

CAMPUS

Communications curriculum reflected in new school name

By YU-YEE WU
Staff Writer

The UNC School of Journalism now has a bigger name than before. Last Thursday, the School of Journalism became the School of Journalism

and Mass Communication, said Richard Cole, dean of the school.

The new name does not represent a change in the school's curriculum, Cole said. Rather, the name was changed to better describe the school because many

journalism students are taking courses that may not lead to careers in print journalism, he said.

"The reason (for the change) is to reflect what we are in the school more accurately," he said. "We teach a lot more than what is traditionally defined as journalism. We teach a large number of concept courses in mass communications."

Donald Shaw, a professor in the school and a member of the committee that drew up the proposal for a new name, agreed with Cole. The school conducts a large amount of communication research, he said.

"We teach public relations, advertising, photography and broadcast journalism, as well as several courses that deal with communications as a process," Shaw said. "A lot of our research is also in mass communications."

Mary Alice Shaver, an associate professor in the school, said other institutions have made name changes also. "I think it's a trend," she said. "A number of schools across the country

have changed their names because it reflects the broad areas that we teach."

Shaw said UNC was one of the last universities in the nation to make the transition.

"It (the name change) brings us in line with what has happened at most schools of journalism across the country," he said.

Other colleges who have made name changes include the University of Wisconsin, the University of Indiana, the University of South Carolina, the University of Texas and Syracuse University, he said.

Cole said he has wanted to change the school's name for a few years.

"It's something we've worked on for a long time," he said. "I've been working on it for three years."

He consulted several groups associ-

ated with the school before recommending the name change to Chancellor Paul Hardin, who made the final decision, Cole said. Full professors, the faculty and the Board of Directors of the Journalism Alumni and Friends Association were all in favor of the change.

"I wanted the input from these groups," Cole said. "Most people were for it. The support was virtually unanimous."

Those who dissented did so because of tradition and sentiment, he said.

Senior journalism and English major Jill Doss said she thought the name change would not make much of a difference.

"I really don't see why the name change is necessary," she said. "The title is going to be so long that people won't use it. It's just going to become

one of those bureaucratic paper deals where it goes unnoticed."

Emilie Van Poucke, a junior journalism and political science major, said that she could understand why the name was changed.

"I think that the journalism school wants to emphasize that journalism is not only news writing, but the school wants people to realize other forms of journalism are essential to communicating effectively and meeting the demands of the public," she said.

"Being able to meet the needs of different aspects of society means that you have to rely on many different forms of communication, including broadcast journalism, print journalism, public relations and advertising," Van Poucke said.

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MONDAY

Noon: UNC Child Care Education Committee presents "Coping With Stress," a video series dealing with children's and family support and continuity by parents and care givers, in 205 Union until 1 p.m. Discussion included.

The Institute for Research in Social Science will offer "PC SAS, Session #3," a Statistical Analysis Short Course with Jose Sandoval, in 2 Manning.

3:30 p.m.: CSCU Marketing meeting in New Carroll T-6.

4 p.m.: IRSS will offer "SPSS PC+, Session #3," a Statistical Analysis Short Course with Jose Sandoval, in 2 Manning.

Study Abroad will hold an information session for students interested in spending spring semester '91 in Rostov, U.S.S.R. from Rostov and UNC's faculty links with the program. One year of Russian language is required. Speakers include Svetlana, in 12 Caldwell Hall.

Career Planning and Placement Services sponsors a Sales Careers Panel in 210 Hanes.

5 p.m.: Duke/UNC Program in Latin American Studies Working Groups: "Women and Health," with Cecilia Zapata in 400 Rosenau.

UNC-Soviet Exchange: Meeting in 213 Union for all people interested in living in a Russian house.

5:15 p.m.: The Society for Human Resource Management presents Patty McClosky, a former recruiter. McClosky will discuss interviewing skills in 224 Union.

5:30 p.m.: Duke/UNC Center for Research on Women Meeting: In 2 Manning until 8 p.m.

6 p.m.: The N.C. Student Legislature invites all people who are interested in debating current issues to come to our meeting in 423 Hamilton and see what we are about.

The Presbyterian Campus Ministry will have a graduate dinner at the Presbyterian Student Center, 110 Henderson St.

6:30 p.m.: The Unstead Committee of the Campus Y meets in the Y Lounge. There will be a guest speaker to discuss the criteria for admission and release of patients. All welcome!

7 p.m.: N.C. Fellows/Leadership Development presents a Leadership Forum on Literacy in 101 Greenlaw until 8:30 p.m. Join campus leaders and Chapel Hill community members in discussion of literacy issues. For more info call 966-4041.

7:30 p.m.: CGLA will meet in Gerard Hall. Speaker from Integrity, a group of gay and lesbian Episcopalians, will talk on homosexuality and spirituality.

ITEMS OF INTEREST

The Black Student Movement will sponsor an "Evening with the Soviets" today in Great Hall. Tickets are \$1 and are available in the BSM Office. Performers: Omega Psi Phi, Ebony Readers, Opeyo! Dancers and BSM Gospel Choir. Open to all. Come meet the Soviets!

Tar Heel Recycling Project announces that the mobile drop-off site for today is at the Berryhill Hall loading dock.

Campus Y announces Pit registration for Footballs, a 10K road race and two mile Fun Run on Sunday, Nov. 11, at 2 p.m. Runners of all abilities are

welcome and prizes will go to the top runners and teams. All proceeds go to the Campus Y. Please sign up!

The 1991 Yackety Yack, UNC's official yearbook, is on sale now through Friday, Nov. 9 in the Pit from 10 a.m. until 2 p.m. Order your copy today!

UCPPS will have a resume drop from 8:30 a.m. to 3 p.m. on Wednesday, Nov. 7 for students interested in interviewing (at their expense) in New York City on Feb. 11, 1991. Employers in advertising, publishing, law, non-profit and other organizations will be participating. Go to the office in 211 Hanes for further information.

UCPPS is sponsoring a Law School Exploration Day on Wednesday, Nov. 7 from 12:30 p.m. to 4:30 p.m. in Great Hall. Representatives from 32 law schools will be available to talk to all students interested in law school.

SAFE Escort needs you! Applications now available at Union desk and in the Steele Building basement. Return or mail to SAFE Escort, CB# 5100, 13 Steele Building, as soon as possible.

The Department of Dramatic Art will present "Hogan's Goat," by William Alfred Nov. 7-11 in the Playmakers Theatre. Call 962-PLAY for more info.

SENIOR CLASS 1991
The Senior Class of 1991 is sponsoring an Election Night Return Party at Four Corners on Tuesday, Nov. 6, starting at 8:30 p.m. Drink specials apply to all 21 or older.



LAW SCHOOL EXPLORATION DAY

November 7, 1990 12:30-4:30 pm in the Great Hall of the Carolina Union

• Meet Representatives from 30 Schools • • Open to all Students •

Sponsored by UCPPS/Division of Student Affairs

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Daily Specials This Week!

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TUESDAY

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