The School of Journalism and Mass Communications strives to improve and strengthen the societal roles of the professions of journalism and mass communications. The school provides undergraduate instruction within a liberal arts context to prepare students for an increasingly multinational, multicultural professional work environment. Master’s and Ph.D. degrees are awarded under the graduate program to prepare students for leadership and management roles in journalism and mass communications professions and in the professoriate. The purpose of the School of Journalism and Mass Communications is to educate the state’s diverse citizens and position South Carolina as a leader in an information-oriented society through teaching, research, creative activity, and service.

PRIORITIES

- Continuously review the school curriculum to reflect the future needs of all aspects of the mass communications professions.
- Diversify the college’s entrepreneurial focus through external funding for research and distance education.
- Recruit faculty, staff, and students from underrepresented populations.
- Emphasize research and scholarship.
- Enhance advocacy and service to the professions.

PARTNERSHIPS

- The IFRA Newsplex is a multimedia news laboratory for teaching, training, and research in the uses of the proliferating new media.
- South Carolina Scholastic Press Association (SCSPA) is dedicated to the advancement of scholastic journalism. The School of Journalism and Mass Communications partners with SCSPA to facilitate conferences and workshops for the organization’s middle and senior high schools across the state.
- Southern Interscholastic Press Association (SIPA) is a regional organization of middle, junior, and senior high schools that encourages professionalism in scholastic journalism. SIPA is headquartered at the USC School of Journalism and Mass Communications.

QUICK FACTS

Hallmarks/Rankings

- The school boasts award-winning students in all areas including:
  - Hearst Journalism Awards competition
  - Society of Professional Journalists regional and national competitions
  - American Advertising Federation’s Most Promising Minority Students
  - The Society of Newspaper Design
  - Dow Jones Internship
  - Chips Quinn Scholarship and Internship
  - Scripps Howard Internship
  - ESPN Internships
  - Radio-Television News Directors Association Awards & Scholarships
  - Student Chapter of the National Press Photographer’s Association

PROGRAMS OFFERED

- Bachelor of Arts: a degree in journalism and mass communications with a choice of five majors: advertising, public relations, broadcast journalism, journalism, visual communications
- Master of Arts: for those planning to pursue a doctorate who will eventually teach in the field
- Master of Mass Communications: for students with undergraduate degrees in other academic areas who seek a professional degree in journalism and mass communications
- Ph.D.: for students seeking research and management careers in media, public relations, advertising, and teaching or research positions in higher education

Other

- SJMC offers comprehensive capstone experiences in The Carolina News, an award-winning half-hour daily, live broadcast news production; The Carolina Reporter, award-winning weekly and online newspaper; and The Carolina Agency, a full-service, student-run advertising, design, and public relations agency.

Fall 2009 Enrollment

- 1,372 undergraduate students
- 70 graduate students

Faculty highlights

- SJMC’s faculty members offer diversity in professional and academic experience including expertise in risk communication, AMBER Alert-readiness, convergence and new media, health and science communication, media history, and media law.

Quick fact:

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The School of Library and Information Science (SLIS) at the University of South Carolina provides and promotes education and leadership in library and information science, services, and studies through the highest levels of teaching, research, and service. The constantly adapting and relevant SLIS has been preparing information professionals since 1972.

PRIORITIES
- The School of Library and Information Science is committed to supporting the development and improvement of libraries and information, serving as an essential part of cultural enrichment, the dissemination of knowledge, and the enhancement of the overall quality of life.
- The school supports the development and improvement of library and information services to the people of South Carolina and the southeastern region, recognizing key parallels in the needs and problems of the state, region, and nation.
- SLIS seeks to promote the role of libraries and information centers as vital human service agents that provide sources of information, inspiration, and cultural activity.
- The school strives to provide advice and assistance, to advance scholarship, and to exercise a leadership role in the development of library and information science.

PARTNERSHIPS
- A major focus is the Children, Libraries and Literacy Initiative, collaboration with libraries statewide featuring Cocky’s Reading Express™. Cocky’s Reading Express™ serves as a highly visible outreach element involving student government.
- The South Carolina History Project is an ongoing collaboration between the School of Library and Information Science faculty, its students, and South Carolina librarians to gather and make available the history of every library in the state.
- The South Carolina Public Library Economic Impact Study is a project developed by the School of Library and Information Science and the South Carolina Association of Public Library Administrators, cooperatively with South Carolina State Library.

QUICK FACTS
Hallmarks/Rankings
- U.S. News & World Report listed the School of Library and Information Science as one of the best graduate schools, No. 2 for school library media, and No. 8 for health information.
- Accredited by the American Library Association

Fall 2009 Enrollment
- nine undergraduate students
- 437 graduate students

FACULTY HIGHLIGHTS
- SLIS faculty members offer diversity in professional and academic experience, national recognition as award winners in several professional associations, and world-class researchers in children’s literature, literacy, school library media, information theory, medical informatics, and public value.

RESEARCH FUNDING
- SLIS continues to garner external funding from federal agencies and foundations.
- The total research funding received in the fiscal year from July 1, 2007, through May 21, 2008, was more than $1 million.

PROGRAMS OFFERED
- Bachelor of Science in Information Science
- Master of Library and Information Science degree
- Master of Library and Information Science and dual master’s programs combining library and information science with English or history
- Ph.D. in Library and Information Science
- Specialist in Library and Information Science Certificate