

## University to offer new Mass Comm program

As many know, a new Mass Communications major has been added this semester. The Voice has received many questions concerning the new program and have directed those questions to Dr. Todd Frobbish, one of the professors overseeing the new program.

1. What prompted an interest by FSU to offer a mass communications program?

Dr. Frobbish: There are several reasons why we chose to offer the new degree program in Communication. Based upon multiple surveys given to students here at FSU, FTCC, and area high schools, the students simply wanted it. I believe students instinctively realize the importance of communication skills, but they also understand as a practical reason that those with communication backgrounds get high paying jobs, advance quicker in their careers, and lead all-around more productive lives. This is why communication as a major tends to be one of the most popular majors across the nation. We wanted to give our students that opportunity. The faculty also came to realize that our current communication students would be better served by having their transcripts read Communication rather than Speech and

Theatre. While speech and theatre have a long tradition of being connected in academia, schools across the nation are now separating them. It is likely that at one time they were connected for practical reasons -- combine or risk being phased out due to marginal student interest. That is no longer the case. Both concentrations, speech and theatre, are very popular fields of interest and can survive very well without each other.

2. How does the orientation of the new program into two tracks (Speech Communications/Mass Communications) benefit FSU students?

Dr. Frobbish: At most colleges and universities, Speech Communication and Mass Communication are separated as different departments or schools. It is unfortunate because each area shares so much with the other. Some mistakenly think that Speech Communication is either all about "public speaking," or that it is mostly theoretical and not very useful, while Mass Communication enjoys the reputation of being exciting and lucrative. The truth is that both are exciting and practical areas of interest, and it makes perfect sense to combine them so that students have a chance to learn a little of both traditions. Communication students at FSU will be asked to take courses in both concentrations, and, by doing so, they will be

getting a much more expansive education than that offered at other colleges and universities. This will separate them from others when applying for jobs.

3. I noticed that in the Mass Communications track core course requirements, there isn't too much offered for students interested in journalism or newspaper/magazine production. Is there any plan to add a journalism department or focus within the Mass Communications track?

Dr. Frobbish: Currently, we do offer coursework that can satisfy students interested in journalism as a career choice, but the offerings are small. However, as our new degree program grows, we fully expect to offer more for these students. In fact, we are currently looking to hire a journalism professor for the next academic year. Who we hire will be in the position to develop the journalism focus.

4. Many schools offer a Mass Communications degree program with many tracks under that program. Such as Advertising, Public Relations, Journalism, Print Journalism, and Broadcasting.

If the new program is a success, would the faculty like to see the program expanded to include these subdivisions?

Dr. Frobbish: Much of our evolution will depend upon the faculty we are able to hire and student interest. I believe it is not outside the realm of possibility that our program could grow large enough to justify breaking off into its own department with many tracks and concentrations. It seems to be the consensus of the communication faculty that, if successful, we might eventually propose adding an MA in Communication degree to the mix.

5. Mass Communications encompasses a broad spectrum of subjects. The core class list includes Audio Production, Cable Communications, Telecommunications, News and Public Affairs, and several others. With Mass Communications being so broad, how will employers know that students are qualified for more specialized jobs? Such as when applying for a newspaper, public relations firm, television station, or radio station. Will students be able to emphasize in certain areas and have those specialized areas noted on their diploma?

Dr. Frobbish: Students have a number of open elective possibilities, which gives them the chance to specialize in those areas of interest to them. The simple answer, however, is that the mass communication field is very broad itself, which requires that we offer a

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## Student newspaper makes changes

With the dawning of a new year, as well as a new semester, changes are being made all across Fayetteville State University. New buildings are being built, new programs are being added, and the student body is the most diverse in the history of the school.

Many students and faculty will also note the changes being made to the student newspaper, formerly *The Bronco's Voice*.

After careful consideration, the staff of Fayetteville State's student-led newspaper has decided to rededicate its pledge to inform, educate, and inspire the student body.

This rededication has inspired many changes to the publication including a new design and a change of name. For many years the name of the student newspaper was *The Voice*. We, the staff, feel that this title is more appropriate and more professional for a collegiate newspaper.

*The Voice* encompasses the staff's commitment to act as a herald of student opinion and student life. With this commitment in mind we ask for active participation from the student body and faculty to make our newspaper into a respectable publication among state and national schools.

This plea for student involvement was expressed many years ago by Clifton Mervin, a former editor of *The Voice*.

### ***The Making of a Better Paper, The Voice, May 1958 (Courtesy of the Fayetteville State University archives)***

If we would glance at the past papers and view the various faults that we as members of the student body have found, we would see that there is a need for more support and more staff members.

We hope to make our college paper a valid representation of the student body here at Fayetteville State College, but you must realize that your help and cooperation is vitally needed. You, the students on and off campus, are a part of the news that helps to make us the paper. With your criticisms and grievances, we can attempt to correct and to improve our paper, but if you fail to inform us of the things that you would or would not like to see in the paper, then we take for granted that you are satisfied.

The newspaper staff is always open for your comments whether constructive or destructive. The staff is always open to any persons who would like to become a member. We are in need of good writers, proofreaders, reporters, artists, and typists.

With a better and larger staff, we will be able to enlarge our paper as well as to improving the quality of the material found within it. Therefore, you should realize that "The Voice" can only be what you, the student body, make it.

Instead of discussing your likes and dislikes among yourselves, I urge you to come and discuss matters with the staff, or better still, why not become an active staff member? - **Clifton Mervin**

## Tuition and fees increase

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On Thursday December 8, 2005, the Fayetteville State University Board of Trustees held a meeting in which the tuition and fees increases were items on the agenda to be voted on. Each individual fee increase was given a separate vote. Members of the Student Government Association, the Exclusive Gentlemen's Society, and the Bronco student body showed their grave concern by being present at the Board meeting. The SGA recommendations went ignored and the Board accepted the tuition and fees increases as proposed by the University's Tuition and Fee Committee. The department of Athletics receives an increase of \$100, Education and Technology - \$22 increase, One Card - \$24 increase, Food Services - \$200 increase, Residence Life - \$250 increase, and a tuition increase of \$200. It is important to note that our SGA President, as an ex-officio member

of the Board of Trustees, fought "tooth and nail" in the Board meeting to really inform the Trustee members just how the FSU student body felt about the fee increases.

Well Broncos, what do you do now? Do you continue to complain and point fingers of blame at unworthy people, clubs, or organizations? Perhaps you should take action. Be angry, but with focus, planning, and persistence. Be aware of what is going on around your campus. Take a more personal approach to your education and those things that directly affect it. Broncos, all is not lost. This tuition and fees increase still has to be passed by the North Carolina Board of Governors. It would be wise to get behind your SGA and support their efforts. The efforts of the Student Government Association and Exclusive Gentlemen's Society in response to the increases were admirable. Their displays could not be overlooked if more Broncos took more initiative in student affairs.

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