MEDIA, COLLEGE OF

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The College of Media strives to give students solid backgrounds in social sciences and humanities and to provide them broad career competence in advertising, journalism or media studies. The College’s premise is that students need to understand the world and its people if they are to communicate effectively and enjoy fulfilling and meaningful lives.

The College offers Bachelor of Science degrees in Advertising, Computer Science and Advertising, Journalism, and Media and Cinema Studies. Students have opportunities to become leaders in cutting-edge media, study with leading professionals and scholars, and learn using the latest equipment and facilities. Included are laboratories for reporting, editing, design, and multimedia-journalism; editing suites for radio and television production; and a television studio. The Communications Library is recognized as one of the best in the nation. Dedicated career services are available for students in the College.

The College also houses the Institute of Communications Research.

The College also includes Illinois Public Media, which operates the local PBS and NPR stations WILL-AM, FM, TV and online.

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The College has a rich past and a bright future. It traces its history to 1902, when instruction in journalism began. A school of journalism was established in 1927. In 1950 it became the School of Journalism and Communications. In 1957 the school was elevated to college status. The name College of Communications was adopted in 1968. To better reflect the College’s emphasis on mediated communication, the name College of Media was adopted in 2008 becoming one of the first Colleges of Media in the country.

Departments and Curricula

The College, fully accredited by the Accrediting Council on Education in Journalism and Mass Communication, offers these majors:

- ADVERTISING (ADV), which offers students the opportunity to learn and think about advertising as a way of modeling the mind, as a material reflection of social structure, as a fundamentally modern phenomenon, as an art form and even as a basis for community, by drawing on insights from psychology, sociology, history, literature, and anthropology. This program will thoroughly infuse the understanding of consumer behavior and message knowledge base and, therefore, provide a better and longer-lasting education for students.

- COMPUTER SCIENCE AND ADVERTISING, sponsored jointly by the Departments of Computer Science and Advertising. This is a flexible program for students who plan to pursue careers in the advertising field that have a technology focus. Cloud computing, the availability and ubiquity of data, and the rapid and pervasive adoption of mobile technology have created a paradigm shift in the advertising industry. Projected areas of growth in advertising and communications will be in Search Engine Optimization, web analytics, Computational Advertising, and other emerging areas of technology/media. The degree will prepare students for advanced study at the graduate level as well as immediate entry into the workforce at advertising agencies, businesses with in-house advertising and marketing divisions, and technology companies.

- JOURNALISM (JOUR), prepares students for exciting and fulfilling careers in traditional broadcast journalism, news-editorial journalism, and emerging media. The primary professional aim is to train students as public affairs and enterprise journalists. The Journalism Department seeks to prepare broadly educated professionals who will assume decision-making and leadership roles in a variety of media organizations.

- MEDIA AND CINEMA STUDIES (MACS), prepares students with dynamic skills for careers in media, information, creative, and visual industries, as well as informed interaction with everyday media technologies. Majors have the opportunity to participate in original research, mixed media production, internships, study abroad, and public engagement through a transformative learning environment. MACS offers an undergraduate and graduate minor in CINEMA STUDIES.

The College also offers minors in PUBLIC RELATIONS, JOURNALISM, and CINEMA STUDIES.

The Department of Advertising offers the Master of Science degree in Advertising, and the Department of Journalism has graduate programs leading to the Master of Journalism (MJ) and the Master of Science (MS) in Journalism. The Department of Media and Cinema Studies offers an undergraduate and graduate minor in Cinema Studies. The College also offers an interdisciplinary program leading to a Doctor of Philosophy degree in communications and media.

Requirements

Admission

High school seniors and transfer students from another institution should contact the Office of Undergraduate Admissions for admission requirements and applications for a specific term.

Current University of Illinois students who will have completed at least one year on the Urbana-Champaign campus should apply during the first weeks of the semester during which they will complete their 30th hour of course credit. Successful applicants will be admitted for the following semester. Applications also will be accepted from more advanced students provided that by the end of the semester in which they apply, they will have completed no more than 90 hours. Application forms are available on the College web site. Specific deadlines are cited on the forms.

Students seeking to transfer from another university may apply early in the spring semester provided they will have completed at least 30 transferable hours by the end of the spring semester. Hours planned during upcoming summer semesters are not considered. Applications are available from the Office of Undergraduate Admissions.

Inter-college transfer students (students already on campus) should include a personal essay of up to 500 words. The essay should demonstrate the applicant’s media-related abilities and detail the applicant’s interest in and demonstrated commitment to a career for which a College of Media degree would be appropriate.

Admission is competitive. While there is no specific requirement regarding grades, a strong GPA is advantageous especially in core
classes that are part of the major you wish to transfer in to. Students with
the best essays and the best academic or professional qualifications,
including any pertinent extracurricular activities or internships, will
receive highest priority. For a University of Illinois student, one way
to demonstrate interest is to have earned a grade of B or better in
introductory courses such as ADV 150, JOUR 200, MACS 100, MACS 101,
MACS 261, MACS 262, or other courses taught by the College.

Students currently enrolled in other colleges on campus are accepted
on the condition that by the time they join the College at the start of the
semester after they apply, they must:

• Have completed at least two semesters in the University of Illinois
at Urbana-Champaign academic unit to which they were admitted, if
admitted as freshmen.

• Be classified by the university as sophomores (at least 30 credit
hours) or as juniors (fewer than 90 credit hours).

• Be in good academic standing.

• Have completed approximately one-fourth (if sophomores) or one-
half (if juniors) or more of the total credit hours required to satisfy the
university’s General Education requirements.

• Have made substantial progress toward completing any
departamental requirements for courses outside the College of Media.
For example, applicants for Advertising ideally will have completed
ADV 150, ECON 102 and ECON 103, STAT 100 and two of these three
courses: SOC 100, ANTH 103 and PSYC 100.

Students may apply to any major in the College: Advertising, Computer
Science and Advertising, Journalism, or Media and Cinema Studies.
College of Media students may not complete double majors within the
College. Students majoring in Journalism may not pursue a Journalism
Minor.

Students who would require more than nine total semesters of overall
college or university enrollment to complete their degree will be denied
admission. Students must complete their College of Media degrees
within seven semesters of joining the College as sophomores or within
five semesters of joining the College as juniors. A minimum of three
semesters within the College is required for students admitted as juniors.
A minimum of five semesters within the College is required for students
admitted as sophomores.

Minors in areas outside the College are strongly encouraged. However,
because considerable coursework in other colleges is implicit within the
requirements for all College of Media degrees, students are not admitted
to the College of Media for the purpose of pursuing second majors or
second undergraduate degrees.

Most required courses in Advertising, Computer Science and Advertising,
Journalism, and Media and Cinema Studies must be completed at the
University of Illinois at Urbana-Champaign. Students completing
freshman and sophomore studies at institutions other than the University
of Illinois at Urbana-Champaign may test their interest in the Media field.
However, a maximum of nine hours of transferable Media courses are
allowed toward the 124 hour graduation requirement.

Graduation
To graduate, students must satisfy all University requirements as to
residency, scholarship, and fees and must complete the University's
general education requirements. All students also must fulfill these
general requirements of the College of Media:

• Complete a total of 124 semester hours of course credit of which
no more than 12 hours total may be in basic physical education
activity courses (KIN 100-KIN 111, KIN 122), vocational and technical
education courses, basic courses in military science (AFAS, MILS
and NS courses numbered below 300), Institute of Aviation courses,
Undergraduate Open Seminar (199) courses, and independent study
courses and other experimental or special topics courses (such as
LAS 110) outside the College of Media. Independent study courses
additionaly must be approved by the College to ensure that credit
is given only for academic work directly supervised by a faculty
member. The College encourages its students to have appropriate
professional internships and to participate in professional activities.
While it does not allow academic credit for such experience, one
credit hour is possible through an academic course or independent
study supervised by a College of Media faculty member and taken in
conjunction with an internship.

• Complete not less than 72 hours of credit outside the College of
Media.

• No course of any number that is offered by or cross-listed with
Advertising, Journalism or Media and Cinema Studies or is
substantially similar to courses offered by Advertising, Journalism or
Media and Cinema Studies may count toward the total hours outside
the College of Media, regardless of the rubric under which it is taken.
For each hour of credit beyond 44 in College of Media courses, the
number of hours required for graduation increases by one additional
hour to ensure that the requirement of 80 hours outside the College is
met.

• Complete not less than 20 hours in courses numbered 200 or above
outside the College of Media and not cross-listed in the College of
Media, regardless of the rubric under which they are taken. At least 9
of the 20 hours must be in courses numbered 300 and above.

• Complete the specific requirements of one of the four curricula
offered by the College.

• Earn a cumulative grade point average of 2.00 (A = 4.00) in all
courses presented for the degree and a cumulative 2.00 grade point
average for all courses taken in the College.

Special Programs
Dean's List
To be eligible for Dean’s List recognition for any semester, students must
rank in the top 20 percent of the College in grade point average and must
complete at least 12 hours taken for a letter grade (A through F) on the
Urbana-Champaign campus. Transfer, study abroad and guided individual
study coursework is excluded.

Students who are registered with the Center for Wounded Veterans (CWV)
or with Disability Resources and Educational Services (DRES) who are
enrolled in less than 12 but at least nine graded semester hours who
are in the top 20 percent of the College are also eligible. Such students
must sign a release with CWV or DRES indicating their consent for
consideration for Dean's List eligibility and have submitted that consent
to their home unit’s academic affairs office no later than Reading Day in
the semester in which they wish to be considered for Dean's List. These
consent forms are valid only for the semester in which they are issued,
and students must submit by the deadline updated consent forms for
each semester in which they wish to be considered for the Dean's List.
The specific grade point average necessary to achieve Dean’s List recognition may vary. College of Media standards are high.

Dean’s List recognition is determined before the start of the ensuing semester. Students who are not initially selected but who believe they might qualify because of the late resolution of incomplete, deferred or missing grades may petition before the end of the next semester for retroactive addition to the list.

**Honors at Graduation**

For graduation with honors, a student must rank in the upper 20 percent of his or her graduation class in overall grade point average. For graduation with high honors, a student must additionally rank in the upper 10 percent. For graduation with highest honors, a student must additionally rank in the upper 5 percent.

For purposes of this award, “graduating class” means all students listed as receiving or as being candidates for receiving bachelor’s degrees in all College majors at the College’s annual commencement convocation each May. This includes students who graduated in the previous December and those who are candidates for graduation in May and August. Grade point averages are computed through the fall semester immediately preceding the annual convocation and include all transfer courses and other grades posted as of that date.

Transfer students, in addition to meeting the general requirement, must have cumulative University of Illinois at Urbana-Champaign grade-point averages as high as the lowest ones listed for students who qualify on the basis of having completed all of their work at the University of Illinois at Urbana-Champaign and must have earned 40 or more semester hours at the University of Illinois at Urbana-Champaign through the fall semester immediately preceding the annual convocation.

**Kappa Tau Alpha**

Each year, scholastically high-ranking graduating juniors and seniors in the College of Media are considered for membership in Kappa Tau Alpha, the seventh oldest national honorary society, founded to recognize and promote academic excellence and scholarship in journalism and mass communication.

Students must rank in the upper 10 percent of their class, must have completed at least five semesters of degree work and must have completed at least nine semester hours in professional skills courses, as defined by the national society.

**Edmund J. James Scholars**

The James Scholar Program, named for the University of Illinois’ fourth president, Edmund J. James, focuses on giving high-ability students the opportunity to gain additional knowledge by working closely with instructors.

To remain in good standing as a James Scholar in the College of Media, students must maintain semester and cumulative GPAs of 3.5 and higher, complete at least 14 credit hours for traditional letter grades each semester and complete at least one honors course or project each academic year. Students may choose from taking a Campus Honors Program course, completing an Honors Credit Learning Agreement with a professor in any course, working on an honors project with a College of Media professor as an independent study, or from the pre-approved honors activity list as provided by the honors Dean to complete the honors requirement. Students who study abroad will be exempt of the GPA and credit hour requirements during the semester(s) they are abroad. The honors requirement should be completed the semester the student is on campus.

James Scholars’ academic records are reviewed each summer. If a student has met the stated requirements for each of the two past semesters at the time of the review, he or she will be certified as a James Scholar for the next academic year and the James Scholar designation will be added to his or her transcripts for that academic year. Any student who does not fulfill the requirements will be removed from the James Scholars program. Because James Scholar review takes place once a year, a student who does not meet the requirements in the fall semester will remain in the program for the spring. However, s/he will be dropped during the summer review period and the James Scholar notation will not appear on the transcript for the previous academic year. In order to graduate with the James Scholar designation, all students must have completed a minimum of four honors activities, with at least one being completed each year the student is in the program.

Students entering the College of Media as freshmen are invited to join the James Scholars program at the time of admission if they rank in the top 20 percent of the College’s incoming class, as determined by an Office of Admissions and Records standard that combines factors such as standardized test scores and high school GPA.

Students already in the College of Media are invited to become James Scholars for the upcoming fall semester if they have completed fewer than 75 hours, have at least a 3.5 overall GPA and were included on the Dean’s List for the spring semester. If a student loses the James Scholar status, he or she must sit out of the program for at least one academic year before becoming eligible for reinstatement. A student may only be reinstated by making the College’s spring Dean’s List.

Students who transfer into the College of Media from another college on the Urbana-Champaign campus are invited to participate in the James Scholar program immediately if they were a James Scholar in their previous college. Students who transfer to the College from another institution may request to participate if they have a transfer GPA of at least 3.7.

A qualifying student may enter the program for his or her sophomore or junior year, but not for his or her senior year alone. Students who join the James Scholar program during the sophomore or junior year will need to pick up additional honors activities in order to graduate with the minimum four required to graduate with the honor.

For complete policies and procedures, please see: [https://media.illinois.edu/student-honors-and-awards](https://media.illinois.edu/student-honors-and-awards)

**Credit/No Credit Grading Option**

The College follows credit-no credit provisions described in Article 3-105 (http://studentcode.illinois.edu/article3_part1_3-105.html) of the Student Code.

All courses listed or cross-listed with departments in the College, or specifically required by one of those departments for its majors or used to fulfill University General Education requirements, must be taken for a traditional letter grade. For Advertising majors, this means these courses outside the College must be taken for a grade: STAT 100 (or any of the allowed substitutes for it), ECON 102-ECON 103, BADM 320, and two out of the three courses PSYC 100, SOC 100 and ANTH 103. Journalism majors must take CS 105, ECON 102, ECON 103, PSYC 100, SOC 100, and STAT 100 (or any of the allowed substitutes for it) for a letter grade. For all majors, courses taken to fulfill the College’s advanced hour requirement
(20 hours outside the College in courses numbered 200 and above) also must be taken for traditional letter grades.

- Advertising (http://catalog.illinois.edu/undergraduate/media/departments/advertising/adv)
- Agricultural Communications (http://catalog.illinois.edu/undergraduate/media/ag-comm)
- Computer Science and Advertising (http://catalog.illinois.edu/undergraduate/media/departments/advertising/csadv)
- Journalism (http://catalog.illinois.edu/undergraduate/media/departments/journalism)
- Media and Cinema Studies (http://catalog.illinois.edu/undergraduate/media/departments/media-cinema-studies/#majortext)
- Cinema Studies (http://catalog.illinois.edu/undergraduate/media/departments/media-cinema-studies/#minortext)
- Journalism (http://catalog.illinois.edu/undergraduate/media/departments/journalism/#minortext)
- Public Relations (http://catalog.illinois.edu/undergraduate/media/departments/advertising/#minortext)