

The Pendulum

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Elon College, NC

Changes to take place in JMC curriculum

by Amy Andrews
Staff Writer

Journalism and Mass Communications students returning in the fall will find several changes in their degree programs, including a name change for the program, according to Don Grady, Coordinator of the JMC program.

The name of the program will be changed to Journalism/Communications due to restructuring within the program. This change was approved at the last faculty meeting, Grady said. "The journalism degree program has been changed to reflect a need for both print and broadcast journalism," Grady said.

He also said that in the past, the journalism major primarily focused on print media and the mass communications major primarily focused on broadcasting.

Two areas of emphasis will be included under the communications degree. The first will be broadcast Communications, which will deal with the production and performance aspects of mass media, Grady said. The second will be a new area of study called Corporate Communication, which will deal with internal and external business communication.

Grady said that under the Corporate Communications emphasis, students will gain knowledge in public relations, advertising, and corporate print and electronic communications. "The one thing that is unique about our program is that we have strong links to Business Administration," Grady said.

He also stated that there are two new courses for the Corporate Communications major. One which will be offered in the fall is public relations. Grady said that the other course, corporate communications, will most likely be offered in the spring of 1989.

In addition, two courses in economics, two accounting courses, and 300-level business administration courses will be required.

Grady said the department believes very strongly that a student who applies for a corporate communications position in a company must first understand what business is about before he or she will be able to communicate effectively in that role.

"I really do believe that (the new department) will get many students who are not necessarily interested in working in radio or television, or for that matter, working at a newspaper or magazine," Grady said. "There are many job opportunities in the corporate world now that relate to the internal and external communication of the company," he added.

Grady said the term "corporate communications" was chosen because it is a broader term than public relations or advertising.

Two additional faculty members have been hired for the fall. One person will take the position of Mark West who is taking a position at UNC-Asheville.

The other person who has been hired is Gerald Gibson, who has worked at Elon before.



What's wrong with this picture: (l-r) Taylor Fyler, Pete Orsenbaum, Steve Knight, Dan McDonald, Tim Selguist, Dave Mondo, Mike Wright, Jordan Daves, Pat Distasio, and Mike Grant (back) clown around in Fonville Fountain.

Photo by Kati Mafko

Campus shop to double in size

by Cheryl Kern
Staff Writer

After graduation this year a construction company will be coming to Elon to start knocking down the walls of the infirmary and the commuter lounge to make room for the expansion of the Campus Shop, which will almost double in size.

The Campus Shop is the college bookstore located in Long Student Center. It provides the students with textbooks, pleasure reading, study aids, and other miscellaneous articles such as notebooks, typing paper, T-shirts, study lamps, and other gift items.

The plans for the expansion, according to Lisa Hall, are to take out

the dividing walls between the infirmary and the campus shop. Also, the supply cabinets in the infirmary will be left intact along with the back examining room, which will be used for office space.

After remodeling, three-fourths of the old section will be used for text books and the other one-fourth for magazines and trade books. The new part of the structure will house the sweatshirts, posters, greeting cards and other miscellaneous items.

The college has acquired the Rich House, east of the power plant, to house the new infirmary

for the students. The Commuter lounge will be relocated also.

The cost of this project is unknown by Lisa Hall, but she stated that Elon and the Campus Shop did not want to do too much expanding since the school is planning on building a new student building three to five years from now.

The project should be complete by the start of the next school year. Also, the proposed building plans are making it possible that for the Campus Shop to stay opened for both the summer sessions.

Student charged with second degree rape

From The Daily-Times News

A 22-year-old Elon College student was arrested Monday on charges of raping a woman, also an Elon College student.

Anthony Welborn Clark of A-110 Oaks Dormitory was arrested by the Elon College Police Department and charged with second-

degree rape. He was placed under a \$50,000 secured bond.

The arrest warrant indicated that Clark is accused of raping the 22-year-old woman while she was "mentally incapacitated and physically helpless."

Chief Dan Ingle of the Elon College Police Department said the of-

fense reportedly occurred at a dormitory room on the campus of Elon College. The victim and the suspect were acquaintances. "There was a witness who was able to corroborate the victim's statements," Ingle said.

Clark's first appearance in District Court was scheduled for Tuesday, May 3.

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