SCHOOL OF COMMUNICATION

THE LOYOLA EXPERIENCE

1870 ORIENTATION

SCHOOL OF COMMUNICATION

Presenter: Kat Murphy

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1870 ORIENTATION

The University

- College of Arts & Sciences
- Stritch School of Medicine
- The Graduate School
- Institute of Pastoral Studies
- Niehoff School of Nursing
- Quinlan School of Business
- School of Law
- School of Social Work
- School of Education
- School of Continuing & Professional Studies
- School of Communication
- School of Education
Loyola as a University

Undergraduate students earn bachelor’s degrees through:

- College of Arts & Sciences (BA, BS)
- Niehoff School of Nursing (BSN, BS)
- Quinlan School of Business Administration (BBA)
- School of Communication (BA)
- School of Continuing & Professional Studies (BA, BS)
- School of Education (BSEd)
- School of Social Work (BSW)
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Loyola as a University

- Faculty are actively engaged in research
  - Research-active faculty teach majority of courses

- State-of-the-art facilities
  - Electronic classrooms, libraries
  - Klarchek Information Commons

- Core Curriculum
  - Enables students to learn across disciplines

- Diverse student population
  - Dynamic classroom discussions
Loyola as a Jesuit Institution

What is a Jesuit?
- Catholic priest and member of the Society of Jesus

Who founded the Jesuits?
- St. Ignatius Loyola
  - Born in Spain in 1491 to a noble family
  - Military man who loved to socialize
  - Injured in battle
  - During recovery, read books on the lives of Saints and Jesus Christ
  - Reading led to a conversion experience
  - Established new order: Society of Jesus
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Loyola as a Jesuit Institution

- **Society of Jesus (the Jesuits)**
  - 500 years ago, it was believed that the more noble your family, the closer you were to God
  - Jesuits, however, believed that through holistic education of the mind, one could become closer to God
  - Jesuits founded schools worldwide to bring holistic education to as many as possible
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Loyola as a Chicago Institution

➔ Founded in 1870 as St. Ignatius College

➔ Not affected by the Great Chicago Fire of 1871
  ➔ As Chicago rebuilt and expanded, so did Loyola

➔ Loyola has five campuses
  ➔ Lake Shore Campus (LSC): Arts & Sciences, Nursing, Graduate School
  ➔ Water Tower Campus (WTC): Arts & Sciences, Business Administration, Communication, Continuing & Professional Studies, Education, Law, Pastoral Studies, Social Work
  ➔ Maywood Campus (Medical Center): Medicine, Nursing
  ➔ John Felice Rome Center (JFRC)
  ➔ Loyola Vietnam Center
  ➔ Also, Loyola is the host university of the Beijing Center for Chinese Studies
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Loyola as a Chicago Institution

➡️ Why was Loyola founded in Chicago?

➡️ Cloister Model of Education
   - Keep students away from big cities/temptations so they can focus solely on academics

➡️ Urban/Jesuit Model of Education
   - To bring holistic education to all, institutions must be near the people
   - To reshape society in the Jesuit image, universities must be in the center of power structures
   - Many of the 28 Jesuit universities in the U.S. are in urban centers:
     • Boston College
     • Georgetown University (Washington, DC)
     • Loyola College in Maryland (Baltimore, MD)
     • Marquette University (Milwaukee, WI)
     • Seattle University
     • University of San Francisco
“I hope that our students will use the new Core to begin to question how they can affect the world... By the end of their time at Loyola, they will have built up a set of skills and values that transfer to the rest of their lives.”

-Michael J. Garanzini, S.J. President and CEO

48 Credit Hours (16 classes)
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Core Curriculum

- Knowledge Areas
  - College Writing
  - Artistic*
  - Historical
  - Literary
  - Quantitative
  - Philosophical*
  - Scientific
  - Societal/Cultural*
  - Theological
  - Ethics
  - Engaged Learning
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Core Curriculum: Knowledge Areas

➡ College Writing (1 course)
   - UCWR 110: Writing Responsibly is required of all students

➡ Artistic Knowledge (1 course)
   - One 3-credit course or at least 3 credit hours of Artistic Core classes, including 1- or 2-credit music (MUSC) or dance (DANC) courses
   - COMM 274 satisfies this requirement

➡ Historical Knowledge (Foundational and Tier II)
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Core Curriculum: Knowledge Areas

- Literary Knowledge (Foundational and Tier II)

- Quantitative Analysis (1 course)*
  - Math placement test is not required
  - STAT 103/ISOM 241 for ADPR
  - MATH 108
  - Calculus I (MATH 131, MATH 161) or higher-level math also satisfies requirement

- Philosophical Knowledge (Foundational only for most SOC students)
  - COMM 215 satisfies Tier II
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Core Curriculum: Knowledge Areas

- Scientific Literacy (Foundational and Tier II)
  - Biology (BIOL), chemistry (CHEM), and physics (PHYS) courses also satisfy requirement

- Societal & Cultural Knowledge (Foundational only for most SOC students)
  - COMM 175 satisfies this Tier II

- Theological & Religious Studies Knowledge (Foundational and Tier II)
  - Study of Roman Catholicism is not required
Core Curriculum: Knowledge Areas

- Ethics (1 course)

- Engaged Learning (1 course)
  - “expand knowledge in the service of humanity through learning, justice, and faith,”
  - Internships, Service-Learning, Field Work, Undergraduate Research, or Public Performance
  - Several COMM Courses, including internships

- Courses approved for the Core Curriculum may also apply toward fulfillment of the major or minor

- A course may not satisfy multiple Core requirements
What is a Writing Intensive course section?

- Specially designed sections of established courses
- Faculty trained to focus on composition skills
- Small class size (approximately 20 students)
- One writing intensive (WI) course allowed per semester after taking UCWR 110
- “W” in section number indicates it is writing intensive (e.g., HIST 101, Section 02W)

School-Specific Requirements for Writing Intensive (WI) Courses

- Communication: 2 WI sections, any courses (but one preferably in a Communication course)
  - 1 WI is built into Advertising/Public Relations and Journalism
Two ways to fulfill language requirement:

- **Earn college credit at the 102-level or above**
  - Loyola coursework, transfer coursework, or eligible score on an Advanced Placement language, literature, or language/culture exam
  - Online placement tests available in some languages. Others may be placed through consultation with an academic advisor or the Modern Languages & Literatures department.

- **Pass Language Competency Exam**
  - Tested on reading, writing, and speaking
  - Good option if you have background in a language (high school coursework, speak the language at home, etc.)
  - May be taken once on one language
School of Communication
Office of the Dean
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Office of the Dean

- Opened in Fall 2008
- ~ 800 Students
- ~ 30 Full-Time Faculty (Researchers and Professionals-In-Residence)
- Award-Winning Publications *The Phoenix* Newspaper and *Mosaic* Magazine
- Water Tower Campus
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Location

➤ School of Communication Building
➤ 51 East Pearson, WTC
➤ Phone: 312.915.6548
➤ Fax: 312.915.6955
➤ E-mail: LoyolaSOC@luc.edu
Dean’s Office Staff

• Meaghan Ashbrock, Special Projects
• Ralph Braseth, Manager of Student Media
• Justyna Canning, Business Manager
• Jamason Chen, Manager of Technology
• Eleni Kametas, WLUW Station Manager
• Jim Collins, TV Studio Manager
• Cheryl McPhilimy, Internship and Placement Coordinator
• Andi Pacheco, Audio & Visual Production Coordinator
• Kat Murphy, Academic Advisor
• Michelle Bukowski, Administrative Assistant
• Doretha Tyler-Gant, Administrative Assistant
Advising
First and Second Year Advising (FSYA)
- Freshmen and Sophomores in ALL undergraduate schools (CAS, SBA, SOC, SOE, SON, SSW)
- UNIV 101
- Sullivan Center

SOC Dean’s Office
- Transfer, Junior, and Senior Advising (will see freshmen/sophomores)
- Graduation Audit
- Academic Performance Evaluation
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Advising Assistance

- Choosing a Major(s) and minor(s)
- Developing a 4-year Plan
- Core and School Requirements
- Transfer Credit
- Course Selection
- University Policies and Procedure
- Referral to other University Offices (Study Abroad, Student Development, Pre-Professional Advising, etc.)
- Academic Success Strategies
- Tutoring, Writing Center, Service for Students with Disabilities Referrals
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Scheduling Appointments

⇒ FSYA
  • Come by the FSYA office in Sullivan Center, Suite 260
  • Call 773.508.7714

⇒ School of Communication
  • Call/Email Doretha Tyler-Gant at 312.915.7734 or dtyler@luc.edu
Faculty Advisors are experts in the major field of study and should be consulted regularly about career options, research opportunities, internships, and graduate or professional school.

- Advertising/Public Relations
- Communication Studies
- Film and Digital Media
- Journalism
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Faculty Advising

› **Advertising/Public Relations:**
  Herb Ritchell, Program Director

› **Communication Studies:**
  Mark Pollock, Program Director

› **Film and Digital Media:**
  Aaron Greer, Program Director

› **Journalism Majors:**
  Beth Konrad, Program Director
Academic Policies and Procedures
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SOC Required Foundation Courses

For SOC Majors (10 credits total):

- COMM 100 - SOC Seminar (1 credit)
- COMM 175 - Introduction to Communication OR COMM 201 Media Theory & Criticism (FDM Majors)
- COMM 200 - Communication and New Media
- COMM 215 - Ethics and Communication OR COMM 360 Digital Media Ethics (FDM Majors)

*Students CANNOT double major/minor within SOC
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Advertising/Public Relations

⇒ 36 Credit Hours Total

⇒ FOUNDATION COURSES (9 credit hours; 3 Courses):
  • COMM 210 Principles of Public Relations
  • COMM 211 Principles of Advertising
  • MARK 201 Fundamentals of Marketing

⇒ RESEARCH COURSE (3 credit hours; 1 Course):
  • COMM 365 Naturalistic Methods of Communication Research
  • COMM 366 Observing & Measuring Communication Behavior
  • ISOM 241 Business Statistics
  • STAT 103 Fundamentals of Statistics

⇒ CONCENTRATION COURSES (9 credit hours; 3 Courses; 1 Writing Intensive):
  • Advertising
  • Public Relations
  • Integrated
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Advertising/Public Relations

➡️ ELECTIVES (9 credit hours; 3 Courses; 2 must be COMM):
  - Communication
  - Marketing
  - Fine Arts

➡️ INTERNSHIP
  - 6 Communication Courses
  - Junior/Senior Status
  - ORIENTATION ATTENDANCE

➡️ CAPSTONE COURSE
  - Senior-Level
  - Portfolio
Communication Studies

30 Credit Hours Total

THEORY/CRITICAL ANALYSIS COURSES (6 credit hours; 2 courses)

- COMM 220 Rhetorical Foundations of Human Communication
- COMM 227 Social Justice & Communication
- COMM 268 Persuasion
- COMM 271 Contemporary Culture & Communication
- COMM 272 Intercultural Communication
- COMM 273 Interpersonal Communication
- COMM 274 Introduction to Cinema
- COMM 277 Organizational Communication
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**Communication Studies**

→ **APPLIED COURSES** (6 credit hours; 2 courses)
  - COMM 130 Introduction to Audio Production
  - COMM 135 Introduction to Video Production
  - COMM 230 Argumentation & Advocacy
  - COMM 231 Conflict Management & Communication
  - COMM 232 Film Production
  - COMM 234 Interviewing
  - COMM 236 Persuasive Presentations
  - COMM 237 Small Group Communication
  - COMM 275 Web Design & Usability
  - COMM 323 Remix(ing) Culture
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Communication Studies

» RESEARCH (1 course)
  - COMM 364: Communication Research Methods Topics
  - COMM 365 Naturalistic Methods of Comm. Research
  - COMM 366 Observing & Measuring Comm. Behavior
  - COMM 367 Rhetorical Criticism
  - COMM 368 Critical Ethnography in Communication

» COMM ENGAGED LEARNING (1 course)
  - COMM 204 Community as Story
  - COMM 281 Communication, Language & Gender
  - COMM 227 Social Justice and Communication
  - COMM 320 Public Service Communication
  - COMM 237 Small Group Communication
  - COMM 339 Video Documentary

» ELECTIVE COURSES (12 credit hours; 4 courses)
Communication Studies: Advocacy & Social Change

- **Oral Advocacy (3hrs)**
  - COMM 101 Public Speaking and Critical Thinking
  - COMM 236 Persuasive Presentations

- **Theory and Analysis (6 hrs)**
  - COMM 220 Introduction to Rhetoric OR COMM 268 Persuasion AND one of the following:
    - COMM 220 Introduction to Rhetoric
    - COMM 227 Social Justice and Communication
    - COMM 268 Persuasion
    - COMM 272 Intercultural Communication
    - COMM 277 Organizational Communication

- **Applied (6 hrs)**
  - COMM 230 Argumentation & Advocacy (required) and one of the following:
    - COMM 231 Conflict Mgmt & Mediation or
    - COMM 237 Small Group Communication

- **Research Methods (3hrs)**
  - COMM 367 Rhetorical Criticism
  - COMM 368 Critical Ethnography

- **Electives (12hrs)**
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Film and Digital Media Studies

33 Credit Hours

→ FOUNDATION
  - COMM 130 Intro to Audio
  - COMM 135 Intro to Video
  - COMM 274 Intro to Cinema
  - COMM 275 Web Design and Usability

→ CRITICAL THEORY, GENRE AND MOVEMENTS

→ INTERNATIONAL CINEMA HISTORY

→ MEDIA AND SOCIETY

→ PRODUCTION

→ CAPSTONE
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Film and Digital Media Studies

Specializations

• Digital Media Studies
• International Film
• Production
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Journalism

→ 33 Credit Hours Total

→ FOUNDATION COURSES (6 credit hours; 2 courses)
  • COMM 205 Reporting and Writing (Writing Intensive)
  • COMM 208 Technology for Journalists

→ VALUES COURSES (6 credit hours; 2 courses)
  • COMM 282 Media Law (Required)
  • COMM 279 Historical and Critical Issues in Journalism
  • COMM 340 Politics and the Press
  • COMM 341 Journalism and Race
  • COMM 343 Journalism and Religion
  • COMM 372 Approved Special Topics in JOUR
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Journalism

→ **RESEARCH COURSE (3 credit hours; 1 course)**
  - COMM 362 Journalism Research Methods

→ **SKILLS COURSES (12 credit hour; 4 courses)**
  - *Electronic & Broadcast News*
    - (Intro to Video), (Broadcast News), (TV Reporting), 1 JOUR Elective
  - *Digital & Visual Journalism*
    - (Writing for the Web), (Intro to Design & Editing), 2 JOUR Electives
  - *Print*
    - (Feature & Opinion Writing), (Copy Editing), 2 JOUR Electives
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Journalism

- INTERNSHIP COURSE (3 credit hours; 1 course)

- CAPSTONE COURSE (3 credit hours; 1 course)
  - COMM 315 Advanced Reporting and Writing
  - COMM 332 Investigative Journalism
  - COMM 335 City News Bureau
  - COMM 358 Newscasting & Producing

- *MINOR COMPLETION (15-21 credit hours; 5-7 courses)
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Grading Scale

4.00 grading scale

- **A** = 4.00
- **B+** = 3.33
- **C+** = 2.33
- **D+** = 1.33
- **A-** = 3.67
- **B** = 3.00
- **C** = 2.00
- **D** = 1.00
- **B-** = 2.67
- **C-** = 1.67
- **F** = 0.00

Must earn a **C-** or higher in each course

- For the course to fulfill UCWR 110, major, minor, or School requirement

Must earn a **D** or higher in each Core course

Must earn at least a **2.00 cumulative Grade Point Average**

- To meet the graduation GPA requirement for the School
- Major and minor GPAs must also be a 2.00 or higher.

**Typical Semester**

- Full-time students enroll in 12-18 hours (4-6 courses) per semester

**Mid-Term Alerts**
Types of Academic Probation

School of Communication

Academic Standing
- Cumulative GPA below 2.00
- Demonstrate pattern of declining grades, GPA

Progress Toward Degree
- Failure to show progress toward completion of degree requirements

*If a student does not show improvement after one semester on academic probation, he/she may be dismissed from the University*
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Academic Integrity

“The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.”

--Loyola University Chicago Undergraduate Studies Catalog

- **Plagiarism**
  For example: Failing to properly cite sources

- **Cheating**
  For example: Obtaining test answers from another student; using other students’ work as your own

- **Dishonesty**
  For example: Falsifying documents to petition for an excused absence

**Possible Ramifications**

“F” on assignment, “F” in course, referral to the Dean’s office, etc.
Graduation Requirements

- Complete minimum of 120 credit hours
- Earn minimum 2.00 cumulative GPA
- Fulfill all Core, major, minor, and school-specific requirements (e.g., Writing Intensive sections, language requirement)
Honors at Graduation

Laudatory Honors

- To be eligible, must complete at least 60 graded (not pass/fail) credits at Loyola
  - 3.50 – 3.69 cumulative GPA = Cum Laude
  - 3.70 – 3.89 cumulative GPA = Magna Cum Laude
  - 3.90 – 4.00 cumulative GPA = Summa Cum Laude

- Dean’s List
  - Calculated each semester
  - Registered for at least 12 hours
  - Have at least a 3.5 cumulative GPA
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Study Abroad

Office of International Programs

- John Felice Rome Center (JFRC)
- Loyola is the host university of The Beijing Center for Chinese Studies (TBC)
- Loyola Vietnam Program
- Over 100 programs in more than 55 countries, including exchange programs and affiliate programs with the University Studies Abroad Consortium (USAC) and the Institute for the International Education of Students (IES)
- Two SOC programs offered in the Summer

LUC.edu/studyabroad
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Student Affiliates/Organizations

- The Phoenix
- WLUW
- Mosaic
- The Debate Team
- Society of Professional Journalists (SPJ)
- Beta Rho (Lambda Pi Eta Communication Honor Society)
- Ad Club
- Public Relations Student Society of America (PRSSA)
- International Association of Business Communicators (IABC)
- LUCine Student Film Organization
- Rambler Sports Locker
Reminders and Expectations
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Academic Success

Tips on how to do well

- **Attend Class**
- Get to know your **faculty**
  - Office Hours
- Take advantages of **services on campus**
  - Center for Tutoring and Academic Excellence
    - Small group tutoring and study halls on both campuses
  - Writing Center
  - Wellness Center
  - Services for Students with Disabilities
- **Do your work on time.** For each credit hour of class, you need to estimate 3 hours of study time per week. A standard 15 credit schedule equals ~ 45 hours of study time.
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Please Keep in Mind...

- Loyola sends important information and announcements to you through your **Loyola e-mail account**.

- **FERPA**
  
  • Federal law that protects the privacy of student education records created or maintained by a school that receives Federal funds. **Students who attend Loyola University Chicago (LUC) retain the right of privacy of their education records.**

  • LUC may provide access to a student’s education records to a third party if the **student** grants a third party access.
LUC.edu/orientation

Contact us
Office of First-Year Experience
255 Sullivan Center
1032 W. Sheridan Road
Chicago, IL 60660
Phone: 773.508.7410

This presentation can also be found at
LUC.edu/fye/AfterOrientation