School of Journalism and Communication

http://journalism.uoregon.edu
Juan-Carlos Molleda, Edwin L. Artz Dean

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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, associate teaching professor (advertising, digital publishing, visual design). BFA, 1991, Oregon. (2014)

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

Jakki Bailey, assistant professor (media studies), PhD, Stanford

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)

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)

Diego Cortes, assistant professor (media studies), BA, Hunter College; MA, UC San Diego; PhD, UC San Diego

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)

Andrew DeVigal, professor of practice (media innovation, community engagement, experience design); Chair in Journalism Innovation and Civic Engagement. BS, 1993, San Francisco. (2014)

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

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)

Saima Kazmi, assistant professor (advertising), PhD, Colorado, Boulder

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)

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, associate teaching professor (public relations, strategic communication, social media). BA, 2001, MA, 2004, Oregon. (2011)

Nikki McClaran, assistant professor (public relations), PhD, Michigan State

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

Karen McIntyre, assistant professor (journalism), BS, Cal State Chico; MA, UC Berkeley; PhD, North Carolina

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

Ivan Miller, visiting professor of practice (sports journalism)

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

Daniel D. (Dan) Morrison, teaching professor (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, associate teaching professor (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)

S. 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, associate teaching professor (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 (advertising)

Kym Rohman, instructor (advertising, design)

Attila Schillinger, professor of practice (public relations, strategic communications)

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, associate teaching professor (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)

John Sutter, assistant professor (science communication), MFA, Utah

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)

Christine Wise, professor of practice (advertising), BA, Wisconsin-Madison

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

Daniel Zweifach, assistant professor (advertising), BA, Harvard; MA, UCLA; PhD, UCLA

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

Minors

- Documentary Film Production (https://catalog.uoregon.edu/journalism_comm/min-doc-film-prod/)
- Game Studies (https://catalog.uoregon.edu/journalism_comm/min-game-studies/)
- Media Studies (https://catalog.uoregon.edu/journalism_comm/min-media-studies/)

- Science Communication (https://catalog.uoregon.edu/journalism_comm/min-science-comm/)

The community of scholars and practitioners in the University of Oregon School of Journalism and Communication (SOJC) believe in our mission of developing critical, creative thinkers dedicated to ethical and innovative storytelling. Our curricular emphasis melds liberal arts studies with professional acumen, a sensibility that tracks with our goal of leveraging theory and practice to best prepare our students for the challenges of the 21st century. We help students become thinkers and makers, focusing more on perspective for a robust career than only a first-job mindset.

The SOJC offers four majors (Advertising, Journalism, Public Relations, and Media Studies) and four minors (Documentary Film Production, Game Studies, Media Studies, and Science Communication). The Advertising, Journalism, and Public Relations programs are under the accreditation authority of the Accrediting Council on Education in Journalism and Communication (ACEJMC). The ACEJMC accrediting standards are used to develop curriculum and assess our strengths in offering courses and programs. Accreditation visits occur every six years with the next one scheduled for January 2031.

Incoming students (first year or transfer students) planning to major in any of the four SOJC majors do not need to meet special admission requirements beyond the general university requirements. A university student in another major may switch to an SOJC major through the website. Current UO students must have a minimum cumulative grade point average (GPA) of 2.00 for all work at the University of Oregon.

Transfer Credit

The SOJC accepts major credits earned at other colleges and universities as follows:

1. Credits earned at schools or colleges of journalism accredited by ACEJMC are accepted for "JCOM" or "J" credit and may fulfill specific course requirements, upon review of the course syllabi.
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 70-credit limit set by national accrediting standards.
3. Regardless of the number of credits transferred, students must take at least 45 credits of journalism in residence to earn a degree from the University of Oregon.
4. The school accepts equivalent courses taught at other colleges to meet the Media and Society/Making Sense of Media (J 201/JCOM 201).

Transfer students who want to discuss the transfer policy may consult the advisors in the SOJC Student Success Center.

Internship

A major may earn no more than 9 credits in Internship: [Topic] (JCOM 404).

Honors Program

The honors program provides high-achieving students the opportunity to develop analytic, creative, critical thinking and research skills in small-group, discussion-oriented courses. The program develops a small multidisciplinary community of communications scholars from all the majors within the School of Journalism and Communication.

Students take three honors courses focusing on media theory, research, or issues, which partially fulfill the context course requirement. In addition, students complete an original piece of scholarship or creative work in the senior year.

The program targets SOJC students entering their junior year who have a minimum 3.50 cumulative UO GPA. Applications are accepted each spring for the following year's cohort. Clark Honors College students are eligible to apply. More information is available on the school's website.

Second Bachelor's Degree

Students who already have a bachelor's degree and want to earn a second bachelor's degree in the School of Journalism and Communication may apply for premajor status through the university's Office of Admissions. Upon fulfilling the requirements for application for admission, they may apply for major status. Students must complete all of the school's requirements for graduation including the school's nonjournalism requirement and university requirements for the BA or BS. Credits, including transfer credits, earned for the first bachelor's degree may count toward meeting the requirements as long as they conform to the transfer-credit policy outlined previously.

Graduate

Majors - Master's Degree

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

Major - Doctoral Degree

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

Certificate

- Communication Ethics

Microcredential

- Community Podcasting (https://catalog.uoregon.edu/journalism_comm/micro-comm-podcasting/)
- Video Production (https://catalog.uoregon.edu/journalism_comm/micro-video-prod/)

Important note: Communication Ethics Graduate Certificate program is not accepting applications at this time.

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.