School of Journalism and Communication

Juan-Carlos Molleda, Edwin L. Artz Dean and Professor
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The UO School of Journalism and Communication is a community dedicated to excellence in learning, research, and creative projects. We are scholars, professionals, and students studying issues that champion freedom of expression, dialogue, and democracy in service to current and future generations.

While our Pacific Northwest home inspires our explorations of media, technology, and the human condition, our work at the undergraduate and graduate levels has global impact—researching, advocating for, and reporting on critical issues such as diversity and equity, the environment, and social and economic justice. Along the way, we facilitate relationships across media professions that promote public advocacy, social responsibility, transparency, and civic engagement.

By integrating theory and practice, we advance communication and media scholarship and prepare students to become professional storytellers, critical thinkers, thought leaders, and responsible citizens in a global society.

Come to Oregon; change the world.

With a century-long history, the University of Oregon School of Journalism and Communication is one of the first professional journalism schools in the nation, the only accredited comprehensive journalism program to include advertising and public relations in the Pacific Northwest, and one of only 112 accredited programs worldwide. More than a century after its founding, our school is a national leader in scholarship and education in advertising, journalism, media studies, public relations, and strategic communication. With a student enrollment of more than 2,200, we offer doctoral, master's, and undergraduate degree programs that challenge students to become productive scholars, ethical communicators, critical thinkers, and responsible citizens in a global society.

We attract and nurture students who seek the truth, challenge the status quo, and move society forward, together. These shared values shape our community and support a culture that's collaborative, immersive, inclusive, and entrepreneurial. Our classes and hands-on learning programs foster critical thinking and creativity while giving students a supportive environment to push their limits, explore new interests, and build innovative and transferrable skills. Our faculty and student researchers shape the professions we partner with by offering groundbreaking insights and new approaches to advertising, journalism, media, public relations, and strategic communication. Our success is measured by our student and alumni work, our faculty and student contributions to research, our collaboration and partnerships with our partners in the field, and our impact on the world around us.

Faculty

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

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

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

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

Marquis (Mark) E. Blaine, professor of practice (multimedia journalism, feature writing). BJ, 1993, Missouri, Columbia; MS, 2000, Oregon. (2003)

Mitchell Block, professor (documentary & film studies). BFA, 1972, NYU; MFA, 1973, NYU; MBA, 1974, Columbia. (2020).

Derek Brandow, instructor (confidence, public speaking). (2018)

Charles Butler, instructor I (magazines, narrative nonfiction, sports journalism). BA, 1985, MS, 1999, Columbia. (2016)

Dayna Chatman, assistant professor (race, gender, and media; television studies; social media). BA, 2005, Saint Mary's College of California; MA, 2012, Illinois, Chicago; MA, 2013, PhD, 2016, Southern California. (2018)

Christopher Chávez, Carolyn Silva Chambers Distinguished Professor of Advertising; Interim Director, Advertising and Brand Responsibility Program; Director, Center for Latina/o and Latin American Studies (advertising, popular culture, media studies and globalization). BS, 1993, California State Polytechnic, Pomona; MA, 1995, MA, 2006, PhD, 2009, Southern California. (2012)

Alexandra (Alex) Segre Cohen, assistant professor (science communication -- environmental focus). BA, 2016, Clark University; PhD, 2022, Southern California. (2022)

Amanda Cote, associate professor (media studies, identity, game studies). BA, 2010, Virginia; PhD, 2016, Michigan, Ann Arbor. (2018).

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

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

Charlie Deitz, Instructor. BA, 2002 Montclair State; MS 2013, PhD, 2018 Oregon (2022)

Nicole (Nikki) Dunsire, instructor (Oregon Reality Lab Manager). BA, 2002 Denver; MS, 2004, DePaul University (2021)

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, Associate Vice Provost for Diversity & Inclusion; associate professor (advertising, race and ethnicity, information and communication technology). BS, 2004, Claflin; MA, 2006, PhD, 2009, Ohio State. (2014)

David Ewald, professor of practice (advertising, brand innovation). BS, 2001. (2019)

Maxwell (Max) Foxman, assistant professor (game studies, gamification, immersive media). BA, 2007, Columbia; MA, 2012, New York; MPhil, 2015, PhD, 2018, Columbia. (2018)

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

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

Peter D. Laufer, James N. 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); Associate Dean, George S. Turnbull Portland Center and Agora Journalism Center. BA, 1985, Denver; MA, 1991, Colorado; PhD, 1997, Washington, Seattle. (2015)

Taeho Lee, assistant professor (strategic communication, communication ethics, media law). BA, 2005, Seoul National; JD, 2009, Emory; PhD, 2017, North Carolina, Chapel Hill. (2017)

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

Hayoung (Sally) Lim, assistant professor (cultural diversity and brand responsibility). BA, 2016, Korea; MA, 2018, PhD, 2022, Texas, Austin (2022)

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

Gabriela Martinez, 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, senior instructor (public relations, strategic communication, social media). BA, 2001, MA, 2004, Oregon. (2011)

Tom McDonnell, professor of practice (advertising). BS, 1982, Oregon. (2014)

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 II (photojournalism, multimedia and visual journalism). BA, 1984, MPA, 1994, Texas, Austin. (2010)

Deborah (Deb) K. Morrison, professor (advertising and brand creativity, creative process, social responsibility); associate dean for undergraduate affairs. BA, 1978, Sam Houston State; MA, 1984, PhD, 1988, Texas, Austin. (2006)

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

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

Bryce Newell, associate professor (media studies, media law and policy). BS, 2006; JD, 20010, UC Davis; PhD, 2015, University of Washington. (2019)

Julianne H. Newton, director, communication and media studies MA and PhD program, professor (visual communication, visual ethics, visual behavior, photojournalism, and cognitive theory). BA, 1970, Baylor; MA, 1983, PhD, 1991, Texas, Austin. (2000)

Sylvester Senyo Ofori-Parku, associate professor (consumer insights and strategy, corporate sustainability, consumer behavior). BA, 2003, Cape Coast; MA, 2010, Ghana; PhD, 2015, Oregon. (2017)

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

Ellen Peters, professor (Philip H. Knight Chair of Science Communication and director of the science and communication research [SCR]). BS/BSE, 1989, MS, 1994, PhD, 1998, Oregon. (2019)

Lisa Peyton, instructor (immersive and strategic communications). BA, Virginia Commonwealth; MA, 2017, Fielding Graduate University, Santa Barbara. (2021)

Whitney Phillips, assistant professor (digital platforms and ethics). BA, 2004, Humboldt State; MFA, 2007, Emerson College; PhD, 2012, University of Oregon (2022)

Danny Pimentel, assistant professor (immersive media psychology). BS, Florida; MS, Florida International, 2014; PhD, 2020, Florida. (2020)

Donnalyn Pompper, professor (public relations, corporate social responsibility, critical race and feminist studies). BA, 1983, Rowan; MJ, 1994, PhD, 2001, Temple. (2017)

Wes Pope, associate 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)

Robert (Bob) Rickert, instructor

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)

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

Lori Shontz, senior instructor I (writing and reporting, sports journalism, community engagement). BS, 1991, MEd, 2013, Pennsylvania State. (2014)

Hollie Smith, associate professor (science and environmental communication); associate director science and communication research (SCR). BS, 2007, Southern Utah; MA, 2010, Washington State; PhD, 2014, Maine. (2018)

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

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)

Paul Swangard, instructor (advertising and sport brand strategy). BA, 1990, MBA, 1999, Oregon (2019)

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

Janet Wasko, Philip H. Knight Chair; professor (communication studies, political economy of communication); director, media studies. BA, 1973, MA, 1974, California State; PhD, 1980, Illinois. (1986)

Henry Wear, assistant professor (public relations, sports communication). BS, 2008; MS, 2014, Kansas; PhD, 2017, South Carolina. (2019)

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)

Will Yurman, instructor (digital video news/broad cast production). BA, 1983, State University of New York, Albany. (2022)

Emeriti

Patricia A. Curtin, professor emerita. AB, 1977, Earlham College; MA, 1991, PhD, 1996, Georgia. (2006)

Rebecca G. Force, professor emerita. BA, 1968, Vassar College. (1996)

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

Timothy W. Gleason, professor emeritus. BA, 1980, State University of New York, Empire State; MA, 1983, PhD, 1986, Washington (Seattle). (1987)

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

David Koranda, professor emeritus. BA, 1970, Wilkes; BS, 1978, Oregon. (2001)

Scott R. Maier, professor emeritus. BA, 1977, Oberlin; MA, 1989, Southern California; PhD, 2000, North Carolina, Chapel Hill. (2000)

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)

Debra L. Merskin, professor emerita. BA, 1983, South Florida, Tampa; MLA, 1989, South Florida, St. Petersburg; PhD, 1993, Syracuse. (1993)

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)

John T. Russial, associate professor emeritus. BA, 1973, Lehigh; MA, 1975, Syracuse; PhD, 1989, Temple. (1992)

William E. Ryan II, associate professor emeritus. BA, 1964, Loras; MA, 1975, EdD, 1991, South Dakota. (1987)

Kim Sheehan, professor emerita. BS, 1980, Northwestern; MBA, 1993, Boston University; PhD, 1998, Tennessee, Knoxville. (1998)

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.

Undergraduate

Majors - Bachelor's Degree

- Journalism (BA/BS) (http://catalog.uoregon.edu/journalism_comm/ug-journalism/)
- Journalism: Advertising (BA/BS) (http://catalog.uoregon.edu/journalism_comm/ug-jour-advertising/)
- Journalism: Media Studies (BA/BS) (http://catalog.uoregon.edu/journalism_comm/ug-jour-media-studies/)
- Journalism: Public Relations (BA/BS) (http://catalog.uoregon.edu/journalism_comm/ug-jour-public-relations/)

Minors

- Media Studies (http://catalog.uoregon.edu/journalism_comm/min-media-studies/)
- Science Communication (http://catalog.uoregon.edu/journalism_comm/min-science-comm/)

The role of the school's undergraduate program is to provide students with the creative, critical, and problem-solving skills they need to become ethical, professional communicators and critical media consumers.

Premajor Admission

New students planning to major in journalism enter the university as premajors and do not need to meet special admission requirements beyond the general university requirements.

Each premajor is assigned to a journalism and communication advisor who assists in planning programs, answering questions, and tracking progress toward admission as a major and toward graduation. Students should check with an advisor at least once a year to ensure that requirements are being met. In addition, students will be assigned a faculty advisor, who will guide them through industry-specific information and the portfolio process. The director of student services for the school supervises undergraduate academic advising.

A university student in another major may switch to a journalism premajor online on the School of Journalism and Communication website. To become a premajor, a student must have a minimum cumulative grade point average (GPA) of 2.00 for all work at the University of Oregon.

Premajor Program

Students must complete the school's premajor core curriculum, and earn grades of better than a C-:

Code	Title	Credits
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Total Credits		**8**

Admission as a Major

Admission to the School of Journalism and Communication is competitive. The faculty considers applications from premajor students who have

- completed 24 or more graded credits of course work at the University of Oregon, earning a cumulative UO GPA of at least 2.90
- completed Composition I (WR 121Z) and Composition II (WR 122Z) or College Composition III (WR 123) with grades of P or C– or better. Students in the Clark Honors College are exempt from the College Composition requirement.
- completed the school's premajor core curriculum

A student's GPA is a major factor in the admissions decision. Students with a GPA of 3.25 or higher are guaranteed admission to the major.

Applicants with grade point averages between 2.90 and 3.24 are evaluated and judged competitively by an admissions committee as applications are received. The admissions committee considers the requirements listed above and other materials that applicants submit, including a personal statement, letters of recommendation, and a portfolio. Students with a GPA below 2.90 may petition the committee for admission. The committee has the option of waiving the GPA requirement if evidence of a candidate's high potential for success in the major is presented and approved.

Transfer Students

Students transferring to the University of Oregon School of Journalism and Communication enter as premajors. They apply to the University of Oregon Office of Admissions and are accepted as premajors if they meet the university's general standards for admission. To be admitted to major status, transfer students must meet the school's requirements for admission as a major.

Transfer Credit

The School of Journalism and Communication accepts journalism credits earned at other colleges and universities as follows:

1. Credits earned at schools of journalism accredited by the Accrediting Council on Education in Journalism and Mass Communications are accepted for journalism credit and may fulfill specific course requirements
2. Journalism credits may be accepted from unaccredited journalism programs, but they may not be used to meet specific course requirements. They do count toward the 76-credit limit set by national accrediting standards
3. Regardless of the number of credits transferred, students must take at least 27 credits of journalism in residence to earn a degree from the University of Oregon
4. Students may not take more than 76 credits in journalism courses out of the 180 total credits required for a bachelor's degree. They may, however, add credits to the 180-credit total to accommodate extra journalism credits (e.g., take 186 credits to accommodate as many as 82 credits in journalism)
5. The school accepts equivalent courses taught at other colleges to meet the Media and Society (J 201) requirement for application to be a major, and may accept equivalent courses to meet other core requirements if approved by the associate dean for undergraduate affairs

Transfer students who want to discuss the transfer policy may consult the associate dean, director of student services, or the advisors in the Student Services Center.

Graduate

Majors - Master's Degree

- Advertising and Brand Responsibility (MA) (http://catalog.uoregon.edu/journalism_comm/mas-advertising-brand-responsibility/)
- Communication and Media Studies (MA/MS) (http://catalog.uoregon.edu/journalism_comm/mas-comm-media-studies/)
- Immersive Media Communication (MS) (http://catalog.uoregon.edu/journalism_comm/ms-immersive-media-comm/)
- Journalism (MA/MS) (http://catalog.uoregon.edu/journalism_comm/mas-journalism/)
- Multimedia Journalism (MA) (http://catalog.uoregon.edu/journalism_comm/mas-multimedia-jour/)
- Strategic Communication (MS) (http://catalog.uoregon.edu/journalism_comm/mas-strategic-comm/)

Major - Doctoral Degree

- Communication and Media Studies (PhD) (http://catalog.uoregon.edu/journalism_comm/phd-comm-media-studies/)

Certificate

- Communication Ethics (http://catalog.uoregon.edu/journalism_comm/gcert-comm-ethics/)

The graduate programs at the University of Oregon School of Journalism and Communication guide students in learning about a wide range of ideas concerning the structures, functions, and roles of media and communication in society. Students in all programs study and work alongside some of the best faculty, researchers and creative professionals in the field.