Dear Communications Students:

Welcome to the USCA Department of Communications! Our faculty members are here to help you learn about the communications. This is an exciting time as we welcome our new chancellor, Dr. Sandra Jordan, and USCA celebrates yet another high ranking in US News and World Report.

Our graduates have entered careers in public relations, print and broadcast news, sales, visual communication, corporate training, and advertising. Outstanding students have gone on to post-graduate studies. Communications really is the opportunity major, for every path requires effective communication.

This handbook tells you about the Department of Communications program. Be sure to study the Undergraduate and Graduate Programs Bulletin for complete, authoritative information about the University of South Carolina Aiken and your degree requirements. The bulletin is online at http://www.usca.edu/bulletin.

Please visit your academic advisor often. Your advisor will guide you during your studies and help you monitor your progress toward graduation. We ask you to:

- Develop a good relationship with your advisor.
- Work with your advisor to plan out a class schedule that meets your needs.
- Talk to your advisor before you add or drop a class.
- Ask for help when you need it—that’s why we’re here.

The Communications Department faculty members post regular office hours and will schedule appointments at other times. Our focus is on you, the student. We are here to help you succeed.

Please call on me whenever I can be of service or send an e-mail to communicationsmajor@usca.edu. Enjoy your time here at the University of South Carolina Aiken. Study hard and often.

Sincerely,

William D. Harpine
Professor and Chair, Department of Communication
WELCOME TO THE
USC AIKEN DEPARTMENT OF
COMMUNICATIONS

We are very happy that you have chosen to study communications at the University of South Carolina Aiken. We hope that you will find your years here to be exciting and fulfilling.

CONTACT INFORMATION:
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Department web page: http://web.usca.edu/communications/
Follow us on Twitter: http://twitter.com/USCAComm
DEPARTMENT OF COMMUNICATIONS

FACULTY

PROFESSORS

• William D. Harpine (Speech Communication), Ph.D., The University of Illinois at Urbana-Champaign, 1982 (Department Chair)
• Charmaine E. Wilson (Speech Communication), Ph.D., University of Washington, 1986

ASSISTANT PROFESSORS

• Spring-Serenity Duvall (Media), Ph.D., Indiana University, 2010
• Bing Han (Speech Communication), Ph.D., University of Maryland, 2008

SENIOR INSTRUCTOR

• Peggy O’Neal Elliott (Media), M.A.J.C., University of Florida, 1978

INSTRUCTOR

• Elizabeth Webb (Speech Communication), M.A., University of Kentucky, 2005

TEACHING ASSOCIATE

• Deidre M. Martin (Curriculum and Instruction), Ed.D., University of South Carolina Columbia, 1995

ADJUNCT FACULTY MEMBERS

• Teresa Kay Humphrey (Speech Communication), M.A., San Diego State University, 1980
• Jeffrey Wallace (Media), B.A., University of South Carolina Columbia, 1970; former Editor, Aiken Standard
• Jonathan Zilliox (Speech Communication), M.A., 2007, University of Wisconsin-Madison

DISTINGUISHED PROFESSOR EMERITA

• Sandra Hochel (Speech Communication), Ph.D., Purdue University, 1973

PROFESSOR EMERITA

• Linda Owens (Journalism), M.A., University of South Carolina Columbia, 1982

For more information about the USC Aiken Department of Communications Faculty, see page 10
Career Choices

Communications majors have gone into many different careers. Our graduates have received job offers in newspaper work, magazine publication, public relations, sales, web design, public safety, and broadcasting. Some of our best students have gone to graduate school. Communications is also an excellent major for students who want to pursue advanced professional education such as, for example, law school or seminary. Opportunities in new media, such as podcasting and digital video production, are developing rapidly. Communications is an excellent major for students interested in professional public speaking, event planning, and organizational consulting. Please talk with your advisor and the Office of Career Services to help find the right career path for you.

Your Academic Advisor

Your academic advisor will help you select courses and monitor your progress toward a degree. Your advisor signs your advisement form before you can register, and can also discuss career options with you and refer you to the University’s many services.

Sign up for advisement: Each term before advisement week and pre-registration, your advisor will post an appointment sheet (usually on the office door), and you should schedule an appointment. Please either keep your appointment or call your advisor to rearrange times.

Prepare for your advisement appointment:

• Review your advisement materials and the Bulletin.
• Prepare a list of possible courses for the upcoming semester.
• Come well prepared with your preliminary plans, this Handbook, and any questions. Your course schedule is usually based on the year of the Bulletin when you first enrolled or re-enrolled at USCA.

If your advisor is not available, you may see the department chair. If you would like a different advisor, visit the Advisement Office in the Penland Administration Building.

See your advisor any time you foresee a difficulty. You should not wait until the official advisement time to talk to your advisor. You should see your advisor:

• Any time you have a question about your academic progress.
• Any time during a term when there is a question about your successful progress in a class.
• Before you drop or add a course.
• If you need information about the university’s resources.
• Whenever you want to talk about something with an academic advisor.
**FACULTY GUIDING PRINCIPALS**

Communications faculty members believe that communication knowledge and skills are empowering, so we are committed to being effective educators, both in and out of the classroom. As such, we commit to:

- Model the principles and skills we teach;
- Integrate teaching, research and service activities for the benefit of students, colleagues, the institution and the community; and
- Apply both traditional and experiential learning designs and technologies;
- Promote a learning environment characterized by “good will, good character, and good sense.”

**OUR GOALS**

The study of communications dates back the ancient Greeks, when the study of rhetoric (the art of effective discourse) was considered central to education. The study of communication continues to be vital in the 21st Century. Communication (oral, written and visual) is a symbolic process through which people create, maintain, and transform their relationships and communities. Effective and appropriate communication is central to one's quality of life, and many disciplines consider communication to be one of their key concerns. Our program, which takes an interdisciplinary perspective, examines the complex communication process—interpersonal, public, and mediated.

**COMMUNICATIONS DEPARTMENT MISSION**

We help each student understand how fundamental theories, principles, and practices apply in many communication contexts such as interpersonal, groups, organizations, cultures, and the mass media.

The specific educational purposes of the Communications Department curriculum are to provide students with systematic learning experiences to develop their abilities to communicate effectively, think critically, work effectively with others, and make ethical decisions.

**DEPARTMENT OF COMMUNICATIONS GOALS**

**Goal 1:** Students will demonstrate critical thinking, analytical and evaluative skills.

**Goal 2:** Students will demonstrate research abilities: gather and synthesize information, and share results with others.

**Goal 3:** Students will apply knowledge of communication principles and theories.

**Goal 4:** Students will demonstrate interpersonal communication competence.

**Goal 5:** Students will demonstrate competence in public presentation.

**Goal 6:** Students will demonstrate competence in written communication.

**Goal 7:** Students will demonstrate competence in visual communication.
Curriculum

Communications majors can earn the degree Bachelor of Arts (B.A.) with a major in communications. This program is designed to increase understanding of communication processes and develop communication skills (oral, written and visual). Students study communication processes in interpersonal, small group and public settings, within organizations and cultures, and in the mass media. The degree program is designed to be flexible enough to provide the student with the necessary background to pursue graduate studies (including journalism, speech communication, and law) or to pursue professions in diverse areas, including media, business, social and human services, the ministry, education, government and politics.

The Department of Communications offers a major and a minor in communications. Please see the Undergraduate and Graduate Programs Bulletin for authoritative information about your course requirements.

Technological Literacy in Communication
The Department of Communications covers the use of presentation software and hardware in ACOM 241 and ACOM 353. Students receive advanced work in visual communication computing in ACOM 376 and ACOM 476.

Frequently Asked Questions

How can I be sure I am taking my classes in the right order?

- Freshmen must take AFCI 101 Critical Inquiry during their first semester.
- Take your English composition classes (AEGL 101 and 102) right away. These courses develop your writing skills and help you do well on papers and exams in other classes. Passing AEGL 101 and 102 with a C or higher is a prerequisite for some communications courses. You need good writing skills to succeed in communications.
- Take your math classes right away before you have time to forget what you learned in high school.
- During your first year, you will want to sign up for ACOM 190 Introduction to Communications.
- Consider taking AFYS 101 The First-Year Seminar. This elective course helps new students succeed in college by helping them develop good study habits, improve note-taking skills, learn how to work with professors, gain strategies for improving test taking skills, and overcome test anxiety.
- Take ACOM 201 Interpersonal Communication and ACOM 241 Public Speaking during your sophomore year.
- If you want to continue your second language from high school, take those classes right away.
- Take classes to complete your General Education requirements and to help you select a secondary area of study. Be sure to take at least one class every semester that really interests you.
- Pay attention to course numbers and plan to take 100 and 200 level courses before 300 and 400 levels. Also, please note course prerequisites.
- Once you have completed 60 credits, submit your Junior Writing Portfolio. You must pass this before you can take your Capstone. AEGL 201 with a grade of C or better also meets this requirement.
- Not all courses are offered every semester. The “rotation schedule” of courses on the Department’s website can help you plan classes in the Communications major. This rotation schedule is a plan, not a guarantee, so do not leave too many required courses for the last semester.
My friends have to take a non-western world studies course. Do I?

Yes. However, you will meet that requirement when you take ACOM 450 Intercultural Communication, which is a core requirement for communications majors.

Do I have to take Writing Intensive courses?

All USC Aiken students who are meeting the requirements of the 2011-2012 or later Bulletin must take three courses designated as Writing Intensive, including one in their major. The Department of Communications offers a number of Writing Intensive courses.

What math should I take?

First, entering freshmen should take the on-line math placement test. You have several choices of math, statistics or logic classes from which to choose, including the following:

- All new students should take the math placement test. This is on-line. Watch prerequisites carefully.
- Statistics (ASTA 201). This is a helpful class for students interested in media, public relations, political campaigns and many other communications careers.
- AMTH 103 and/or AMTH 104. These classes, which focus on math for practical purposes, emphasize contemporary mathematical thinking.
- AMTH 108. Designed to help you learn to think logically, this is the standard college algebra class. It is a prerequisite for more advanced math classes.
- APHL 110 Logic. This class studies deductive reasoning.

These are just some of the choices. Work with your advisor to select the math courses that best meet your needs.

How do I choose a minor, and what minors are popular?

You should select a minor that interests you. Your minor does not have to connect with the major. Communications students might minor in English, business, studio art, political science, psychology, sociology, or any other approved subject. You probably don’t have to declare your minor to your advisor until late in your sophomore year, but think about it and explore options before then. Be sure to talk to professors in the discipline and find out about course rotations and any special requirements for the minor. The USCA Bulletin lists subjects in which you can minor and explains the requirements.

Although we recommend a minor, you may choose a cognate instead of a minor to meet this requirement. Consult with your advisor about this.

I see that Communications majors do a “capstone.” What is a capstone and what are my choices?

The capstone should bring together all that you have learned in the communications classes you have taken. It helps you to evaluate, integrate and demonstrate what you have learned. Students complete this experience as one of their senior year courses. Students work with an organization and make all arrangements for their Capstone experience with approval and guidance from their Capstone instructor. Talk with your advisor and the Capstone instructor before you contact an organization.
USCA Communications majors have two options for the Capstone experience. One is the internship (ACOM A497), where you apply the knowledge and skills you’ve obtained to a position in newspaper writing, broadcasting (radio or TV), public relations, graphic design, magazine writing, advertising, or another communications field. You will work with a professional who has education and/or work experience in the chosen areas as well as with a faculty member from the department. You should both deepen and expand your understanding of the discipline in this practical experience. Students have completed recent internships at local TV and radio stations, Global Spectrum, the Augusta Riverhawks, Aiken Electric Cooperative, the Aiken Standard, and many other organizations.

The second option is the service learning experience (ACOM A499), which involves applying us your knowledge and skills in a non-profit, charitable organization. During your experience, you should find yourself integrating theory with practice, gaining a greater understanding of communication principles, and making a difference in the community. Students have completed service-learning capstones at many agencies, including the American Red Cross, Sunshine House, Helping Hands, ACTS, The First Tee of Aiken, The Ronald McDonald House, and the Aiken Area Council on Aging.

With either option, the capstone instructor will require additional written and oral assignments.

To enroll in a capstone experience, you must have completed 90 hours of coursework, including at least 18 hours in communications. You must have at least a 2.0 GPA and have successfully completed the Junior Writing Portfolio, as well as communications course prerequisites with a C or better. For more information, contact your academic advisor.

What is the exit interview?

All Communications majors complete an on-line exit interview before they graduate. We use this to help judge how effective your education here has been.

Opportunities Outside the Classroom

Pacer Times, USCA’s award-winning student newspaper, lets students with any major learn journalism skills in a hands-on setting. For more information or to apply for a position on the paper, see Senior Instructor Peggy Elliott in H&SS B10 or call 641-3325.

Lambda Pi Eta is the national Communications Honor Society. Membership is by invitation. To be eligible for membership, students must have completed 60 hours of coursework, at least 12 of which must be in Communications courses, and have an overall GPA of 3.0 with a GPA of 3.25 in all Communications courses taken. Communications minors are not eligible for LPE. Students who believe they are qualified for membership may speak with Dr. Spring Duvall, faculty advisor to the organization.

Broken Ink is USCA’s literary magazine. An award-winning publication, Broken Ink is open to students in all majors and gives students the opportunity to practice creative writing and graphic arts and learn skills
pertaining to magazine production. For more information, see Karl Fornes in H&SS B-3 or call 641-3706.

**Media Board.** According to USCA policy, “The Board of Publications and Communications derives its authority from the USC Board of Trustees. In accordance with the Board of Trustees, the Board assures editorial freedom for student editors and managers of student media, protecting them from arbitrary suspension and removal because of student, faculty, staff, administrative, or public disapproval of editorial policy or content. The board believes that the widest degree of latitude should be allowed editors and managers for the free discussion of current issues and problems under the First Amendment of the U.S. Constitution.”

The Aiken County Language Arts Festival, hosted by USCA, provides opportunities for students to help coordinate, and organize a county-wide event that includes poetry, prose, acting and public speaking.

We have a campus chapter of the **International Association of Business Communicators.** Contact their faculty advisor, Senior Instructor Peggy Elliott, at 641-3632.

The Alumni Newsletter, **Common Knowledge,** is written, photographed, and designed by students.

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**WHY ATTEND USCA TO STUDY COMMUNICATIONS?**

**You will have the opportunity to:**

- **Work with outstanding faculty members, including a two-time recipient of the USCA Teaching Excellence Award.**
- **Develop your communication and leadership skills.**
- **Department faculty members are dedicated to helping you learn and achieve your goals. We strive to be innovative teachers who use active and experiential teaching tools to promote understanding and application.**
- **Co-curricular activities like the Pacer Times student newspaper, Lambda Pi Eta honor society, International Association of Business Communicators, and other organizations provide opportunities to apply and enhance your knowledge.**
- **Learn with others who are supportive, helpful and capable. Our students have been recognized for leadership excellence and have won a number of awards.**
- **Make a difference in the community by participating in service organizations or classroom-based service-learning.**
- **The best students might obtain one of the academic scholarships we offer to communications majors.**
Dr. Spring-Serenity Duvall teaches courses in mass communication, media writing, and gender and cultural issues in communication. She holds a Ph.D. in Mass Communications with a minor in Gender Studies from Indiana University. She is faculty advisor to Lambda Pi Eta, the communications honorary society. Dr. Duvall regularly contributes articles to scholarly journals and books in communication, especially about the portrayal of children and celebrities in the media. She is also an officer for the Association for Education in Journalism and Mass Communication (AEJMC) Commission on the Status of Women. In her spare time, Dr. Duvall knits and gardens.

Senior Instructor Peggy Elliott teaches Public Relations, Visual Communication I and II, Advertising, Broadcast Writing and Production, Communication Law and Ethics, and media writing courses. She serves as faculty adviser to USC's award-winning student newspaper, The Pacer Times, and the campus chapter of the International Association of Business Communicators. Bringing both academic expertise and real-world experience to her teaching, Ms. Elliott was a reporter and editor with the Florida Times-Union and owned a public relations/marketing company, O’Neal Communications, for 15 years before coming to USCA. She holds an M.A.J.C. degree from the University of Florida. She is a Rotary Foundation Journalism Award recipient who did post-graduate studies in Sydney, Australia. When not teaching, Ms. Elliott is a pianist, photographer and freelance writer/designer.

Dr. Bing Han teaches Intercultural Communication, Communication Research Methods, Introduction to Communication and Interpersonal Communication. She received her Ph.D. in Communication from the University of Maryland. Dr. Han's intercultural communication research has appeared in highly respected scholarly journals. She is interested in examining how culture influences people's conflict behaviors, moral decision making, and persuasive strategies. In addition to her expertise in communication, Dr. Han also holds an engineering degree.

Dr. William Harpine teaches Public Speaking, Interpersonal Communication, and other courses for communication majors. Dr. Harpine's book, From the Front Porch to the Front Page: McKinley and Bryan in the 1896 Campaign was published by Texas A&M University Press. An amateur guitarist, Dr. Harpine is active in community service and recently completed a term as Past President of the Association for Communication Administration. He previously chaired the History of Rhetoric Interest Group of the Southern States Communication Association and the Argumentation and Forensics Division of the National Communication Association. Dr. Harpine received a Ph.D. from the University of Illinois.

Ms. Elizabeth Webb joins the Department of Communications faculty in August 2012. Ms. Webb teaches Public Speaking, Interpersonal Communication, and various other oral communication courses. Ms. Webb has professional experience in health communication, including stints as Visiting Research Associate at the Kinsey Institute and Research Assistant at the Rural Center for AIDS Prevention. Ms. Webb holds an M.A. degree in Mass Communication from the University of Kentucky, where she is now finishing her Ph.D. studies with a specialization in intercultural and health communication.

Dr. Charmaine Wilson teaches Group Communication, Organizational Communication, Interpersonal Communication, Introduction to Communication, and special topics courses. A great advocate of service-learning, Dr. Wilson often encourages her students to apply their communications skills in real-world settings. Dr. Wilson serves as Vice-President of the Carolinas Communication Association, and advances to President for the 2012-2013 term. She and Dr. Sandra Hochel wrote Hiring Right: Conducting Successful Searches in Higher Education, published by Jossey-Bass. She has received USC Aiken's Excellence in Teaching, Excellence in Advisement, and University Service Awards. Dr. Wilson holds a Ph.D. in Speech Communication from the University of Washington.

30 June 2012
## Department of Communications Directory
### Fall 2012

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Office Phone</th>
<th>Office#</th>
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<tbody>
<tr>
<td>H&amp;SS College Office</td>
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<tr>
<td>Ann Gordon, Administrative Assistant</td>
<td>803-641-3481</td>
<td>H&amp;SS 204B</td>
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<td></td>
<td>803-641-3467</td>
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The University of South Carolina Aiken is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone number 404-679-4501) to award associate, baccalaureate, and master's degrees. The University of South Carolina Aiken provides affirmative action and adheres to the principle of equal educational and employment opportunity without regard to race, color, religion, sex, creed, national origin, age, disability or veteran status. This policy extends to all programs and activities supported by the university. The University of South Carolina has hereby designated as the Section 504 coordinator, the University Affirmative Action Officer located in the Human Services Division, University of South Carolina, Columbia, SC 29802. Any person who feels they qualify for special accommodations due to physical, learning or psychological disability should contact the Office of Disability Services at (803)641-3609 for a free, confidential interview.