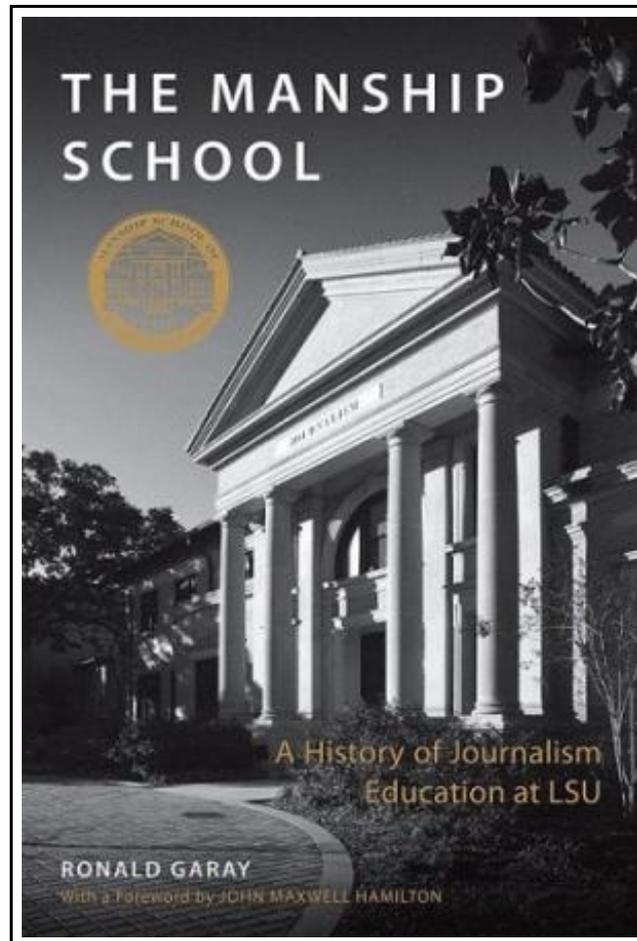


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THE MANSHIP SCHOOL: A HISTORY OF JOURNALISM EDUCATION AT LSU (HARDBACK)

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Louisiana State University Press, United States, 2009. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. In September 2005, just days after Hurricane Katrina devastated New Orleans, journalists from the Times-Picayune and WWL-TV asked for and received assistance from LSU s Manship School of Mass Communication. The staff of the Times-Picayune used the School s computer labs to publish an online edition of the paper within hours of their arrival and a print edition just five days after the storm. WWL-TV reporters set up shop in the School s television facility and were on the air a few hours later, telling Katrina s story. What happened at the Manship School during that September week affirmed the ascendancy of this illustrious program. From a single journalism course offered during the 1912--1913 session, the LSU Manship School of Mass Communication has a long, rich tradition of excellence. In *The Manship School*, Ronald Garay, a longtime faculty member and former associate dean, traces not only the story of the Manship School but its role in the evolution of media education in general. Hugh Mercer Blain, a professor in the English department at LSU in the early 1900s, created the first LSU journalism courses and curriculum with the support of then LSU president Thomas Boyd, making LSU one of the first universities to offer journalism education. Garay describes Blain s efforts to structure a fledgling journalism department and his success in gaining national recognition for what soon would become the LSU School of Journalism and later the Manship School of Mass Communication. Garay chronicles the subsequent building of full-fledged journalism units in liberal arts colleges; the addition of new fields such as broadcasting, advertising, public relations, and political communication; the creation of doctoral programs; and the emergence of serious research...



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