

# *New Professional Degree Program Established at Cornell*

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IN THE EARLY 1870's, Cornell, under the leadership of President Andrew Dickson White, established the first university journalism program in the United States. Now, 100 years later, the Department of Communication Arts of the New York State College of Agriculture at Cornell begins a new graduate program leading to a Master of Professional Studies (Communication Arts) Degree.

Although journalism as such is no longer taught at Cornell, more than 75 majors in the undergraduate program select from 18 Communication Arts courses. More than 1,500 other students in nine schools and colleges of Cornell also enrolled in these courses this year as electives. The professional degree program will add at least nine especially designed graduate level courses.

This new program emphasizes three key elements: (1) analysis of what is known about the communication process, (2) exploring the potential of current and new communication techniques and technology, and (3) application of the first two elements to specific communication problems.

The program stresses "the strategic application of communication knowledge and technology" rather than building competence in media operation, and is aimed at preparing individuals for careers in government and international agencies, educational institutions, foundations and industries where organized public communication is a key concern, and the mass media.

## *Work-Study Requirements*

Applicants are now being screened for the fall semester. To complete the program, students should plan on a minimum of

two semesters plus one summer, or three semesters, of study, including a residency requirement as a full-time student.

The program is limited to 10-15 participants initially, to allow each one to work more closely with members of the faculty and to develop individual work-study programs. In turn, the faculty can more fully evaluate the program's effectiveness and determine needed modifications or changes.

Candidates take a minimum of 30 semester hours of course work. In addition to courses in the Department of Communication Arts, they are urged to do some advanced work in other fields, especially those that may build on their undergraduate study. A typical program might include the following:

15 hours—communication arts

3 hours—research and survey design

6 hours—related area

6 hours—master project

In addition to course work, each student individually undertakes a major project. This may be a creative activity, such as writing and producing a series of broadcast programs or print articles of professional quality, or designing a communication system for agricultural marketing or public health in a developing nation. Or, it may be a communication research-oriented project.

As with any viable graduate program, the financial support of both teaching and research assistantships is necessary. Funds are being sought from industry, foundations, and private sources to provide the sound fiscal base on which to build. A few teaching assistantships are already provided through State of New York support and negotiations for others are continuing.

### *New Center for a New Program*

The university and college administrations have demonstrated their confidence in and support of the professional degree program by providing a building to house the new "Communication Arts Graduate Teaching and Research Center."

The building is located in a wooded setting on the edge of the campus and across the street from the Noyes Student Center with its excellent food service. It is ideal for hosting top-level communication conferences for educators and industry representatives, as well as for conducting regular classes and research projects.

The center's 22 rooms will include a student darkroom, a large classroom with full visual capabilities, a number of smaller adjustable seminar rooms, a communications library, and staff and student offices. In addition to the new center, students have access to the latest communication facilities, such as the Department's Educational Television Center in the new wing of the College of Human Ecology, where the staff provides instruction and experience in preparing and disseminating information to today's visually oriented generation.

Although it will take two or three years to complete the proposed renovation, the center will be available for use by the first group of students in the fall of this year.

For a descriptive brochure with more detailed information on the new program, write to Prof. Robert Crawford, Graduate Field Representative, Department of Communication Arts, Room 402 Roberts Hall, Cornell University, Ithaca, New York 14850.