

# Student Handbook



Department of  
**COMMUNICATION**  
University of NORTH ALABAMA

## **MASS COMMUNICATION**

**Journalism & Digital Media Production**

**Public Relations**

## **COMMUNICATION ARTS**

**Communication Studies**



## FACULTY AND STAFF

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Department Chair, Professor. Ph.D., Regent University, 2008; M.A., University of North Alabama, 1994; B.S., University of North Alabama, 1982.
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Lecturer. Ph.D., University of Georgia, 2013; M.A., University of Georgia, 2009; B.S., Samford University, 2007.



## WELCOME TO COMMUNICATION AT UNA!

You will find that we have a great atmosphere in which to pursue your education. The classes are generally small, the professors care about their students, and there is a great family feeling in the department. You have selected a major that will serve you very well after your graduation and should equip you for the job market.

Our goal is to produce educated graduates who are prepared for professional careers in public, private, or government communication positions and ready to assume leadership roles in these organizations. To achieve this, we train students to gather, interpret, and convey information as a news story, public speech, press release, audio or visual production, or public relations campaign.

The program values hands-on learning – written and oral communication, aural and visual aesthetics of production, and software proficiency – as well as theoretical learning, all grounded in ethical decision-making to reflect the importance of a free press and the free flow of information in society.

Communications students begin with a common core of classes that introduces them to their career areas, improves their writing, research and technical skills, and fosters an appreciation for the creative and self-expression opportunities guaranteed by the First Amendment. They will be presented with certain core educational values and competencies in the classes they complete. Our department's seven learning outcomes are listed online here:

<https://una.edu/communication/learning%20outcomes.html>

THE DEPARTMENT OF COMMUNICATION OFFICE is located in Room 105 of the Communication Building. The office of the department chair, Dr. Pat Sanders, and the administrative assistant, Ms. Tasha Clanton, are here. Please feel free to visit the department office any time you have questions or concerns. We are here to assist you and help make your college experience at UNA a productive and pleasant one.

OFFICE HOURS: 8:00 a.m. – 4:30 p.m. Monday-Friday in fall and spring  
7:30 a.m. – 4:30 p.m. Monday-Thursday and 7:30 – 11:30 a.m. Friday in summer

[www.una.edu/communication](http://www.una.edu/communication)

## FACILITIES AND EQUIPMENT

The Department of Communication is housed in the Communications Building, located at 602 North Pine Street between Norton Auditorium and Powers Hall, across the street from Kilby School. The Communications Building facilities include:

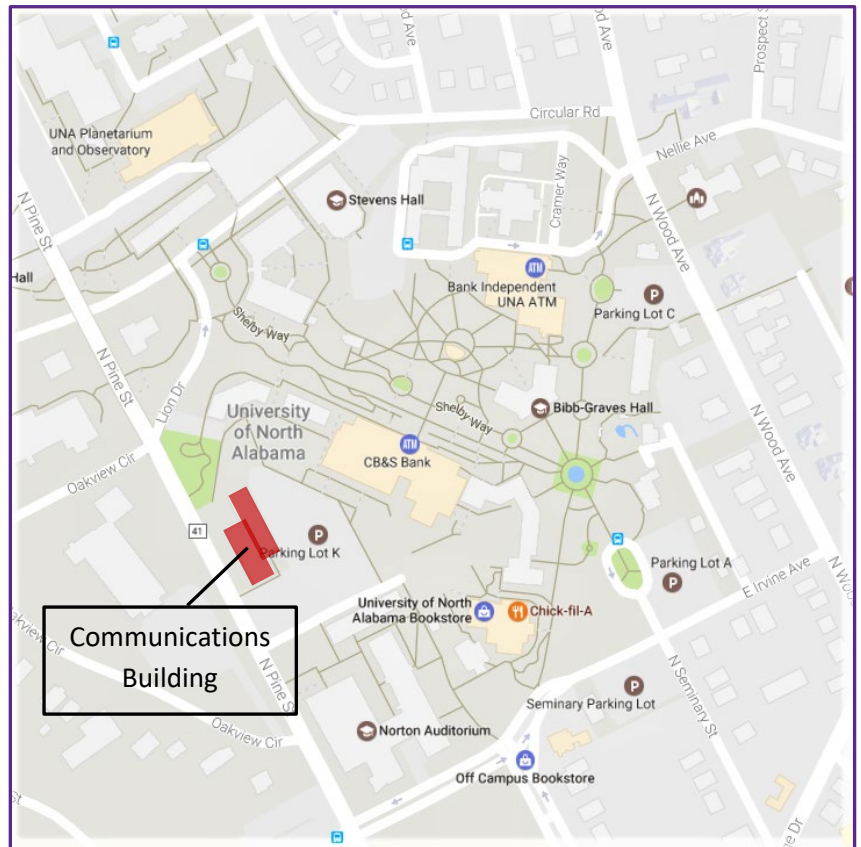
- Publishing Lab with 20 Mac computers, Adobe Creative Cloud software
- Production Lab with 20 Windows computers, Adobe Creative Cloud software
- HD screening room with theatre seating for 121
- Small screening room with theatre seating for 42
- Production studio with green screen, studio cameras and lighting
- Two digital audio labs with Adobe Audition, audio field production equipment
- Equipment room with digital cameras and newsgathering equipment
- Four classrooms, conference room, department office and faculty offices

## LAB USE AND EQUIPMENT

### CHECKOUT

Students have the opportunity to use the department's two computer labs at specified hours when the labs are not in use for classes. Student worker lab assistants are available during these open lab hours to monitor and assist. Hours of availability are posted each semester.

The department owns cameras and other audio and video equipment available for check-out to students enrolled in Communication production classes. Rules for checking out the equipment are included in the syllabi for production classes and posted in the equipment area. Failure to follow the rules or damage to the equipment may result in forfeit of the student's privilege to use this equipment. Damaged or lost equipment will be charged to the student's UNA account.



## DEGREE PROGRAMS

Students may pursue a BA/BS degree in Communication Arts or Mass Communication with emphasis in one of the three options listed below. Communication majors will complete 20-22 credit hours of major core requirements and 24 credit hours in their chosen option.

### MASS COMMUNICATION – ACCREDITED BY ACEJMC\*

- **Journalism & Digital Media Production** - provides applied and theoretical instruction in information gathering and preparation for diverse broadcast, print and digital news media careers.
  - Feature, Sports or Staff Writer
  - Copy Editor
  - On-Air Personality
  - Program Director
  - Newscast Producer
  - News Anchor/Reporter
  - Audio/Video Editor
  - Studio Production
- **Public Relations** - provides applied and theoretical instruction for careers in corporate, institutional, governmental and non-profit public relations.
  - Community Relations Director
  - Corporate Communications Specialist
  - Crisis Management or Investor Relations Consultant
  - Non-Profit Executive Director
  - Public Affairs/Political Campaign Strategist
  - Publicity/Promotions/Social Media Director

### COMMUNICATION ARTS

- **Communication Studies** - emphasizes the applied and theoretical aspects of human communication as a social science.
  - Corporate or Professional Sales and Management
  - Government Communications Specialist
  - Higher Education (Admissions and Student Services)
  - Ministerial Offices
  - Speech Writer
  - Various Leadership and Service Positions

## STUDENT INTERNSHIPS AND INDEPENDENT STUDY

Mass Communication majors must complete 1-3 credit hours (50-150 contact hours) of student internship (COM 499). Communication Arts majors may complete either an internship or independent study (COM 498). Copies of the COM 499 and COM 498 syllabi are available online [Internships and Independent Study](#). See your Communications advisor for specific requirements.

**Check Lists for each option are available in the Department of Communication Office and on the Communication web page:**

**[www.una.edu/communication](http://www.una.edu/communication)**

\* Accrediting Council on Education in Journalism and Mass Communications



## CAN I GRADUATE IN FOUR YEARS?

The short answer is yes, provided you plan carefully and stay on track with grades and requirements. **You will need to complete 120 credit hours with a C average (grade point average of 2.0) or better overall and in your major for graduation.** If you plan to register for classes only during the fall and spring semesters, you will need to successfully complete 15 credit hours in each of those eight semesters in order to graduate in four years. If you register for summer or winter classes, you can lower the credit hour load you will need to carry in the fall and spring semesters and still graduate in four years. You must take a minimum of 12 credit hours in the fall and spring semesters, or six credit hours in the summer term, to be considered a full-time student. It is important that you work with the Student Financial Services office to determine how full-time or part-time status, or enrollment in summer or winter classes, will affect your financial aid. Student Financial Services is located in The Commons Building: [sfins@una.edu](mailto:sfins@una.edu); 256.765.4278; <https://www.una.edu/financial-aid/>.

To reach your goal of 120 hours for graduation with a major in Communication Arts or Mass Communication, you must complete at least 72 hours of coursework from outside the Department of Communication.\* Of these 72 hours, at least 53 hours should be in approved Arts and Sciences/Liberal Arts classes. When you have completed the 41 hours of General Education requirements (Page 8), and 12 additional hours of approved AS/LA courses (Page 9), you will meet the 53-hour AS/LA requirement. These 53 hours plus 19 additional hours outside Communication\* will meet the 72 hour requirement. Meeting the requirement for your major concentration requires 44-46 hours. Check lists are available online ([www.una.edu/communication](http://www.una.edu/communication)) and in the department office. Check lists are provided to help you track courses taken. Refer to the [UNA Undergraduate Catalog](#) for your catalog term to determine your exact graduation requirements. Your catalog term is found in Portal – Academics – Student Profile.

DO THE MATH: 72 hours outside Communication 41 credit hours General Education courses 12 credit hours additional approved AS/LA courses 19 additional credit hours outside of Communication\* (this may include a minor) 44-46 credit hours in major concentration 2-4 credit hours elective 120 total credit hours

53 approved AS/LA hours

A minor is not required, but if you choose to declare a minor, it must be outside of the Department of Communication. Most minors require 18 credit hours; check the UNA Undergraduate Catalog for minor requirements in all departments.

**A minimum passing grade of “C” is required for all COM courses taken by Communication Arts and Mass Communication majors and all Communication minors when taken as part of the major or minor program.**

### ADDITIONAL GRADUATION REQUIREMENTS

- At least 36 credit hours earned in junior/senior (300-400) level courses.
- At least 60 credit hours earned at UNA or other senior (four-year) institution.
- At least 30 credit hours earned at UNA.
- Official degree evaluation obtained on completion of 45 semester credit hours: <https://www.una.edu/registrar/docs/degree-audit.html>
- Degree application filed at the Registrar’s Office prior to graduation (see table below).

**Transfer students** should pay careful attention to the requirements for credit hours earned at a four-year institution and credit hours earned at UNA.

If you plan to graduate:	You must apply:	Fee:
FALL	October 1	\$45
SPRING	March 1	\$45
SUMMER	June 1	\$45

*\*Courses without a COM prefix count as outside Communication. In addition, all COM courses listed in the General Education program count as outside Communications when not taken to fulfill a requirement in the Communication concentration.*

## ADVISING

Communication majors will be assigned a **Communications Faculty Advisor** in their chosen concentration. Check Portal: Academics for your advisor's name. If no advisor is listed, contact the Communications department office for advisor assignment. **You should meet with your advisor each fall and spring semester prior to early registration to plan your course of study.** Faculty advisors will announce office hours and advising times so that you may make an appointment for advising. You should be ready to discuss course selection, academic performance, and educational and career goals. Your advisor will give you your PIN required for registration each semester. You will be responsible for registering for your classes.

Some courses in the Department of Communications require approval for registration. Students must get permission from the faculty member to enroll in the course. The faculty member will email the administrative assistant who will enter the permits which will allow you to register for these classes. You must complete the registration online after the permit has been entered.

## THINGS YOU SHOULD REMEMBER

- **Preregister** for spring and summer during the fall semester; preregister for fall during the spring semester. For preregistration dates see the Registration web page at [www.una.edu/registrar/registration](http://www.una.edu/registrar/registration).
- **Tuition payment deadlines:** [www.una.edu/tuition](http://www.una.edu/tuition). If you do not pay your tuition by the deadline, the schedule of classes for which you registered will be deleted and you will have to register again. You will need your PIN to reregister.
- **To drop a class:** go to your Portal Self-Service Registration account under Registration - Add/Drop Courses.
- **To request adding a class after registration is closed** make an appointment with the department chair.

## WHERE CAN I GET ACADEMIC HELP?

The **University Success Center** offers tutoring and other academic assistance. Services include University Advising Services, the First-Year Experience Program, the Mathematics Learning Center, and the Center for Writing Excellence. These offices are located on the second floor of the Commons Building. For more information, visit the USC web page at [www.una.edu/successcenter](http://www.una.edu/successcenter), or contact the USC by phone (256.765.4722) or email [successcenter@una.edu](mailto:successcenter@una.edu).



## DIVERSITY

The Department of Communication makes an ongoing commitment to promote, integrate, and take action to create a diverse community by fostering a climate that promotes and nurtures diversity and equity for all faculty, staff, and students.

The Department of Communication was the proud recipient of the Academic Department - Diversity Award in 2014.



### Department of Communications

This Department is a safe place. We respect all aspects of people including race, ethnicity, gender identity, socio-economic background, expression, age, religion, sexual orientation, national origin, and ability.



## APPROVED ARTS AND SCIENCES/LIBERAL ARTS (AS/LA) COURSES

Updated Fall 2018

The Mass Communication and Communication Arts degree programs require 72 hours of classes from outside the Department of Communications. Of these 72 hours, 53 hours must be in approved Arts and Sciences/Liberal Arts (AS/LA) courses. General education courses contribute to the 53 hours. Courses listed below will fulfill the remaining AS/LA requirements in Area V.

### ALL COURSES IN THESE DEPARTMENTS/SUBJECTS

ANY FOREIGN LANGUAGE COURSE	INTERCULTURAL EXPERIENCE (IE)
ART (AR)	MATHEMATICS (MA)
BIOLOGY (BI)	PHILOSOPHY (PHL)
CHEMISTRY (CH)	PHYSICS (PH)
CRIMINAL JUSTICE (CJ)	POLITICAL SCIENCE (PS)
EARTH SCIENCE (ES)	PSYCHOLOGY (PY)
ECONOMICS (EC)	RELIGION (RE)
ENGLISH (EN)	SOCIAL WORK (SW)
ENTERTAINMENT INDUSTRY (ENT)	SOCIOLOGY (SO)
FOREIGN LANGUAGES (FL)	STUDY ABROAD (SA)
GEOGRAPHY (GE)	THEATRE (TH)
HISTORY (HI)	WOMEN'S STUDIES (WS)
HONORS (HON)	

### SPECIFIC COURSES IN THESE DEPARTMENTS/SUBJECTS

#### COMPUTER SCIENCE

CS 135	COMPUTER SKILLS FOR PROBLEM SOLVING
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#### MUSIC

MU 222	MUSIC APPRECIATION
MU 222H	HONORS MUSIC APPRECIATION
MU 233W	MUSIC IN WORLD CULTURES
MU 244	SURVEY OF MUSIC LITERATURE
MU 345	HISTORY OF MUSIC I
MU 346W	HISTORY OF MUSIC II
MU 372	INTRO TO MUSIC TECHNOLOGY

Note: The Department of Communication recommends students take one or two 300/400-level courses on this list to meet the University's graduation requirement of 36-credit-hours at the 300/400 level.

Question	Who can help?	Location	Website	Email	Number
Admission to UNA	Office of Admissions	Coby Hall	<a href="http://www.una.edu/admissions">www.una.edu/admissions</a>	<a href="mailto:admissions@una.edu">admissions@una.edu</a>	4608
Advising, PIN	Communications Advisor	See pages 0, 4	<a href="http://www.una.edu/communications/faculty">www.una.edu/communications/faculty</a>		4247
Check lists, planning sheets, forms, general information	Department of Communication Office	105 Communications Building	<a href="http://www.una.edu/communications">www.una.edu/communications</a>	<a href="mailto:tclanton@una.edu">tclanton@una.edu</a>	4247
Diversity; reporting discrimination	Division of Diversity, Equity, and Inclusion	207 Guillot University Center	<a href="http://www.una.edu/diversity">www.una.edu/diversity</a>	<a href="mailto:rpatterson1@una.edu">rpatterson1@una.edu</a>	4900
Financial aid, scholarships	Student Financial Services	318 The Commons Building	<a href="http://www.una.edu/financial-aid">www.una.edu/financial-aid</a>	<a href="mailto:sfins@una.edu">sfins@una.edu</a>	4278
Fitness center, outdoor adventure, intramural sports	Recreational Sports and Fitness	710 North Pine St.	<a href="http://www.una.edu/recsports">www.una.edu/recsports</a>	<a href="mailto:jbeubanks@una.edu">jbeubanks@una.edu</a>	6019
Graduation	Registrar's Office	Room 119 Cramer Way	<a href="http://www.una.edu/registrar/commencement">www.una.edu/registrar/commencement</a>	<a href="mailto:graduation@una.edu">graduation@una.edu</a>	4316
On-campus healthcare	Health Services	416 N. Seminary St. Suite# 1100	<a href="http://www.una.edu/healthservices">www.una.edu/healthservices</a>	<a href="mailto:healthservices@una.edu">healthservices@una.edu</a>	4328
Pride's Pantry; Student Counseling Services	Center for Women's Studies	663 N. Wood Ave.	<a href="http://www.una.edu/womensstudies">www.una.edu/womensstudies</a>	<a href="mailto:larieff@una.edu">larieff@una.edu</a>	6198 or 4380
Registration	Registrar's Office	Room 119 Cramer Way	<a href="http://www.una.edu/registrar">www.una.edu/registrar</a>	<a href="mailto:registrar@una.edu">registrar@una.edu</a>	4316
Sexual discrimination, harassment, violence	Title IX Coordinator	202 Guillot University Center	<a href="https://www.una.edu/titleix/">https://www.una.edu/titleix/</a>	<a href="mailto:titleix@una.edu">titleix@una.edu</a>	4223
Stress; difficult situations	Student Counseling Services	1 <sup>st</sup> Floor Rice Hall	<a href="http://www.una.edu/counseling">www.una.edu/counseling</a>	<a href="mailto:counselingservices@una.edu">counselingservices@una.edu</a>	5215
Transcripts	Registrar's Office	Room 119 Cramer Way	<a href="http://www.una.edu/registrar/transcripts">www.una.edu/registrar/transcripts</a>	<a href="mailto:transcripts@una.edu">transcripts@una.edu</a>	4832
Tuition payment	Student Accounts	The Commons Building, 2 <sup>nd</sup> Floor	<a href="https://www.una.edu/tuition">https://www.una.edu/tuition</a>	<a href="mailto:student_accounts@una.edu">student_accounts@una.edu</a>	4442
Tutoring, academic assistance	University Success Center	The Commons Building, 2 <sup>nd</sup> Floor	<a href="http://www.una.edu/successcenter">www.una.edu/successcenter</a>	<a href="mailto:successcenter@una.edu">successcenter@una.edu</a>	4722
* All UNA phone numbers are 256.765.XXXX.					

## STUDENT INVOLVEMENT

**Lambda Pi Eta:** Honor Society of the National Communication Association. Contact Dr. Tim Worley, [tworley1@una.edu](mailto:tworley1@una.edu).

**Lion Com:** UNA organization for Communication Studies students. Contact Dr. Stephanie Montgomery, [slmontgomery@una.edu](mailto:slmontgomery@una.edu).

**National Broadcasting Society - Alpha Epsilon Rho:** National organization for students and professionals in broadcast/electronic media. Dr. Travis Cronan, [tcronan@una.edu](mailto:tcronan@una.edu)

**Student Media:** *The Flor-Ala*, official student newspaper, and *Flow*, official student magazine. Contact Dr. Justin Bergh, [jbergh@una.edu](mailto:jbergh@una.edu)

**Lion PR:** UNA organization for Public Relations students; includes membership in **PRSSA** (Public Relations Student Society of America) and **PRCA** (Public Relations Council of Alabama). Contact Dr. Beth Garfrerick, [bagarfrerick@una.edu](mailto:bagarfrerick@una.edu), Ms. Lisa Darnell, [lvdarnell@una.edu](mailto:lvdarnell@una.edu), or Ms. Betsy Heckert, [heckert@una.edu](mailto:heckert@una.edu)

## STUDENT MEDIA: *THE FLOR-ALA* AND *FLOW*

*The Flor-Ala* has been the official student newspaper of the University of North Alabama since 1931. *Flow* is the official magazine of UNA. *The Flor-Ala* and *Flow* offer scholarships to student staff members as well as volunteer opportunities. Student Media offices are located in the Student Media Building on North Wood Avenue. [Flor-Ala](#)





[www.una.edu/communication](http://www.una.edu/communication)



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