

# School of Communication

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Hofstra University's School of Communication, committed to the University's liberal arts tradition, provides the opportunity to explore the world of humanistic inquiry through the interdisciplinary study of all forms of communication processes and institutions. With courses that explore the theoretical and practical nature of communication, the School provides majors with the opportunity to pursue scholarly inquiry and to acquire technical experience. The School's integrated approach is based on the belief that life in an advanced society demands knowledge of the arts, humanities, social sciences, natural sciences, business, and technology. Therefore, students are required to take a range of courses outside the major. Reciprocally, the School invites students in other university programs to learn about the impact and relevance of communication and communication systems. The curriculum aims to foster critical thinking; to explore aesthetics; to investigate ethics, humanistic values, and cultural diversity; to encourage originality and creativity; to expose students to current and converging technologies; and to provide the training for leadership in a technological age. With the conviction that the media exist to protect the freedoms of our society, the faculty is committed to a scholarly environment in which theoretical, historical, critical, and technological methodologies help students to question, challenge, and improve all forms of communication. The School strives to produce graduates who are active cultural contributors. To achieve this goal, the School emphasizes creative problem solving, responsible decision making and cooperative learning. Together the faculty and students of the School participate in an ongoing exploration of the roles, purposes, and technologies of communication.

**THE SCHOOL OF COMMUNICATION** is composed of three departments, as listed below:

## **Audio/Video/Film**

The Department of Audio/Video/Film offers programs leading to the degrees of Bachelor of Arts and Bachelor of Science. Students pursuing the Bachelor of Arts degree can major in *Audio/Radio*, *Video/Television*, and *Film Studies and Production*, or combinations of the three. Bachelor of Science students can major in *Video/Television*, *Video/Television and Film*, and *Video/Television and Business*. All programs ground the students in the liberal arts, thereby enabling them to pursue a wide variety of careers and further study. The department's interdisciplinary approach provides the foundations necessary for opportuni-

Students should consult the *Class Schedule* for specific offerings before registering for their programs.

ties in all aspects of the communication and entertainment industries and for pursuing scholarly research. Students take courses in the history, theory, and aesthetics of the media while also learning the practical and technical components necessary to create and produce material for the media. Each area of the department provides opportunities for personal self-expression, scholarly inquiry, and technical mastery. With a commitment to prepare students for the rapidly converging communications of the twenty-first century, the Department of Audio/Video/Film is a site for the intellectual inquiry, creative activity, and practical achievements on which liberally educated students can build the future.

## **Journalism and Mass Media Studies**

The Department of Journalism and Mass Media Studies offers programs leading to a Bachelor of Arts degree in the areas of *Print Journalism*, *Broadcast Journalism*, *Mass Media Studies*, and *Public Relations*.

The department is dedicated to a quality liberal arts education. The journalism programs teach critical thinking, research and effective oral and written expression, emphasizing the ethics, laws and history of the profession. The Department seeks to educate individuals for careers as truthful and accurate media professionals, such as reporters, producers, editors, and broadcasters. The Mass Media studies program provides students with historical, analytical and critical skills necessary to pursue a media-related career or to conduct scholarly research in the field and is designed for those considering graduate-level education. The Bachelor of Arts program in Public Relations is designed to equip students with the knowledge, attitudes and skills expected of professionals in the field. The degree curriculum is founded in the liberal arts and incorporates a broad working knowledge of issues that include economics, political science, and business. Each of these programs is grounded within the framework of liberal arts and science education and the principles by which journalists and scholars work in a democratic society.

## **Speech Communication and Rhetorical Studies**

The philosophy of the Department of Speech Communication and Rhetorical Studies is based on the recognition that our society is enmeshed in an all-encompassing, interdependent, and ever-expanding web of human and technological communication. Students who major in or take courses in this department learn how the communication process works in interpersonal and group settings, in formal organizations, and in public communication situations. The primary goals of the curriculum are to develop competencies in observing, analyzing, and evaluating communication practices; to develop knowledge about human communication theory; and to develop communication skills in a variety of settings.

The program provides a strong liberal arts background that can be applied to a variety of professional fields such as business, education, and government. Examples of specific career applications include communication training and development, conflict management and resolution, law, corporate and public advocacy, and public performance.

**THE SCHOOL OF COMMUNICATION** offers undergraduate programs leading to the degrees of Bachelor of Arts and Bachelor of Science. (See each department for a listing of individual majors.) The School also offers a Master of Arts degree in Speech Communication and Rhetorical Studies.

### BACHELOR OF ARTS

Candidates for graduation from the School of Communication with the degree of Bachelor of Arts must fulfill the following requirements:

1. The successful completion of at least 124 semester hours and a cumulative grade-point average of 2.0 in work completed at Hofstra.
2. At least 94 semester hours (93 hours for the B.A. specialization in Elementary Education and a liberal arts major) of the total must be in liberal arts. Beyond this minimum, the student may elect either nonliberal arts courses or additional liberal arts courses. See page 59. A student may not count more than 45 semester hours within a single major discipline toward the 124 credits for the B.A. without special permission from the appropriate academic dean, except that this limit shall be 48 semester hours for those students qualifying and electing to undertake departmental honors courses. Where the major department requires more than 124 semester hours for the degree, the excess over 124 may include required work in the department additional to this 45/48 hour maximum.
3. There are three requirements that must ordinarily be completed in residence at Hofstra: 15 semester hours in the major field, at least three semester hours in core course work toward each divisional core course requirement, and the last 30 semester hours. The 15 semester hours in the major and the resident core course requirement need not be included within the last 30 hours. Additional hours in residence in the major field are required by the departments of Audio/Video/Film and Journalism and Mass Media Studies. Please refer to individual department listings.
4. The fulfillment of the following six general requirements for the B.A.:

**NOTE:** requirements listed below may include options whereby a student may offer courses in one discipline (e.g., literature in translation) toward several different requirements. No student may use any *one* course to fulfill more than one general requirement. A single course, however, may be used to satisfy both a general degree requirement and a requirement that is specific to a chosen major or minor.

- A. 9 semester hours of core courses in the humanities (see page 82), as follows:
  - 3 semester hours from the Creative Participation category;

- 3 semester hours from the Appreciation and Analysis (literature) category;
- 3 semester hours from the Appreciation and Analysis (literature or non-literature category)

(Note: no more than six semester hours of transfer or other advanced standing credit may be applied toward this requirement.)

- B. 9 semester hours of core courses in the natural sciences and mathematics/computer science (see page 82), as follows:

- 3 semester hours from natural sciences;
- 3 semester hours from mathematics or computer science;
- 3 semester hours from natural sciences, mathematics, or computer science

(Note: no more than six semester hours of transfer or other advanced standing credit may be applied toward this requirement.)

- C. 9 semester hours of core courses in the social sciences (see page 83), as follows:

- 3 semester hours from the History and Philosophy category;
- 3 semester hours from the Behavioral Social Sciences category;
- 3 semester hours from the History and Philosophy or Behavioral Social Sciences category

(Note: no more than six semester hours of transfer or other advanced standing credit may be applied toward this requirement.)

- D. 3 semester hours of core course credit in the Cross-Cultural category (see page 83). Three semester hours of transfer or advanced standing credit may be applied to this requirement.

- E. Satisfactory completion of ENGL 1-2. Students entering Hofstra with full credit for English 1-2 must, during their first semester at Hofstra, take the Hofstra Writing Proficiency Test. Students who do not pass the test are required to complete English 4 and retake and pass the Hofstra Writing Proficiency Test.

- F. Completion of level 4 of a foreign language, placement above level 4, or completion of the special language option.

- 1) A student who continues the study of a foreign language begun in high school must take the language placement test (administered by the Language Laboratory) to determine placement in the proper level. No student shall receive credit toward graduation for any course below his or her level of placement in that language.

For students continuing the same language studied in high school, successful completion of level 4 of that language will satisfy the foreign language requirement. Students who transfer college credit in a foreign language should continue in the next level which follows that in which they have received credit. If continuing the same language as studied in high school, the foreign language requirement can only be satisfied by completing level

4; if these credits are in a language different from that studied in high school, they may continue to level 4, or the Special Language Option (see below) may apply. International students may satisfy this requirement either by completing ELP 36 or by placing out of the requirement by taking the placement examination in their native language.

2) Special Language Option:

A student who does not wish to continue the study of a foreign language studied in high school may—by filing a Special Language Option Form—take levels 1 and 2 of a foreign language not previously studied and six semester hours chosen from the following:

- levels 3 and/or 4 of that language;
- levels 1 and/or 2 of any other foreign language not previously studied;
- literature in translation;
- comparative literature;
- linguistics
- Jewish Studies, excluding JW ST 15, 16.

Students who wish to use the Special Language Option must file the Special Language Option Form with the Advisement Office. If the student's high school transcript is not on file, the student must supply one in order to complete the process.

5. The completion of 9 semester hours of School of Communication (SCO) foundation courses, as follows:

- SCO 2. *Mass Media: History and Development*
- SCO 4. *Sound and Image Aesthetics*
- SPCM 1. *Oral Communication*

(See course descriptions, School of Communication, page 107 and SPCM courses, page 301.)

6. The fulfillment of major requirements as listed in the *Bulletin* under each department. Students must receive a grade of C– or better in all courses applicable to the major. Print and Broadcast Journalism, Mass Media Studies, and Public Relations majors must maintain a GPA of 2.5 in all courses applicable to majors.

### BACHELOR OF SCIENCE

All students must meet program admission requirements (see majors listed under Audio/Video/Film on page 131).

Candidates for graduation must fulfill the following requirements:

1. The successful completion of at least 124 semester hours and a cumulative grade-point average of 2.0 in work completed at Hofstra.
2. At least 72 semester hours must be completed in liberal arts.
3. There are two requirements that must ordinarily be completed in residence at Hofstra: 24 semester hours in the major field and the last 30 hours. The 24

semester hours need not be included within the last 30 hours.

4. Fulfillment of the following four general requirements for the B.S.:

- a) Satisfactory completion of ENGL 1-2 (See University Degree Requirements, page 71)  
Six semester hours of core courses in each of the following three divisional areas (including at least 3 semester hours in each sub-divisional category of each divisional area):
- b) Humanities (6 s.h.)
- c) Natural Science/Mathematics Computer Science (6 s.h.)
- d) Social Science (6 s.h.)

5. The completion of 9 semester hours of School of Communication (SCO) foundation courses, as follows:

- SCO 2. *Mass Media: History and Development*
- SCO 4. *Sound and Image Aesthetics*
- SPCM 1. *Oral Communication*

(See course descriptions, School of Communication, page 107 and SPCM courses, page 301.)

6. Completion of level 2 of a foreign language or placement above level 2.

(Note: a student who continues the study of a foreign language begun in high school must take the language placement test (administered by the Language Laboratory) to determine placement in the proper level. No student will receive credit toward graduation for any course below his or her level of placement in the language. For students continuing the same language studied in high school, successful completion of level 2 of that language will satisfy the foreign language requirement. International students may satisfy this requirement either by completing ELP 36 or by placing out of the requirement by taking the placement examination in their native language.)

7. The fulfillment of major requirements as listed in the *Bulletin* under each department. Students must receive a grade of C– or better in all courses applicable to the major.

### Minor

A minor in any program in the School of Communication consists of the successful completion of 18 semester hours of courses, chosen under advisement. At least 6 hours must be taken in residence. Additional hours in residence in the minor field are required by the departments of Audio/Video/Film and Journalism and Mass Media Studies. Please refer to individual department listings.

### Advisement

Freshmen, new transfer, and undecided students in the School of Communication are required to contact the Assistant Dean, in the Dean's Office, to have an adviser/mentor assigned as soon as they declare a major or minor. All other declared majors and minors are assigned through the department. Students who wish to major or minor in Speech Communication and Rhetorical Studies should go directly to the department office in 322 Dempster Hall to have an adviser assigned. Students are required to meet with their adviser for scheduling of classes

for each semester. Adviser/mentors are available throughout each semester to answer any questions, advise with problems, or provide information needed.

### WRHU-FM Radio

Hofstra University broadcasts to Long Island and parts of New York City at 88.7 FM, and webcasts to the world at [www.wrhu.org](http://www.wrhu.org). The station is on the air 22 hours a day, 365 days a year, and reaches a target audience of almost four million people. With an operating staff of more than 100 people, WRHU is primarily student-operated. As a cornerstone of the School, WRHU exists to provide quality broadcast training to qualified Hofstra University students. Participation at WRHU is recommended as one of the most effective methods of learning the business of radio broadcasting and audio production while engaging in a practicum that complements academic classroom learning. Interested students must apply, interview, and be placed into a 10-week, noncredit training class held twice per year. For more information, visit [www.wrhu.org](http://www.wrhu.org).

### Hofstra Speech and Debate Team

The Speech and Debate (Forensics) Team offers both School of Communication students and students in other units of the University an opportunity to hone their communication, critical thinking, organizational, research, and interpersonal skills by becoming members of this nationally ranked team. Members of the Speech and Debate Team engage in intercollegiate competition in a variety of individual events. These include public address events such as informative and persuasive speaking, after dinner (humorous) speaking, and impromptu speaking, and performance of literature events, such as performance of prose, poetry, and dramatic literature. The team travels to many universities to compete, including rotating sites around the country for the national championships. Several members of the team have received high accolades, including best speaker in New York State and national champion in persuasive speaking.

### Hofstra Video Productions

Hofstra Video Productions produces professional, broadcast-quality video programs at Hofstra's state-of-the-art facility located in Dempster Hall. Working with a professional staff, students have the opportunity to work on a variety of programs and gain valuable experience in studio and field production and post-production editing. Programs include projects for the admissions and development offices, cooperative productions with other Hofstra schools and colleges, and the taping of major campus events. Hofstra Video Productions also produces syndicated sports shows, cooperative projects with public television and local community groups, and works with corporations requesting professional production services.

### Student Activities

Involvement in student and professional organizations and activities serves to enhance the educational experi-

ences of students in the School of Communication. These include:

- National Broadcasting Society-Alpha Epsilon Rho (NBS-AERho)
- Society of Professional Journalists (SPJ)
- Association for Women in Communications (AWC)
- National Association of College Broadcasters (NACB)
- Hofstra Entertainment Access Television (HEAT)
- African and Latino Students in Communication Arts (ALSICA)
- The Chronicle (weekly campus newspaper)
- News and literary magazines
- Lambda Pi Eta (national communication honor society)
- National Association of Black Journalists (NABJ)
- Radio and Television News Directors Association (RTNDA)
- Hofstra Film Club (HFC)
- National Association of Hispanic Journalists (NAHJ)

## SCHOOL OF COMMUNICATION (SCO)

### COURSES

In addition to semester notations next to each course, a selection of courses is offered during January and Summer sessions. Consult the *January* and *Summer Sessions* bulletins for these schedules.

#### 2. *Mass Media: History and Development* 3 s.h. Fall, Spring

A survey course, from colonial times to the present, emphasizes the social and political roles of the media—print, film and electronic—against an historical background and against the evolving changes in society. An international and cross-cultural approach is used to examine the contributions made by media pioneers in different parts of the world. (Formerly COMM 1, *History and Development of Communications Media*.)

#### 4. *Sound and Image Aesthetics* 3 s.h. Fall, Spring

This interdisciplinary course is designed to increase the student's understanding of the way in which sounds and images communicate ideas. Through a study of perceptual principles, graphic design, photography, sound, and the moving image, students explore the underlying forms and processes of media. The development of a critical vocabulary and an analytical perspective and the opportunity to create various examples of sounds and images provide students with the background to pursue further studies in communication. (Formerly *Visual and Sound Aesthetics*, COMM 5, *Media Design Aesthetics*.)

#### 180-189, A-Z. *Special Topics* 1-4 s.h. each Periodically

Designed to meet the needs of individuals and specific groups of students interested in special topics not covered by other course offerings.

As individual subjects are selected, each is assigned a letter (A-Z) and added to the course number. Any course may be taken a number of times as long as there is a different letter designation each time it is taken.

### DISTINGUISHED PROFESSORSHIP

For information, see page 338.

THE LAWRENCE STESSIN DISTINGUISHED PROFESSORSHIP IN JOURNALISM is held by Professor Carole J. Rich.