School of Journalism and Communication

Juan-Carlos Molleda, Dean
217 Allen Hall
1275 University of Oregon
Eugene, Oregon 97403-1275

The School of Journalism and Communication offers programs leading to bachelor's, master's, and doctoral degrees.

Undergraduate students major in the following: journalism, journalism: advertising, journalism: media studies, or journalism: public relations. The school also offers a minor in media studies and participates in four interdisciplinary programs: the major in cinema studies, the major in general social science, the certificate in film studies, and the minor in multimedia.

Master's degree majors are journalism, media studies, multimedia journalism, and strategic communication (the school is no longer accepting applications for the master's degrees in journalism: advertising, journalism: magazine, and journalism: news-editorial).

The doctoral program in media studies develops scholars and teachers who can critically examine questions of communication and society from many perspectives.

The school, which started as a department in 1912 and became a professional school in 1916, is one of the oldest journalism schools in the United States and one of the most broadly conceived. It is accredited by the national Accrediting Council on Education in Journalism and Mass Communications.

The school's faculty members are scholars and researchers who combine academic background with professional experience in their teaching fields. Among them are copywriters, designers, and advertising agency executives; newspaper reporters and editors; public relations executives; broadcast journalists and documentarians; communication researchers; photojournalists; magazine writers and editors; Pulitzer Prize winners and Page Legacy Scholars; *New York Times* columnists; and award-winning researchers. The faculty's influence extends beyond the university campus through scholarly and professional publication, consulting, creative design, documentary filmmaking, radio and multimedia production, and textbooks and trade books in such areas as advertising, language skills, ethics, literary nonfiction, international public relations, information gathering, media criticism and history, reporting, visual communication, political communication, public relations writing, graphic arts, magazine writing, and public broadcasting.

The school's George S. Turnbull Portland Center at the White Stag Block offers a gateway to the state's media center. Academic programs include the Portland Senior Experience, a term-long, residential internship program for undergraduates; Portland-based master's degree programs in multimedia journalism and strategic communication; and public lectures, Internet programs, regional and national academic conferences, and professional development programs. The Turnbull Center is also home to the school's scholastic journalism outreach coordinator and executive director of the Northwest Scholastic Press. Current information on the center's programs is available on the school's website (http://journalism.uoregon.edu).

General Information

The School of Journalism and Communication occupies Eric W. Allen Hall, named in memory of the school's first dean. Allen Hall underwent a major renovation in 2012 that updated all facilities and added 18,000 square feet of space. Included in the renovation is an open and collaborative digital commons that provides students with twenty-four-hour access to the school's computer labs during academic terms. Allen Hall offers wireless Internet connection, as does most of the campus. Fully equipped laboratories support writing, editing, design, video and audio, digital photography, mobile media, and web production. The school's Carolyn S. Chambers Electronic Media Center houses video and audio production facilities, and the Student Services Center supports academic-, internship-, and career-advising services for journalism and communication students. Seminars, meetings, and special events are held in the Hall of Achievement, which honors more than fifty distinguished alumni and faculty members of the school. The atrium is filled with course-related activities, student meetings, and special events throughout the year. The school receives the newspaper services of the Associated Press. Knight Library, the main branch of the university's library system, houses an extensive collection of the literature of journalism and communication.

Diversity and Freedom of Expression

The goal of building greater social, political, cultural, economic, and intellectual diversity among students and members of the faculty and staff as well as in our curriculum, public scholarship, and communities is central to the school's mission: to prepare professional communicators, critical thinkers, and responsible citizens for a global society. The promotion and practice of freedom of expression and intellectual inquiry across an evolving media environment are integral to the school's long and proud tradition of academic excellence. Discrimination of any kind, disrespect for others, or inequity in educational opportunity are unacceptable.

Code of Conduct

Students enrolled in the School of Journalism and Communication as well as its faculty, staff, and administrators are expected to meet the highest standards of conduct as defined in the school and university codes of conduct and relevant professional codes of ethics. The school reserves the right to deny admission or graduation of a student found to be in violation of these codes.

Cinema Studies Major

The cinema studies major, which leads to a bachelor of arts degree, gives students the opportunity to study moving-image media as multicultural, transnational, and humanistic phenomena. This multidisciplinary major is a joint program of the College of Arts and Sciences, the School of Architecture and Allied Arts, and the School of Journalism and Communication.

More information is available in the **Cinema Studies** (http://catalog.uoregon.edu/archive/2016-2017/arts_sciences/cinemastudies) section of this catalog under the **College of Arts and Sciences**.

Minor in Multimedia

Through the multimedia minor, undergraduates study print, time-based, and interactive digital arts; web programming, digital imaging, writing for multimedia, and digital audio and sound design. The interdisciplinary program spans the Department of Art, Department of Computer and

Information Science, School of Journalism and Communication, and the School of Music and Dance.

More information is available in the Minor in Multimedia section of this catalog under the **Department of Art**.

Certificate in Film Studies

School of Journalism and Communication courses on media production and industries, film history, music, genres, and other topics emphasizing the aesthetic aspects of film may be applied to the requirements for the certificate in film studies.

More information is available in the Cinema Studies Program (http://catalog.uoregon.edu/archive/2016-2017/arts_sciences/cinemastudies/#certificatelicensuretext) section of this catalog under the **College of Arts and Sciences**.

General Social Science Major

Courses from the School of Journalism and Communication and other professional schools can apply to the multidisciplinary major in general social science.

More information is available in the General Social Science Program (http://catalog.uoregon.edu/archive/2016-2017/arts_sciences/generalsocialscience/#text) section of this catalog under the **College of Arts and Sciences**.

Digital Technical Services

Students have access to technical support for computer issues at the help desk in 319 Allen Hall. In 113 Allen Hall, video and photo production equipment is available for checkout to students enrolled in designated courses in those areas.

The School of Journalism and Communication expects students to have regular and reliable access to a laptop computer. Instructors specify technology expectations on the first day of class, in the class syllabus, or both. Some instructors require a laptop for the entire class or just part of the class; some require that no laptops be present in class.

Scholarships

More than $500,000 in scholarships, ranging from $300 to $15,000, are offered by the School of Journalism and Communication with the support of endowments and contributions. Applications are available on the school's website.

Undergraduate Student Services

Information about undergraduate admission and degree requirements, advising materials, sample programs, internships, and careers is available on the school's website. The office of the director of student services is in 134 Allen Hall.

Graduate Programs Manager

Information about graduate admission and degree requirements is available on the school's website. The office of the graduate programs manager is 214A Allen Hall.

Faculty

Jesse Abdenour, assistant professor (news processes and production, documentary, investigative journalism). BS, 1999, Ohio; MA, 2010, Arkansas; PhD, 2015, North Carolina. (2015)

Peter Alilunas, assistant professor (media history, pornography studies, industry studies). BA, 2006, Oregon; MA, 2008, Texas, Austin; PhD, 2013, Michigan. (2014)

Shan Anderson, instructor (advertising, digital publishing, visual design). BFA, 1991, Oregon. (2014)

Steven Asbury, instructor (visual communications, design, advertising). BS, 1997, Oregon. (2014)

Thomas H. Bivins, John L. Hulteng Chair in Media Ethics and Responsibility; professor (communication ethics, communication history); interim associate dean, undergraduate affairs. BA, 1974, MFA, 1976, Alaska, Anchorage; PhD, 1982, Oregon. (1985)

Marquis E. Blaine, senior instructor (multimedia journalism, feature writing); director, Journalism Area. BJ, 1993, Missouri, Columbia; MS, 2000, Oregon. (2003)

Carl R. Bybee, associate professor (communication and democracy, cultural studies, communication studies). BA, 1973, MA, 1976, PhD, 1978, Wisconsin, Madison. (1982)

Connie Chandler, instructor (principles of public relations, strategic public relations communication, public relations campaigns). BA, 1972, Colorado; MS, 2014, Oregon. (2014)

Christopher Chávez, assistant professor (advertising, popular culture, media studies and globalization). BS, 1993, California State Polytechnic, Pomona; MA, 1995, MA, 2006, PhD, 2009, Southern California. (2012)

Patricia A. Curtin, professor (international public relations, research methods, culture and identity); endowed chair in public relations. AB, 1977, Earlham College; MA, 1991, PhD, 1996, Georgia. (2006)

Nicole Smith Dahmen, assistant professor (visual communication). BGS, 1997, MMC, 2001, Louisiana State; PhD, 2007, North Carolina, Chapel Hill. (2014)

Donna Davis, assistant professor (strategic communication, public relations, virtual worlds); director, Strategic Communication Program. BA, 1981, MS, 2005, PhD, 2010, Florida. (2011)

Andrew DeVigal, professor of practice (media innovation, community engagement, experience design); chair in journalism innovation and civic engagement. BS, 1993, San Francisco. (2014)

Troy R. Elias, assistant professor (advertising, race and ethnicity, information and communication technology). BS, 2004, Claflin; MA, 2006, PhD, 2009, Ohio State. (2014)

Rebecca Force, senior instructor (broadcast news, multimedia journalism). BA, 1968, Vassar College. (2010)

Timothy W. Gleason, professor (communication ethics, communication law, news-editorial). BA, 1980, State University of New York, Empire State; MA, 1983, PhD, 1986, Washington (Seattle). (1987)

Carlnita Greene, visiting assistant professor (media criticism, persuasive communication, food studies). BA, 1998, Virginia; MA, 2001, New York, Brockport; PhD, 2006, Texas, Austin. (2014)

Erin Hanna, assistant professor (media industries, fans and fan conventions, popular culture). BA, 2004, MA 2007 York (Toronto); PhD, 2014, Michigan. (2014)

Lisa Heyamoto, instructor (feature writing, multimedia journalism, magazine production); coordinator, Gateway to Media Program, BA, 2001, Washington (Seattle); MS, 2011, Oregon. (2012)

Laurie Honda, assistant professor (public relations, strategic communication, social activism). BS, 2004, Mary Washington; MA, 2004, Texas, Austin; PhD, 2009 North Carolina, Chapel Hill. (2013)

Torsten Kjellstrand, assistant professor of practice (photojournalism, multimedia and visual journalism). BA, 1984, Carleton College; MA, 1997, Missouri, Columbia. (2013)

David Koranda, senior instructor (advertising campaigns, media planning, strategic planning). BA, 1970, Wilkes; BS, 1978, Oregon. (2001)

Kathryn Kuttis, instructor (cultural and media studies, visual design, representation). BA, 1995, Drew; MLA, 2010, Oregon. (2014)

Peter D. Laufer, James Wallace Chair of Journalism: News-Editorial; professor (long-form journalism, radio journalism, international journalism). MA, 1986, American; PhD, 2009, Leeds Metropolitan. (2010)

Regina Lawrence, professor (political communication, civic engagement, journalism innovation); director, George S. Turnbull Portland Center and Agora Journalism Center. MA, Colorado, 1996; PhD, Washington, 1996. (2015)

Seth C. Lewis, Shirley Papé Chair in Electronic Media; associate professor. BS, 2002, Brigham Young; MBA, 2005, Barry; PhD, 2010, Texas, Austin. (2016)

Ed Madison, assistant professor (multimedia journalism, digital publishing, media entrepreneurship). BS, 1979, Emerson College; PhD, 2012, Oregon. (2012)

Scott R. Maier, associate professor (investigative journalism, computer-assisted reporting, quantitative methods). BA, 1977, Oberlin; MA, 1989, Southern California; PhD, 2000, North Carolina, Chapel Hill. (2000)

Gabriela Martinez, associate professor (electronic media, international communication, Latin American studies); director, Journalism Master's Program. BA, 1999, MA, 2000, San Francisco State; PhD, 2005, Oregon. (2005)

Kelli I. Matthews, instructor (public relations, strategic communication, social media); director, Public Relations Area. BA, 2001, MA, 2004, Oregon. (2011)

Tom McDonnell, instructor (advertising). BS, 1982, Oregon. (2014)

Debra L. Merskin, professor (communication studies; gender, race, and media; media and society). BA, 1983, South Florida, Tampa; MLA, 1989, South Florida, St. Petersburg; PhD, 1993, Syracuse. (1993)

Daniel L. Miller, associate professor (video production, documentary film and video). BS, 1983, MS, 1986, PhD, 1994, Oregon. (2001)

Juan-Carlos Molleda, professor; Edwin L. Artzt Dean. BS, 1990, Zulia; MS, 1997, Radford; PhD, 2000, South Carolina. (2016)

Daniel D. "Dan" Morrison, senior instructor (photojournalism, multimedia and visual journalism). BA, 1984, MPA, 1994, Texas, Austin. (2010)

Deborah K. Morrison, Carolyn Silva Chambers Distinguished Professor in Advertising (advertising and brand creativity, creative process, social responsibility); director, Advertising Area. BJ, 1978, Sam Houston State; MA, 1984, PhD, 1988, Texas, Austin. (2006)

Dean E. Mundy, assistant professor (public relations, media framing). BA, 1996, MA, 2006, PhD, 2010, North Carolina, Chapel Hill. (2014)

Courtney Munther, instructor (nonprofit communication, fundraising, strategic public relations writing). BA, 2004, Smith; MA, 2012, Nebraska, Lincoln. (2014)

Joshua G. Netzer, instructor (strategic communication, persuasion, quantitative market research). BA, 1997, MA 1999, Washington State. (2007)

Julianne H. Newton, professor (visual communication, photojournalism, communication ethics). BA, 1970, Baylor; MA, 1983, PhD, 1991, Texas, Austin. (2000)

Sung J. Park, instructor (photojournalism, multimedia journalism). BS, 1991, MFA, 2010, Syracuse. (2010)

Wes Pope, assistant professor (multimedia journalism). BA, 1996, Washington (Seattle); MA, 2010, Syracuse. (2012)

Damian Radcliffe, Carolyn S. Chambers Professor in Journalism; professor of practice (community journalism, trends in social media and technology, media business models). BA, 1998, MA, 2009, Oxford. (2015)

John T. Russial, associate professor (news-editorial, organizational change, technology studies). BA, 1973, Lehigh; MA, 1975, Syracuse; PhD, 1989, Temple. (1992)

Biswarup "Bish" Sen, associate professor (communication studies, global media, television studies). BA, 1975, St. Xavier's College, Kolkata; MA, 1982, Ohio State; PhD, 1990, Illinois, Urbana-Champaign. (2010)

Jennifer Schwartz, visiting assistant professor (political communications, political journalism, health communications). BA, 1996, Washington (Seattle); MA, 2000, Georgia; PhD, 2010, Oregon. (2002)

Autumn Shafer, assistant professor (health communication, communication campaign testing and evaluation, media psychology). BA, 2000, MA, 2003, Washington State; PhD, 2011, North Carolina, Chapel Hill. (2015)

Kim Sheehan, professor (advertising, consumer research and behavior, sustainability communication). BS, 1980, Northwestern; MBA, 1993, Boston University; PhD, 1998, Tennessee, Knoxville. (1998)

Heather Shoenberger, assistant professor (advertising, online behavioral advertising). BA, 2002, Drury; MA, 2006, JD, 2006, PhD, 2014, Missouri. (2014)

Gretchen Soderlund, associate professor (media history, gender and media). BA, 1993, Virginia Commonwealth; PhD, 2002, Illinois, Urbana-Champaign. (2013)

Carol Stabile, professor (feminist media studies, media history, gender and race in media). See **Women's and Gender Studies**.

H. Leslie Steeves, professor (diversity and media, development communication and social change); senior associate dean, academic affairs. BS, 1971, Vermont; MS, 1974, PhD, 1980, Wisconsin, Madison. (1987)

Daniel Gomez Steinhart, assistant professor (global Hollywood, transnational styles, international art cinemas). BA, 2000, Wesleyan; MA, 2006, PhD, 2013, California, Los Angeles. (2014)

Tomas "Alex" Tizon, assistant professor (journalism). BS, 1984, Oregon; MA, 1986, Stanford. (2011)

Hector Tobar, associate professor (journalism). MFA, 1996, California, Irvine. (2014)

Brent Walth, assistant professor (journalism). BS, 1984, Oregon; MFA, 2012, Warren Wilson College. (2007)

Janet Wasko, Philip H. Knight Chair; professor (communication studies, political economy of communication); interim associate dean, graduate affairs. BA, 1973, MA, 1974, California State; PhD, 1980, Illinois. (1986)

Thomas H. Wheeler, professor (ethics of digital image manipulation, magazine writing and editing). BA, 1969, California, Los Angeles; JD, 1975, Loyola, Los Angeles. (1991)

Kyu Ho Youm, Jonathan Marshall First Amendment Chair; professor (communication law, international law, news-editorial). BA, 1980, Konkuk; MA, 1982, PhD, 1985, Southern Illinois; MSL, 1998, Yale; MSt, 2006, Oxford. (2002)

Emeriti

Charles F. Frazer, professor emeritus. AB, 1968, Rutgers; MA, 1972, Fairfield; PhD, 1976, Illinois. (1990)

Lauren J. Kessler, professor emerita. BSJ, 1971, Northwestern; MS, 1975, Oregon; PhD, 1980, Washington (Seattle). (1980)

Ann C. Maxwell, associate professor emerita. BA, 1973, MA, 1975, California State, Fullerton; PhD, 2008, Pacifica Graduate Institute. (1986)

Duncan L. McDonald, professor emeritus. BS, 1966, Ohio; MS, 1972, Oregon. (1975)

Karl J. Nestvold, professor emeritus. BS, 1954, Wyoming; MS, 1960, Oregon; PhD, 1972, Texas, Austin. (1961)

Jon Palfreman, professor emeritus. BS, 1971, University College, London; MS, 1972, Sussex; PhD, 2005, Glamorgan. (2006)

Stephen E. Ponder, associate professor emeritus. B.A., 1964, Washington (Seattle); MA, 1975, George Washington; PhD, 1985, Washington (Seattle). (1985)

Deanna M. Robinson, professor emerita. BA, 1964, MA, 1972, PhD, 1974, Oregon. (1976)

Ronald E. Sherriffs, professor emeritus. BA, 1955, MA, 1957, San Jose State; PhD, 1964, Southern California. (1965)

James R. Upshaw, professor emeritus. BA, 1962, San Diego State. (1992)

William B. Willingham, associate professor emeritus. AB, 1957, MA, 1963, Indiana. (1965)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.