resource planning strategies in the context of corporate plans and objectives.

648 Wireless and Satellite Communications. (3) Explores design parameters of systems and emphasizes capabilities for users. Compares current and planned systems and considers future technologies. Explores practical applications and costs and provides experience through satellite, PCS, cellular, or other wireless area project.

649 Comparative Operating Systems. (3) General functions of operating systems; comparative capabilities of varied operating systems from an enterprise perspective. Includes implementation mechanisms.

650 Wireless 2. (3) In-depth examination of CDMA, wireless data, both terrestrial and satellite based, wireless LANs, GSM, and wireless Internet. Field trips to sites using wireless technologies for various applications; subject matter experts from industry will be employed as guest speakers.
Prerequisite: ICS 648.

653 Issues in Communication Consultation. (3) Issues related to the role and obligations of the communication consultant and business of consulting. Emphasizes process consulting, consultation models, interpersonal and team decision-making skills, practical communication analysis, problem diagnosis, intervention strategies, client approach alternatives, and implementation strategies.

655 Special Problems Seminar. (3) Addresses varied problems related to operating organizations in the twenty-first century. Through case studies, students explore business issues, problems in using technologies in evolving areas and in new businesses. Topics vary with each offering.

660 Human Factors, Needs Assessment, and User-Driven Design. (3) Examines problems of information and communication technologies from the users' perspectives. Includes development of project scoping devices, needs assessment instruments in information and technology projects, and problems and opportunities involved with transparent systems and user-driven technology development.

661 Entrepreneurship/Intrapreneurship. (3) Introduces general theories, principles, concepts and practices of entrepreneurship and intraprenership emphasizing the evolving information and communication industries. Case study analysis and group projects.

663 Network Design: The Problems of Moving Voice, Data, and Video. (3) Explores the problems of moving voice, data, and video over networks and the use of the computer as an informational tool in network design for organizations. Discusses networking problems in both distributed and centralized systems.

664 Information Delivery Systems, Selection, Design, and Evaluation. (3) Examines voice, data, and visual information problems in hybrid and digital projects. Explores design / configuration choices, reviews central office, private exchange, and internet telephony choices, LANS and intranets, video alternatives, and cost effective decision making.

666 Strategic Planning for Information Technology. (3) Determination of corporate vision and alignment of technology-based solutions resulting in the strategic use of information and communication systems. Covers the positioning of the IT platform and the alignment of business with technology for the longer term.

667 Design of Video-Based Learning Systems. (3) Explores various analog and digital applications of video in on-site and distance learning education and training environments. Alternative technologies and cost effective approaches for designing video-based systems and delivery are also discussed.

675 Information and Communication Marketing. (3) Covers the special problems, techniques, trends, and responsibilities of the marketing function within technology systems including service providers to the enterprise users of communications and information technology. Case histories highlight and illustrate a number of the learning points and objectives.

684 Information Access and Management of Information Services. (3) Explores document and data management problems in various information service enterprises or information centers. Surveys available technologies, such as imaging or data warehousing, to make information more user-accessible and cost effective.

691 Internet, TCP/IP, and Internetworking. (3) Insight into the

field of internetworking, TCP/IP, and other components and services that underlie the Internet. In-depth view of components and their usefulness for the Internet. The technical side of the field with hands-on experiences, CAI, and lab activities.

Prerequisite: ICS 620.

692 Advanced Network Configuration. (3) Delves deeper into the implementation, operation, and management of routed networks and more complex internetworking topics. Topics include advanced router configurations, VLSM, remote access, and trouble shooting in multi-vendor environments.

695 Independent Study. (1–3) Individual study of specific topics in information and communication sciences. Group and individual investigations are included.

A total of 4 hours of credit may be earned, but no more than 3 in any one semester or term.

696 Information and Communication Research and Applications. (2) Project-oriented investigation into the application of IC concepts and techniques in practical situations selected from the public or private sectors. Implementation strategies are developed and applied within the problem.

698 Problems in Information Systems. (3) Seminar on topics from various areas of information systems. Content will vary each offering and includes projects involving independent research and written and oral presentations. (May serve as capstone course.)

Prerequisite: permission of the director.

699 Problems in Information and Communication Management. (3) Seminar on various management topics and a supervised project on a management problem in information and communication. (Serves as capstone course.)

Prerequisite: permission of the director.

JOURNALISM

www.bsu.edu/journalism

Art and Journalism Building 300, (765) 285-8200

Chairperson: Marilyn Weaver

Director of Graduate Studies: Dan Waechter

Graduate Faculty: Dailey, Gustafson, Hemlinger, Holbrook, Kumbula, Marin-Carle, Massé, McDonald, Pitts, K. Popovich, M. Popovich, Price, Pritchard, Sharpe, Sumner, Swingley, Waechter, Weaver

PROGRAMS

Master of arts (M.A.) in journalism and in public relations

Admission

Applicants must meet the admission requirements of the Graduate School. The Department of Journalism will consider for admission all applicants who have overall grade point averages of 3.0 or higher on a 4.0 scale. Those applicants who have undergraduate grade point averages of less than 3.0 will be required to submit scores from the Graduate Record Examination.

Applicants who do not have an undergraduate major in journalism may be required to take up to 12 hours of courses at the undergraduate level. Students must earn a *B* (not *B*-) or better in each of these courses. All courses must be taken before students can be admitted to the journalism or public relations master's degree programs. These hours will not count toward the total hours required for the M.A.

Applicants with professional backgrounds in public relations or journalism may submit a professional

portfolio which, if approved, may result in the waiver of one or more undergraduate requirements.

MASTER OF ARTS IN JOURNALISM

Journalism graduate study emphasizes the theory, management, and research elements of the discipline as well as the skills.

The program takes students beyond the practical points of the profession to give them a behavioral perspective on their profession and its role in society. The program prepares students to enter the journalism profession, to move into positions of leadership, and to continue education and research at the doctoral level. In addition, students select either a practicum or an internship at the graduate level to gain more practical experience if their backgrounds require it.

Students are required to earn a grade of *C* or better in each graduate course.

The program gives students the opportunity to culminate their course of study with a research project, traditional thesis, or creative project. The creative project may consist of a major writing project of publishable quality or other professional option.

Degree Requirements

PREFIX	*NO*	*SHORT TITLE*	*CR HRS*
Core requirements			
JOURN	601	Jrn Com Std	3
	612	Writing Semr	3
	613	Sem Lit Jrn	3
	615	Inv Rept	3
	680	J Comm Resch	3
Major requirements (directed to student needs)			3–12
Research requirement			
RES	697	Research Ppr (1–3)	
	or		
THES	698	Thesis (1–6)	3–6
Minors and electives			0–12
			30 hrs

MASTER OF ARTS IN PUBLIC RELATIONS

Public relations graduate study stresses the planning and organization required to improve levels of public understanding based on two-way communications. Emphasis is placed on public relations as a professional activity. The program gives the student an understanding of the interrelationships of management, organization, and communication theories. They will also be assigned to either a practicum or an internship course to gain practical experience and develop a portfolio if their backgrounds require it.

Degree Requirements

PREFIX	*NO*	*SHORT TITLE*	*CR HRS*
Public relations emphasis			
JOURN	601	Jrn Com Std	3
	605	Journ Pr Mgt	3
	680	J Comm Resch	3
PR	660	PR Theories	3
	662	PR Case Stud	3
	664	PR Eval Tech	3
	666	PR Campaigns	3
Major requirements (directed to student needs)			3–9
Research requirement			
RES	697	Research Ppr (1-3)	
	or		
THES	698	Thesis (1-6)	3–6
Minors and electives			0-9
			30 hrs
Business emphasis			
JOURN	601	Jrn Com Std	3
	605	Journ Pr Mgt	3
	680	J Comm Resch	3
PR	660	PR Theories	3
	662	PR Case Stud	3
	664	PR Eval Tech	3
	666	PR Campaigns	3
MGT	500	Mng Org Beh	3
ACC	501	Fin Acct	3
MKG	505	Survey Mrktg	3
ECON	509	Survey Econ	3
3–6 hours from			
RES	697	Research Ppr (1–3)	
THES	698	Thesis (1–6)	3–6
3-9 hours from JOURN, PR, MGT, ECON, BL or FIN			3–9
			39–48 hrs
Communication emphasis			
JOURN	601	Jrn Com Std	3
	605	Journ Pr Mgt	3
	680	J Comm Resch	3
PR	660	PR Theories	3
	662	PR Case Stud	3
	664	PR Eval Tech	3
	666	PR Campaigns	3
ICS	601	Prob In Ic	3
COMM	610	Persuasion	3
	635	Intpers Comm	3
	660	Comm Theory	3

3–6 hours from			
RES	697	Research Ppr (1–3)	
THES	698	Thesis (1–6)	3–6
3-9 hours from			
JOURN, PR COMM, TCOM, or ICS			3-9
			39–48 hrs

Public affairs emphasis

JOURN	601	Jrn Com Std	3
	605	Journ Pr Mgt	3
	680	J Comm Resch	3
PR	660	PR Theories	3
	662	PR Case Stud	3
	664	PR Eval Tech	3
	666	PR Campaigns	3
POLS	503	Issues Pols	3
	572	Pol Campaign	3
SOPSY	610	Social	3
3 hours from			
HIST (approved by graduate advisor)			3
3–6 hours from			
RES	697	Research Ppr (1–3)	
THES	698	Thesis (1–6)	3–6
3–9 hours from			
JOURN, PR, SOPSY, HIST, POLS, EDAD, EDAC, EDHI, EDFON, EDMUL			3–9
			39–48 hrs

Sport communication emphasis

JOURN	601	Jrn Com Std	3
	605	Journ PR Mgt	3
PR	660	PR Theories	3
	664	PR Eval Tech	3
	666	PR Campaigns	3
Professional physical education requirements			
PEP	628	Compar Intsp	3
	676	Admin Ath	3
	690	Sp Sociology	3
SPTAD	603	Ethics Phil	3
Directed electives			
JOURN	569	Jr PR Intern (3)	
	595	Seminar (1–6)	
	680	J Comm Resch (3)	
PR	662	Case Stud (3)	
PEP	600	Internship (3)	
	620	PE Workshop (3)	3–9
Research requirement			
RES	697	Research Ppr (3)	
	or		
THES	698	Thesis (6)	3–6
			33–42 hrs

Students without undergraduate degrees in public relations or journalism (or substantial professional experience in journalism or public relations) will be required to take up to 12 hours at the undergraduate level. Students must meet departmental selective admission requirements.

JOINT JOURNALISM-CICS PROGRAM

The Department of Journalism and the Center for Information and Communication Sciences offer a joint master's degree designed for students who want to obtain a specialization in journalism or public relations and a background in information management and technology.

Graduate advisors from both disciplines will arrange a program for each student unique to his or her interests and needs. Students choose one program as the lead program. The program selected will determine whether the degree is an M.A. in journalism or public relations or an M.S. in information and communication sciences, and will also determine which of the advisors will be primary.

JOURNALISM (JOURN)

516 World Press Systems. (3) Survey of the international news media, with particular attention to the four press theories; ownership, structure, and access to the media; the political, economic, and social environment in which the media operate; government-media relations. Comparison with the American media.

Not open to students who have credit in JOURN 416.

518 Science and Technical Writing. (3) Description of methods and techniques of science and technical writing and editing. Emphasizes clarity in technical writing and ability to translate terminology into lay language in science writing.

Not open to students who have credit in JOURN 418.

525 Journalism Law. (3) Constitutional and statutory law and regulating agencies affecting the operations of the print and broadcast media, with special attention given to recent Supreme Court rulings.

Not open to students who have credit in JOURN 325.

534 Advertising Photography. (3) Advertising, commercial, and concept

illustration photography for the print media. Students must have their own 35mm cameras and photographic supplies.

Prerequisite: JOURN 230, 236 or permission of the department chairperson.

535 Color Photojournalism. (3) The principles, techniques, and materials of color photography as they apply to the publishing of color art work and photographs in printed publications. Students must have their own 35mm cameras and photographic supplies.

Prerequisite: JOURN 230, 236 or permission of the department chairperson.

569 Journalism and Public Relations Internship. (3) On-the-job training that culminates classroom experiences of journalism and public-relations students who exercise assigned duties in an off-campus organization or firm with appropriate compensation.

Prerequisite: permission of the department chairperson.

Not open to students who have credit in JOURN 369.

579 Nonpaid Internship. (3) On-the-job training in which journalism or public relations students get practical experience in applying what they have learned in the classroom. Involves assigned duties in a communications organization without compensation.

Prerequisite: permission of the department chairperson.

595 Journalism Seminar. (1–6) Group and individual investigations and experience in journalistic media and techniques with special attention to current trends in American and international journalism and related fields.

Prerequisite: submission of a proposed study project and permission of the department chairperson.

A total of 6 hours of credit may be earned.

601 Studies in Journalism and Communication Theory. (3) The nature and purposes of graduate scholarly inquiry, major journalism traditions and literature, and communications theories and their applications to the study of journalism and mass communications.

605 Journalism and Public Relations Management. (3) The organizational structures, management styles, and problems commonly encountered in the management of newspapers, magazines, and public relations or advertising firms or the advertising or public relations departments in corporations or government agencies.

612 Journalism Writing Seminar. (3) Examines forms of journalistic writing and research in the theory and practice of journalistic writing. Includes writing and critiquing news and news analysis stories, magazine and feature stories, advertising copy, and public relations modes.

613 Seminar in Literary Journalism. (3) Introduction to literary journalism. Intensive, critical study of the genre's history, theories, topical issues, and techniques of authors of twentieth-century narrative nonfiction.

614 Writing Literary Journalism. (3) An advanced writing workshop, emphasizing specialized journalistic research and narrative nonfiction techniques, including saturation reporting, exposition, description, characterization, and dramatization. Assignments range from moderate-length writing exercises to an extensive (5,000–7,500 words) original work of literary journalism.

Prerequisite: JOURN 613.

615 Investigative Reporting and Writing. (3) Study of investigative reporting techniques, including computer-assisted reporting, data analysis, interviewing, and writing. Learn how to locate government and business records, find online databases, and locate sources for investigative reporting. Practice in advanced writing techniques.

623 Visual Storytelling. (3) Explores journalistic information gathering and storytelling produced by traditional and interactive media technologies. Students will focus on visual presentation methods across a variety of media to present consumers with rich experiences. Emphasizes current research and technology as they apply to visual information presentation.

Prerequisite: JOURN 103 or permission of the department chairperson.

657 Advertising Foundations and Strategies. (3) A critical examination of the industry and how advertising works. Covers the theories and strategies that apply to the advertising process, including consumer behavior and

communication models. Major economic, social, and ethical issues are reviewed.

670 Producing and Advising Yearbooks. (3) Theories of staff organization, yearbook organization and content, illustrations, production techniques, typography, style, theme, and the role of the adviser to student staff.

671 Producing and Advising School Newspapers. (3) The content and organization of school newspapers, production techniques, staff organization and training, and the role of the adviser. Other school publications and news bureaus considered as time permits.

673 Teaching Journalism in the Secondary Schools. (3) Recent developments in secondary school journalism, teaching techniques, advising problems, and curriculum developments.

674 College Journalism. (3) Development of college journalism curricula, teaching methodology, course relations to other disciplines, and effective use and production of student publications as communicative and instructional laboratory media. Special attention will be given to problems of the junior college, the nonaccredited and limited program college, and the major journalism school.

675 Journalism Teaching Internship. (3) Designed to prepare and assist graduate students who are involved in instruction-related duties in journalism.

Prerequisite: submission of a proposal for a teaching internship and permission of the department chairperson.

676 Beginning Photojournalism for Advisers. (3) An introduction to photography and darkroom techniques and their application to school publications. Composition, editing, and cropping. Laboratory experience ensures a working knowledge of black-and-white film development and printing. Students furnish 35mm or 120mm cameras and supplies. One-week summer workshop.

Prerequisite: permission of the department chairperson.

677 Journalistic Writing for School Publications. (3) An introduction to newspaper writing with emphasis on its application to school publications. Designed to help advisors improve their writing skills and develop teaching techniques. Instruction in news, feature, opinion, and sports stories and in interviewing. One-week summer workshop.

Prerequisite: permission of the department chairperson.

678 Scholastic Publication Design for Advisers. (3) This course is designed for secondary teachers seeking an understanding of design principles and how they are applied to the high school newspaper, yearbook, or magazine. Production techniques will be emphasized. Students will complete a research assignment. One-week summer workshop.

679 Advanced Photojournalism for Publication Advisers. (3) This course is designed for secondary teachers wishing to engage in advanced projects involving news photography, darkroom management, page design, editing, and curriculum design and their application to school publications. Students will study the photo story/essay and complete a research assignment. One-week summer workshop.

Prerequisite: JOURN 676.

680 Studies in Journalism and Communications Research. (3) The issues, currents, and trends in the literature of mass communications theory and research.

PUBLIC RELATIONS (PR)

660 Public Relations Theories and Applications. (3) Theories and principles applicable to the practice of public relations, the communications and management methodologies used, and the societal applications that can be made while maintaining harmony between human organizational structures and their social environment.

662 Public Relations Case Studies. (3) Study and critical analysis of how professionals handled public relations problems in a variety of circumstances, including crisis, employee communication, and media relations.

664 Public Relations Evaluation Techniques. (3) Simple and scientific evaluation techniques for a variety of public relations activities. Emphasizes survey research.

Prerequisite: permission of the department chairperson.

666 Public Relations Campaigns. (3) Detailed analysis of a variety of public relations campaigns. Fund raising, volunteerism, use of the mails, successful planning of large and small meetings.
Prerequisite: permission of the department chairperson.

TELECOMMUNICATIONS

www.bsu.edu/tcom

Ball Communication Building 217, (765) 285-1480
Chairperson: Nancy Carlson
Graduate Advisor: Dominic G. Caristi
Graduate Faculty: Caristi, Dailey, Gehring, Misiewicz, Papper, Pollard, Sollars, Williams-Hawkins

TELECOMMUNICATIONS (TCOM)

530 Audio Production. (3) Emphasizes techniques and skills needed for audio production. Typical experiences in radio broadcasting. A practical test is part of the final examination, and students are expected to maintain a record of their productions. In addition, graduate students will produce a program for air.
Open only to approved graduate students.