

ACADEMICS

J-school among best in the state, the U.S. . . .

Compiled By Jennifer McCabe
And Theresa Williams

The University of North Carolina has within its vast system, a school which has an impressive reputation not only within the state of North Carolina but on the international level as well. The School of Journalism at UNC-Chapel Hill is just that school.

The School prepares students for careers in journalism by offering an academic program which provides a basic liberal education, an understanding of the responsibilities of a free press in a democratic society and a fundamental knowledge of journalistic techniques.

The philosophy which guides the professional program of the School is that journalists must understand the political, social, economic and cultural forces which operate within their society. For this reason, students in the School of Journalism acquire a background in the humanities, the social sciences and the natural sciences while preparing themselves for journalism careers.

Most of the students will be motivated toward newspaper work, and one way of developing a solid background is to begin work on a small daily or weekly in the state and gain experience of a broad nature in that way. Students are encouraged to gain as much professional experience as they can while they are students here.

Richard R. Cole is the new dean of the school of journalism. He replaced John Adams who was dean for 10 years. Cole has been a member of the journalism faculty since 1971. His professional background includes stints with newspapers in Texas, New Mexico and England.

Cole speaks highly of the j-school. He stated, "we've got a first rate school of Journalism — we have good students, faculty members, and a good reputation in North Carolina, the U.S. and even international."

Cole stated that the school has basically just physical weaknesses. He says that "we are cramped for space. We need a new editing lab. We also need to expand our libraries, audio visual classrooms and lots of physical equipment."

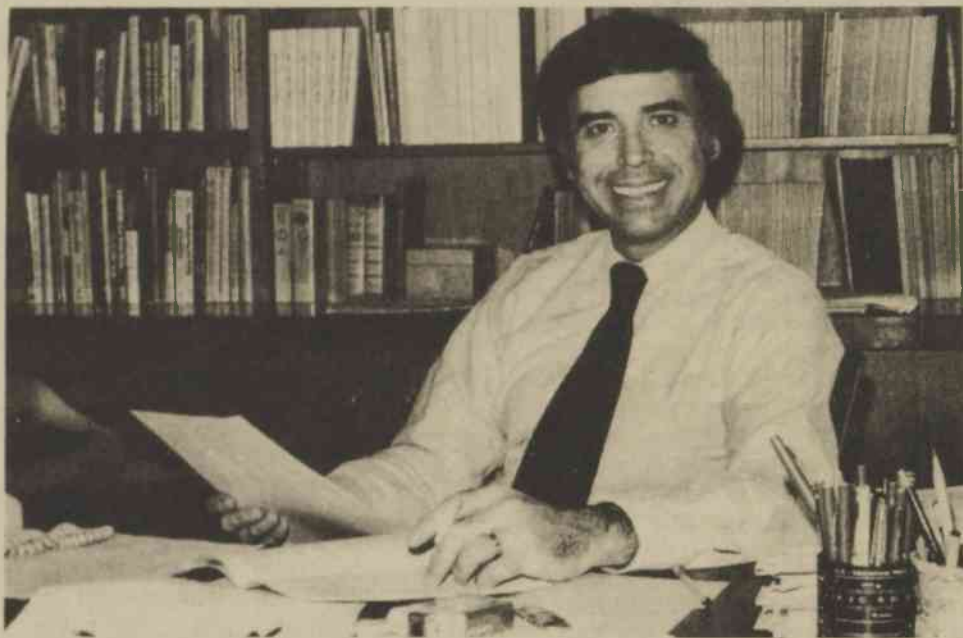
A sequence in the School of Journalism is a concentration in one of three areas — News Editorial, Advertising or Broadcast Journalism. Each sequence has some courses required specifically; some courses are required for all majors in the School.

There is no particular advantage in concentrating in more than one sequence; an advertising student can take news-editorial courses as Journalism electives, for example. The degree earned is an A.B. in Journalism, and the sequence appears neither on the diploma nor in the transcript.

Students must elect one sequence, but there is no rule against changing to another sequence along the way as long as the requirements can be met without exceeding the maximum of 10 journalism courses. (It should be noted that courses cross-listed with Journalism — e.g. RTVMP 73 and 174 — count as Journalism courses.)

Worksheets which explain the requirements for each sequence are available in the School office. These are updated each semester.

Permission to concentrate in a sequence is required only in the Broadcast Jour-



Richard Cole is the dean of the School of Journalism. (Photo by Dewese Gilyard).

nalism sequence, which is limited to 20 students from the J-School.

Double Majors

Journalism students may double major in any Arts and Sciences field. One must fulfill all the requirements for both fields and take a total of 120 hours in order to be graduated. The School of Journalism will monitor each program.

Students interested in the Broadcast Journalism sequence should consult the Dean. No more than 20 students may be in the sequence at one time. Broadcast Journalism students may not double major in RTVMP but may double major in another Arts and Sciences field.

Journalism majors have priority over other students for space in Journalism courses, but space is not guaranteed in all courses in any given semester. Permission is required from the instructor (and in some cases from the School) for many Journalism courses.

You should consult your adviser early in a semester to begin planning for the subsequent semester and should arrange for permission slips ("Pink Slips") with the course instructors or School as soon as the slips become available, generally one week before Pre-Registration. Do not reserve space in more courses than you actually plan to take. By "over-registering," you deprive someone else of a chance to take the courses. A School rule allows instructors to drop students who do not attend the first meeting of a class.

Journalism majors are required to have a spread of liberal arts courses. They are also expected to take at least three courses in a specialization area. On occasion, and with justification, substitutions may be acceptable in the liberal arts grouping. This should be discussed with the dean.

All Journalism majors **MUST** pass the School's spelling and grammar test to graduate. The test should be taken at the earliest opportunity and retaken, if necessary, as soon as possible. If a student fails the first two times, he should give serious consideration to changing his major. Remember: You cannot graduate until you pass the test. **There are no exceptions.**

No more than two D's in Journalism courses will count toward graduation, and you need a 2.0 average to graduate. One

must take eight Journalism courses and may take up to a maximum of ten.

An honors program is available to Journalism students who have demonstrated their ability to perform distinguished work. Admission to the honors courses (98 and 99) is based upon an average of at least a B overall, and in Journalism courses, recommendation by a faculty member in the School, and approval by the Chairman of the honors program. Usually an honor student takes more than the minimum of eight Journalism courses. Students successfully completing the honors program are graduated "with honors" or "with highest honors," as recommended by the faculty.

Students interested in careers in journalism are encouraged to join the campus chapter of the national Society of Professional Journalists, Sigma Delta Chi. Student membership may be transferred to memberships in professional chapters upon graduation.

Monthly meetings offer a mixture of sessions with professionals from various journalism backgrounds for explorations of career opportunities and other specialized programs. Each year the chapter sponsors a seminar on how to apply for a job in journalism and conducts a survey of state newspapers to determine where summer employment is available.

The student chapter is connected with the professional chapter on regional and national levels and students are encouraged to attend annual meetings at both levels. The professional group annually sponsors a "Mark of Excellence" competition in which all journalism students, regardless of membership, may enter their work. Winners on a regional basis are eligible to proceed to national judging. Evaluation of work on both levels is done by some of the top professionals in the field.

Each year the national organization, through the student chapter, recognizes the "Outstanding Graduate in Journalism." The award is given on the basis of character, scholarship and competence to perform journalistic tasks. Both members and non-members are eligible.

Students interested in careers in any form of communications endeavor are invited to join Women in Communications, Inc. — which, by the way, is co-educational.

Although there is no student chapter of WICI on the Carolina campus, students affiliate with the N.C. Triangle professional chapter and work with area professionals in a variety of programs and projects. A student member can be transferred, upon graduation, to full membership in a professional chapter.

The N.C. Triangle Chapter each year awards the "Maxine Elam Memorial Award" to an outstanding woman student in the School of Journalism. Non-members are eligible for this award, which is based on academic performance, communications work while a student and potential in the field upon graduation.

UNC Advertising Club

Students interested in advertising are encouraged to join the UNC Advertising club, an academic chapter affiliated with the American Advertising Federation (AAF). Regular meetings feature national and local advertising professionals as guest speakers. An annual Career Day acquaints members with local advertising professionals and their jobs. The highlight of Ad Club activity is participation in the AAF's regional student advertising competition.

Club members with superior academic records are eligible for selection to Alpha Delta Sigma, a national scholastic honorary for advertising students.

Each year, the School participates in the William Randolph Hearst Foundation's journalism awards program, which consists of six monthly writing contests (October through March), a photojournalism contest (December) and championship, and the writing championship (May).

In the last several years, the School has done exceedingly well, usually finishing in second or third place in the overall national competition. Students have won numerous first places in individual writing competitions, and a few years ago a UNC-CH journalism student won the writing championship. Winning a top prize in a single monthly writing contest brings not only prestige to both the student and the School but also prizes of approximately \$100 to \$1,500 to the student winners. The School receives matching grants. Posters with contest rules are posted in several places in Howell Hall for each monthly contest, and class announcements are made.

Journalism students may receive three hours of credit for work done on professional newspapers or student publications. This credit will be given under Journalism 97 (individual study).

Students desiring credit for such work must register with the Journalism School faculty-student committee in charge at the beginning of the semester during which they plan to work for credit or before they begin their work as summer interns. No grades will be given and no retroactive credit may be approved. Each application must be accompanied by a full explanation of the work planned and the name of the supervisor under whom they will work. A letter indicating willingness of supervisor to evaluate student work must accompany the application.

Credit will not be given automatically. Applicants will have to demonstrate to the faculty-student committee in charge that their work has been meaningful and satisfactory to their supervisor. No student (Continued on page 7)