School of Media & Communication

Goals and Objectives

The School of Media and Communication generates knowledge and educates students to be ethical, analytical and creative leaders, producers and citizens in a multimedia and multicultural society. This mission is pursued through the training of students for leadership careers in media and communications, through advancing research and creative activity in these fields, and through serving the public need for free and open communication. The school is concerned not only with high standards of professional work but also with encouraging the next generation of teachers and media managers to develop an intellectual background and a sense of social responsibility. Toward this end, SMC students are encouraged to take coursework in disciplines outside the school. For some, history and political science are related areas of interest; others choose literature and the arts; still others choose business, economics, or the social sciences. In this way, the school participates in providing not only professional training but also a broad humanistic education for its students.

The faculty of the school comes from diverse backgrounds. Some have extensive professional experience as journalists, television producers, speech writers, advertising executives, and public relations practitioners. Others have come to Media and Communication through academic study, doing graduate work and continuing the practice of research and scholarship while teaching at Temple.

Renowned for their professional experience, research, and teaching, our faculty prepare our graduates for a wide range of careers in communication industries, as well as lead graduate students towards Ph.D., M.A., M.S., and M.J. degrees.

History

The study of communication began formally at Temple University with the founding of the Department of Journalism in 1927. It was the first such department in the Commonwealth.

Theater was an extracurricular activity at Temple until 1931, when formal courses were developed.

Radio-Television became an instructional division in 1947, and extensive film offerings were added in 1967. That year, Journalism and Radio-Television-Film joined Theater to form the School of Communications and Theater. In 1987 the highly-respected Department of Speech moved to the school from the College of Arts and Sciences. A year later, Speech became two departments: Rhetoric and Communication, and Speech-Language-Hearing.

The school was restructured in 1995. Radio-Television-Film became the Department of Film and Media Arts and the Department of Broadcasting, Telecommunications, and Mass Media; Journalism became Journalism, Public Relations, and Advertising; Rhetoric and Communication became Speech Communication. In 1998, the Department of Communication Sciences (Speech-Language-Hearing) moved to the College of Health Professions.

Effective Fall 2004, a change occurred with the Departments of Journalism, Public Relations and Advertising, and Speech Communication. Advertising became a separate department. The Department of Speech Communication changed its name to Strategic and Organizational Communication and includes Public Relations as one of three concentrations: Public Communication (formerly Speech Communication), Public Relations, and Organizational Leadership. In 2010, the Department of Strategic and Organizational Communication changed its name to the Department of Strategic Communication.

In Fall 2011, Communication Studies (http://bulletin.temple.edu/undergraduate/media-communication/communication-studies) replaced the former Communications major.

On July 1, 2012, the School of Communications and Theater was renamed the School of Media and Communication. It houses the departments of Advertising; Journalism; Media Studies and Production (formerly Broadcasting, Telecommunications, and Mass Media); and Strategic Communication. The Communication Studies program remains a part of the School of Media and Communication. The Departments of Theater and Film and Media Arts comprised the Division of Theater, Film and Media Arts and joined Boyer School of Music and Dance and the Tyler School of Art to form the Center for the Arts.

Also in 2012, the Department of Broadcasting, Telecommunications, and Mass Media changed its name to Media Studies and Production while the Department of Strategic Communication renamed the Public Communication concentration to Rhetoric and Public Advocacy.

Special Facilities

The School of Media and Communication is housed in buildings designed for teaching, research, and production.
The primary location of the School is Annenberg Hall, which houses the Departments of Advertising; Journalism; and Media Studies and Production. Television and film production areas (studios and editing, graphics, and film labs) occupy the first floor. The building also includes extensive video and film editing areas, a 75-seat multimedia screening room, photographic labs, two news writing labs and smart classrooms.

The Department of Strategic Communication is housed in Weiss Hall.

The Joe First Media Center, SMC's newest addition, is located on the first floor, linking Annenberg and Tomlinson Halls. The center is a communications and media hub for the school and includes a cyber-café, a multimedia information center, and a venue for displaying student work.

Special Programs

TUTV - Temple University Television

In Fall 2010, the university launched TUTV, a new regional cable television channel with associated new media platforms, which will showcase the innovative work done by Temple students, faculty, and alumni.

TUTV offices and master control are located on the first floor of Annenberg Hall and is a part of the Kal & Lucille Rudman Media Production Center. The Rudman Center also features a broadcast studio and a computer-equipped classroom. The station features news, sports, music, comedy, and documentary programs. TUTV presents content from many of the university's other professional schools, plus programs produced in association with community cultural groups and professional broadcasters. Student volunteers are also accepted. For more information, contact the TUTV General Manager at paul.gluck@temple.edu.

Temple Update

Temple Update is a production course in which students can gain experience producing, reporting, and editing for a half-hour weekly news magazine format. The program airs on a cable outlet. The course gives students the opportunity to produce material for a résumé tape and provides students with valuable experience in field work, news writing, video editing, and the pressure of a live program.

Internship Program

Although the requirements may vary, internships are available to junior and senior students of every department in the school. Internships are for academic credit and must involve professional activity related to the student's course of study. The internships must be approved by the administrator or faculty member charged with supervising internships.

Study Away

The School of Media and Communication offers several programs for students who are interested in studying away and strongly encourages students to participate in these programs.

The school offers semester programs in London and Dublin for undergraduate and graduate students. Students can spend either the fall or spring semester abroad, and have the option to study consecutive fall and spring semesters in these locations. The London semester coursework includes an SMC faculty-led course, required for all students, electives in advertising, journalism, media studies and production, strategic communication, film, theater, and more. An optional, guaranteed part-time internship placement in a student's field of study is a popular component of the program. The Dublin semester program requires an Irish Life and Cultures course and offers both numerous electives and an optional but guaranteed part-time internship placement.

The Arcosanti program is a new offering for spring 2016. This program includes a media and ecology course for the duration of the spring semester with spring break travel to Arcosanti, Arizona, a hub of architecture and ecology.

Summer Study Away programs are also an important feature of the school’s special programs. Realizing the inestimable value of direct contact with professionals and other experts, the School of Media and Communication offers an annual 6-7 credit summer seminar in London on British Mass Media led by an SMC faculty member.

Temple Dublin is a five to six week-long program which allows students to experience the old and the new Dublin while taking 6-7 credits of SMC coursework.

Temple Peru is a new program for summer 2015 at Universidad San Ignacio de Loyola in Cusco. Students on this program earn 6-7 SMC credits and take courses in English with Peruvian and international students.

Temple South Africa offers students an opportunity to produce journalistic and documentary narrative, a body of photographic work, or to conduct media research for 6 credits in journalism. The program has a journalistic focus with the prime purpose of producing “news content.” This production will be multi-media inclusive of audio, photographs, text and video and will focus on use of mobile media. The program can accommodate students who do not have a journalism/production background, such as students interested in conducting term-paper-style research. However, that research must have a journalism-media focused topic.
The Communities and Organizations of New York program investigates the communicative components of New York City by focusing on its neighborhoods, organizations, and institutions. Coursework for this program is held on Saturdays, but students may also undertake an internship or academic experience component during the week as part of this study-away experience.

The Global Internship Program offers students the opportunity to participate in 8-week guaranteed, full-time internship opportunities in one of four international locations: Barcelona, Hong Kong, Paris, or London, or one of seven domestic locations: Boston, Chicago, Los Angeles, Miami, New York City, San Francisco or Washington, DC. All students, regardless of their internship location, spend time together on Temple's Main Campus studying Intercultural Communications in the Workplace as a group before they depart for their chosen destination. Students work one-on-one with an industry expert so as to secure an internship in their desired field. Each of the programs is a unique combination that includes travel, learning, and exciting events, with a resume building internship. Knowledge of a foreign language is not required to study in any of these locations. However, some previous experience with Spanish (for the Barcelona internship option), French (for the Paris internship option), or some proficiency in Mandarin and/or Cantonese (for the Hong Kong internship option) can lead to even more internship opportunities while abroad.

All semester and summer programs are open to qualified students from other universities and colleges and to others who choose to continue their education in a less formal manner than in a prescribed program of study.

SMC is also in the process of developing new Study Away programs. Check with the Study Away advisor for information on these developments. Current information on the SMC programs listed here is available from SMC Study Away at 215-204-2677 or 215-204-6535.

See Education Abroad (http://bulletin.temple.edu/undergraduate/about-temple-university/academic-opportunities/#education-abroad) for more information about University Study Abroad options.

Student Contact
For information about the School of Media and Communication, please contact the SMC Student Affairs at 215-204-5273.

Academic Policies & Regulations
Please see the Undergraduate Academic Policies (http://bulletin.temple.edu/undergraduate/academic-policies) section of this Bulletin. Students are responsible for complying with all university-wide academic policies as well as those of the School of Media and Communication that appear below.

Academic Standing
A matriculated undergraduate student in the university is in Academic Good Standing if enrolled in a baccalaureate degree-seeking program.

Please see the University's policy on Academic Standing (http://bulletin.temple.edu/undergraduate/academic-policies/academic-standing) for detailed information about Academic Warning, Academic Probation, and Academic Dismissal.

Credits Not Applied Toward the Degree
Credits earned in the following courses are not applied toward a degree in the School of Media and Communication: lower-level courses in Military Science, Topical Studies, RCC, ELECT, and Mathematics 0015.

Dean's List
Each fall and spring semester, those undergraduates who have met the credit hour and academic criteria for their school or college are placed on the Dean's List. See the Dean's List (http://bulletin.temple.edu/undergraduate/academic-policies/deans-list) policy for specific GPA and credit-hour requirements.

Re-enrollment
Students returning to the School of Media and Communication after an absence of one semester (unless an approved Leave of Absence form was filed prior to the leave) must use the Undergraduate Bulletin in effect at the time of readmission or any subsequent Undergraduate Bulletin. Credits more than 10 years old may not be applied toward a degree in the school. For application deadlines and the re-enrollment form, please visit: www.temple.edu/vpus/documents/request_to_reenroll.pdf.

Transfer Students
Refer to the Transfer Students Admissions (http://bulletin.temple.edu/undergraduate/about-temple-university/general-admissions-information/transfer-students) section of this Bulletin for general information on transferring courses to Temple. In addition to these criteria, each department in the School of Media and Communication will evaluate any credit to be transferred into a major. This evaluation generally is done at the first meeting with a faculty advisor during the first semester. The maximum number of credit hours allowed to transfer in the major are: 12 hours in Advertising; 20 hours in Media Studies and Production; 24 hours in Communication Studies; 12 hours in Journalism; and 12 hours in Strategic Communication.
School Requirements for Graduation

The School of Media and Communication requires 124 credits to graduate; completion of the university General Education (GenEd) requirements; completion of departmental requirements, including two writing-intensive courses in the major; a minimum of 2.00 GPA, both cumulative and in the major.

Minimum and maximum credit requirements within each major are listed with the departmental requirements.

Students who are planning to graduate must schedule an official graduation review with an academic advisor and complete the application for graduation at least one semester prior to the anticipated graduation date. Appointments may be made in SMC Student Affairs/Advising, Annenberg Hall Room 9.

Program Descriptions

1. The total number of credit hours at graduation may be greater for some students based on initial placement exams, transfer evaluations, individual curricular choices, and academic progress.

2. Students must fulfill the necessary prerequisites for any given course or course sequence. See the Prerequisites and Co-requisites Policy in the university-wide Academic Policies section of this Bulletin.

Advising

SMC Student Affairs/Advising
9 Annenberg Hall
2020 N. 13th Street
Philadelphia, PA 19122
215-204-5273
http://smc.temple.edu/undergraduate/advising/
adviser@temple.edu

Students in the School of Media and Communication are advised by professional academic advisors and faculty advisors. New students (up to 30 credits), transfer students in their first semester, interdepartmental majors, undeclared students, and students on academic probation make advising appointments in SMC Student Affairs/Advising, located on the ground floor of Annenberg Hall. Consult your departmental office for assignment to the appropriate faculty advisor.

Academic advisors attempt to avoid errors when advising students about their program requirements, but schools and colleges cannot assume liability for errors in advising. Therefore, students must assume primary responsibility for knowing the requirements for their degree and for acquiring current information about their academic status.

Most students will be eligible to register for classes online via Self Service Banner through the TU Portal (https://tuportal4.temple.edu/cp/home/displaylogin). However, all students should meet with an advisor prior to the eligible registration period.

Students preparing to graduate must file the necessary paperwork at least one semester prior to the graduation date. At that time, an appointment should be made in SMC Student Affairs/Advising to complete a graduation review and application for graduation.

Faculty

Tracy Agostarola, Assistant Professor (Teaching/Instructional), Department of Advertising, School of Media and Communication; B.A., Kutztown University.

Jennifer Gerard Ball, Assistant Professor, Department of Advertising, School of Media and Communication; Ph.D., University of Texas at Austin.

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