

School of Journalism and Communication

<http://journalism.uoregon.edu>

Regina Lawrence, Edwin L. Artz Dean

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The UO School of Journalism and Communication (SOJC) 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 SOJC 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, associate teaching professor (visual communications, design, advertising). BS, 1997, Oregon. (2014)

Jakki Bailey, assistant professor (media studies, immersive media communication). BA, Stanford, 2007; MA, Stanford, 2007; PhD, Stanford, 2018. (2024)

Thomas (Tom) H. Bivins, 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, professor of practice (magazines, narrative nonfiction, sports journalism). BA, 1985, MS, 1999, Columbia. (2016)

Dayna Chatman, associate teaching 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; 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 (global media studies, Latin America), BA, Hunter College; MA, UC San Diego; PhD, UC San Diego. (2023)

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

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

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

Andrew DeVigal, professor of practice (media innovation, community engagement, experience design); co-director, SOJC Portland; director, Agora Center; 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); program director, Advertising & Brand Responsibility Program. BS, 2004, Claflin; MA, 2006, PhD, 2009, Ohio State. (2014)

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

Hollie Smith Fox, 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)

Maxwell (Max) Foxman, associate professor (game studies, gamification, immersive media); program director, Immersive Media Communication Program. BA, 2007, Columbia; MA, 2012, New York; MPhil, 2015, PhD, 2018, Columbia. (2018)

Justin Francese, assistant teaching professor (media studies). BS, 1999, Vermont; MS, 2006, PhD, 2021, Oregon. (2025)

Saima Kazmi, assistant professor (advertising). BBA, MBA, Karachi, Pakistan; PhD, Colorado, Boulder. (2024)

Torsten Kjellstrand, professor of practice (photojournalism, multimedia and visual journalism). BA, 1984, Carleton College; MA, 1997, Missouri, Columbia. (2014)

Kathryn Kuttis, associate teaching professor (cultural and media studies, visual design, representation). BA, 1995, Drew; MLA, 2010, Oregon. (2013)

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, Edwin L. Artzt Dean; professor (political communication, civic engagement, journalism innovation); George S. Turnbull Portland Center and Agora Journalism Center. BA, 1985, Denver; MA, 1991, Colorado; PhD, 1997, Washington, Seattle. (2015)

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. (2013)

Gabriela Martinez, Jon Anderson Chair in Journalism & Communication; professor (electronic media, international communication, Latin American studies). BA, 1999, MA, 2000, San Francisco State; PhD, 2005, Oregon. (2005)

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

Sharon-Nicole (Nikki) McClaran, assistant professor (public relations). BA, 2015, Central Missouri; MS, 2017, Florida State; PhD, 2022, Michigan State. (2024)

Karen McIntyre, associate professor (solutions journalism, global South media); coordinator, assessment. BA, 2007, Cal State Chico; MA, 2011, UC Berkeley; PhD, 2015, North Carolina Chapel Hill. (2024)

Joey McMurphy, assistant teaching professor (sports journalism, broadcasting). BS, 2014, Oregon. (2025)

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). BA, 2005, Loyola New Orleans; MS, 2007, Oregon; MA, 2010, Pacific. (2024)

Juan-Carlos Molleda, professor (international public relations, international business). BS, 1990, Zulia; MS, 1997, Radford; PhD, 2000, South Carolina. (2016)

Daniel D. (Dan) Morrison, professor of practice (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). BA, 1996, MA, 2006, PhD, 2010, North Carolina, Chapel Hill. (2014)

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

Bryce Newell, associate professor (media studies, media/communication law and policy); area director, media studies. BS, 2006; JD, 2010, UC Davis; PhD, 2015, University of Washington. (2019)

Julianne H. Newton, professor (visual communication, visual ethics, visual behavior, photojournalism, and cognitive theory); director, communication and media studies MA and PhD programs. 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, professor of practice (photojournalism, multimedia journalism). BS, 1991, MFA, 2010, Syracuse. (2010)

Ellen Peters, Philip H. Knight Chair of Journalism & Communication; professor (psychology, judgement & decision making); director of the science and communication research [SCR]. BS/BSE, 1989, Pennsylvania; MS, 1994, PhD, 1998, Oregon. (2019)

Lisa Peyton, assistant teaching professor (immersive and strategic communications). BFA, Virginia Commonwealth; MA, 2017, Fielding Graduate University, Santa Barbara. (2021)

Whitney Phillips, John L. Hulteng Chair in Media Ethics and Responsibility; associate professor (digital platforms and ethics). BA, 2004, Humboldt State; MFA, 2007, Emerson College; PhD, 2012, University of Oregon. (2022)

Danny Pimentel, associate professor (immersive media psychology & communication). 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); program director, multimedia storytelling masters. 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); director, strategic initiatives. BA, 1998, MA, 2009, Oxford. (2015)

Robert (Bob) Rickert, professor of practice (advertising). BA, 1987, Oregon. (2025)

Kym Rohman, assistant teaching professor (advertising, design). BA, 2002, Western Oregon; AAS, 2010, Parsons. (2023).

Attila Schillinger, professor of practice (public relations, strategic communications); area director, public relations. JD Law, 1992, Eotvos Lorand; MA, 1995, Ball State; MA, 2020, Oregon. (2023)

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, professor of practice (writing and reporting, sports journalism, community engagement). BS, 1991, MEd, 2013, Pennsylvania State. (2014)

Gretchen Soderlund, professor (media history, gender and media). 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)

John Sutter, assistant professor (science/environmental communication). BA, 2005, Emory; MFA, Utah, 2023. (2024)

Paul Swangard, assistant teaching professor (advertising and sport brand strategy). BA, 1990, MBA, 1999, Oregon. (2016)

Brent Walth, associate professor (journalism). BS, 1984, Oregon; MFA, 2012, Warren Wilson College. (2015)

Janet Wasko, professor (communication studies, political economy of communication). BA, 1973, MA, 1974, California State Northridge; PhD, 1980, Illinois. (1986)

Christine Wise, professor of practice (advertising); area director, advertising. BA, Wisconsin-Madison. (2024)

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

Daniel Zweifach, assistant professor (advertising). BA, 2002, Harvard; MA, 2015, UCLA; PhD, 2021, UCLA. (2024)

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)

Tom McDonnell, professor emeritus. BS, Oregon. (2014)

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)

Kyu Ho Youm, professor emeritus. BA, 1980, Konkuk; MA, 1982, Southern Illinois; PhD, 1985, Southern Illinois; MSL, 1998, Yale; M St., Oxford, 2011. (2002)

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). All SOJC majors must either also complete a UO minor or have a second UO/non-SOJC major. 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 UO 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. "JCOM" or "J" 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 "JCOM" credits in residence to earn a degree from UO.
4. The school accepts equivalent courses taught at other colleges to meet the Media and Society/Making Sense of Media (J 201/JCOM 201) course requirement, provided the transfer course was taken graded and passed with the equivalent of a C- or better.

Transfer students who want to discuss the transfer policy may consult the advisors in the SOJC Student Success Center in 134 Allen Hall.

Internship

A major may earn no more than 9 credits in Internship: [Topic] (JCOM 404). Internship credit is not required but can be used for major and/or general elective credits.

Honors Program

The honors program provides high-achieving SOJC 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 SOJC.

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, preceded by an honors prospectus course either taken through the SOJC or through the Clark Honors College.

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. Students who wish to complete the honors program in one year should consult the program's faculty director. 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 SOJC may apply for admission into one of the SOJC's four majors through the university's Office of Admissions. Students must complete all of the school's requirements for graduation including the school's non-major credit 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.