

COMMUNICATION

Communication Arts 265 • 262-595-2331 • Keyword: *Communication*

Degree Offered:

Bachelor of Arts.

Professor:

Mullen, Ph.D. (Chair)

Associate Professors:

F. Akindes, Ph.D.; Castor, Ph.D.; Crafton, Ed.D.; Shailor, Ph.D.

Assistant Professor:

Viramontes, Ph.D.

Department Overview

Communication affects our lives at multiple levels. At one level, it can be thought of as the way we construct knowledge and information through human interaction — whether face to face or mediated. At another level, it is the process through which we continually negotiate the meaning and purpose of our lives. At no level is this process transparent or innocent. Rather, it is influenced by the various ways in which we identify ourselves as individuals and as groups. The Communication Department believes that a theoretical understanding of these processes as well as the ability to apply that understanding in real-life situations is essential.

The communication major and minors prepare students to succeed in the 21st century. We live in a dynamic time shaped by new technologies, digital media, cultural convergence, a global economy, and a rich diversity of racial and ethnic cultures, encompassing nationality, religion, language, gender, sexual orientation, social class, physical conditions, and age. The Communication Department is structured around communities of practice with emphasis on four areas: media studies, human interaction, organizational communication, and public relations. The Communication Department's faculty and staff welcome working with students to develop individualized and integrated courses of study to meet their professional and personal interests.

Studies indicate that, in the future, students will have jobs that currently do not exist. What is important for students to learn, then, is how to remain nimble and flexible in an ever-changing global society. The Communication Department prepares students for a complex and uncertain future by developing skills and competencies that apply to multiple life and work situations. These communication skills include writing, speaking, listening, resolving conflicts, and interacting across and within different cultures whether face to face or

mediated. Inherent in these skills are analyzing, problem-solving, and self-reflecting.

By the end of their programs of study, communication majors and minors are expected to be able to demonstrate two levels of cultural competence: professional and theoretical. Six learning objectives state the assumptions common to courses in the major and its various course concentrations. Although not a requirement, students are strongly encouraged to seek an internship to gain experience in a chosen field of interest. Student understanding of the learning objectives is demonstrated through a portfolio of their work assembled during a capstone course in the last semester of study.

Student Organizations/Clubs

Parkside Association of Communicators, Lambda Pi Eta, Parkside Communication Alumni Association.

The Parkside Association of Communicators (PAC) is a student organization dedicated to promoting interaction among students, faculty/staff, alumni, and working professionals. The club regularly organizes events and activities valuable to students' professional and intellectual development.

Lambda Pi Eta (LPH) is the national communication honor society for undergraduates. Students who are declared majors with at least 60 credits, have a cumulative GPA of 3.00 or higher, have completed at least 12 credits in the major, and have a major GPA of 3.25 or higher are eligible.

Parkside Communication Alumni Association (PCAA) is open to all alumni who were communication majors while students at the University of Wisconsin-Parkside. The mission is to encourage and coordinate the connection of UW-Parkside communication alumni with each other, with faculty, and with students.

Communication students are also encouraged to gain experience in career interests through campus-wide organizations including Ranger News, the student newspaper; and WIPZ radio station.

Internships

An internship is a professional experience designed to round out a student's education. Internships can be either paid or unpaid. Both types are valuable for resume building, application of theoretical knowledge to hands-on experience, exploring future career opportunities, and making contacts and networking outside the university. An internship is strongly recommended for communication majors, particularly during the senior year. COMM 494 Communication Internship, is designed to facilitate the student's structured and systematic

application of communication concepts to a job experience through the completion of a written case study. Normally, only senior-status students who meet a GPA requirement of 2.80 in the major are eligible for an on-the-job experience under academic supervision. See the departmental internship director for detailed instructions. Up to 3 credits of internship may be counted toward the 400-level electives requirement in the major.

Departmental Learning Objectives

The Communication Department curriculum is grounded in the assumption that the 21st-century lifestyle calls for a broad range of communication skills, often used in combination with one another. Therefore we expect our graduates to be practiced readers, writers, speakers, listeners, producers, observers, and performers. Each course taken toward the B.A. in communication at the University of Wisconsin-Parkside will emphasize one or more of the six learning objectives listed below:

Identity: Analyzing and critiquing how human identity is constructed, reinforced, and transformed through the ways we communicate.

Social justice: Promoting social justice in ways that acknowledge and celebrate a diverse global culture.

Knowledge: Understanding how knowledge is constructed within systemic and historically situated processes.

Messages: Creating and critiquing messages in ways that reflect both professional competence and ethical decision-making.

Texts: Interpreting and explaining a range of texts in ways that question cultural assumptions.

Contexts: Identifying and practicing multiple roles within groups and organizations.

Demonstrating successful completion of the communication major as a whole is the goal of the Senior Seminar capstone course (COMM 495), taken in a student's final semester of study.

It is the student's responsibility to be aware of the requirements of the major at the time it is declared, as well as any changes in the major instituted by the faculty. It is also the student's responsibility to consult regularly with his/her adviser regarding the program of study.

Requirements for the Communication Major (48 credits)

To be accepted as a major in communication, a student must have a 2.25 cumulative GPA; a major also must have a 2.25 cumulative GPA in order to enroll in COMM 495 Senior Seminar, the department's capstone course. Students admitted to the major should plan to complete the 100- and

200-level requirements in communication (including required course work in other departments) before taking upper-division courses. These courses have been planned and sequenced so as to provide a broad overview of the field, introduce essential skills, and help students plan their futures both within the program and following college graduation. At least 15 credits of upper-level courses in the major must be completed at UW-Parkside. Non-majors interested in taking upper-division communication courses should consult with the course instructor before registering.

Additionally, as they near completion of their required lower-level courses, communication majors and minors are expected to meet with their advisers to discuss recommended sequences of elective courses for specific career or graduate school paths. The department maintains extensive advising materials to help students plan for and navigate the wide range of careers that are available.

The following courses are required of all communication majors:

Core Courses (24 credits)

One of:

SPCH 105 Public Speaking 3 cr
OR

COMM 205 Performing Texts 3 cr

COMM 107 Communication and the
Human Condition 3 cr

(must earn a grade of C or higher for credit toward the major)

COMM 108 Media and Society..... 3 cr

(must earn a grade of C or higher for credit toward the major)

COMM 207 Introduction to the Communication
Discipline I..... 3 cr

COMM 208 Introduction to the Communication
Discipline II 3 cr

COMM 295 Sophomore Seminar 3 cr

ART 104 Introduction to Digital Art 3 cr

One of:

ENGL 201 Advanced Composition 3 cr

COMM 255 Introduction to News Writing 3 cr

Three credits of a communication elective at any level

Twelve credits of communication electives at the 300 or 400 level, 3 of which must be at the 400 level

Six credits at the 300 or 400 level outside the Communication Department, to be selected in consultation with adviser

Capstone Course (3 credits):

COMM 495 Senior Seminar..... 3 cr

Requirements for Communication Minors (21-24 credits)

MINOR IN HUMAN INTERACTION (24 CREDITS)

The human interaction minor is designed for students who wish to investigate the ways people interact in face-to-face contexts, across diverse communities. It will be of greatest value to students interested in moving into careers where they will work directly with people of varied backgrounds, including positions in personnel management, human resources, counseling, mediation, and social services.

Core Courses (12 credits):

- SPCH 105 Public Speaking 3 cr
OR
- COMM 205 Performing Texts.....3 cr

- COMM 107 Communication and the
Human Condition 3 cr
- COMM 207 Introduction to the Communication
Discipline, Part I..... 3 cr
- COMM 208 Introduction to the Communication
Discipline, Part II..... 3 cr

Foundational courses (9 credits):

- COMM 310 Interpersonal Communication..... 3 cr
- COMM 335 Language in Human Communication.. 3 cr
- COMM 365 Intercultural Communication..... 3 cr

Electives (3 credits):

- One of:
- COMM 315 Communication and Gender 3 cr
 - COMM 330 Communication and Socialization..... 3 cr
 - COMM 363 Communication and Ethnicity 3 cr
 - COMM 385 Strategies for Constructive Dialogue... 3 cr
 - COMM 390 Special Topics in Communication
(topic approval required)..... 3 cr
 - COMM 450 Narrative Analysis 3 cr
 - COMM 485 Practicum in Conflict Intervention 3 cr
 - COMM 490 Special Topics in Communication
(topic approval required) 3 cr
 - COMM 494 Communication Internship
(approval required)..... 3 cr

MINOR IN ORGANIZATIONAL COMMUNICATION (21 CREDITS)

A minor in organizational communication is designed to help students analyze the role of communication in how organizations operate and communicate effectively within an organization.

At least 6 credits must be community based learning credits.

Lower-level courses (12 credits):

- SPCH 105 Public Speaking 3 cr
OR
- COMM 205 Performing Texts 3 cr

- COMM 107 Communication and the
Human Condition 3 cr

- COMM 202 Group Communication 3 cr
OR
- COMM 285 Introduction to Conflict Analysis
and Resolution 3 cr

- ENGL 204 Writing for Business and Industry 3 cr
OR
- COMM 240 Introduction to Public Relations 3 cr

Upper-level courses (9 credits):

- Required:
- COMM 303 Organizational Communication..... 3 cr
- One of (3 credits):
- COMM 315 Communication and Gender 3 cr
 - COMM 363 Communication and Ethnicity 3 cr
 - COMM 365 Intercultural Communication 3 cr
- One of (3 credits):
- COMM 385 Strategies for Constructive Dialogue... 3 cr
 - COMM 390 Special Topics in Communication
(topic approval required)..... 1-3 cr
 - COMM 485 Practicum in Conflict Intervention 3 cr
 - COMM 490 Special Topics in Communication
(topic approval required)..... 1-3 cr
 - COMM 494 Communication Internship..... 1-3 cr
 - HRM 343 Human Resources Management 3 cr
 - HRM 442 Improving Employee Performance..... 3 cr

MINOR IN PUBLIC RELATIONS (24 CREDITS)

A minor in public relations allows students to develop a general understanding of the concepts and practices involved in being a public relations practitioner and/or a member of an organization who is responsible for various communication tasks which help to create and maintain relationships between an organization and its publics.

Required:

- COMM 105 Public Speaking 3 cr
OR
- COMM 205 Performing Texts 3 cr

- COMM 108 Media and Society..... 3 cr
- COMM 207 Introduction to the Communication
Discipline, Part I..... 3 cr
- COMM 208 Introduction to the Communication
Discipline, Part II..... 3 cr
- COMM 240 Introduction to Public Relations 3 cr
- COMM 255 Introduction to News Writing 3 cr
- COMM 360 Contemporary Media Industries..... 3 cr
- COMM 494 Communication Internship..... 1-3 cr

MINOR IN COMMUNICATION (GENERALIST) (21 CREDITS)

This minor is intended for students seeking a broad exposure to the field of communication, as well as those seeking to tailor their minor to complement a particular major or course of study.

Core Courses (12 credits):

- COMM 107 Communication and the
Human Condition 3 cr
- COMM 108 Media and Society..... 3 cr

COMM 207	Introduction to the Communication Discipline , Part I.....	3 cr
COMM 208	Introduction to the Communication Discipline, Part II.....	3 cr

SOCA 323	Institutional Racism in America	3 cr
SOCA 331	Deviant Behavior	3 cr
SOCA 354	Class, Status, and Power	3 cr
SOCA 356	Political Sociology	3 cr

Electives (9 credits):

The student must complete 9 additional credits in communication, at least 6 credits of which are in courses numbered 300 or above. These credits must be approved by a departmental adviser to ensure an appropriate and timely sequence of courses.

Requirements for the Communication Certificates

CERTIFICATE IN CONFLICT ANALYSIS AND RESOLUTION (12 CREDITS)

The certificate program in conflict analysis and resolution (CAR) prepares students as leaders in creating constructive responses to conflict. Through course work and field experiences, students learn how to analyze and respond to conflicts at multiple levels – interpersonal, organizational, cultural, and international. This certificate is recommended for those moving into positions as counselors, teachers, managers, mediators, and community leaders. To complete the program, the student must complete three core courses (9 credits), and one elective course (3 credits). The total number of credits required for the certificate is 12.

Core Courses (9 credits)

The three core courses provide training in several areas of conflict transformation: conflict analysis and assessment, dispute mediation, dialogue facilitation, and conflict intervention. The courses must be taken in sequence. All three courses are required for completion of the certificate.

COMM 285	Introduction to Conflict Analysis and Resolution	3 cr
COMM 385	Strategies for Constructive Dialogue...	3 cr
COMM 485	Practicum in Conflict Intervention	3 cr

Elective (3 credits)

The purpose of the elective course is to help the student place his/her understanding of conflict in a broader social context. Therefore, the elective course must be from outside the student's major concentration. After consulting with the program adviser, the student is to take one of the following courses:

COMM 363	Communication and Ethnicity	3 cr
COMM 370	Communication and Social Change....	3 cr
COMM 490	Special Topics in Communication (topic approval required)	1-3 cr
HIST 260	International Conflict.....	3 cr
PHIL 215	Contemporary Moral Problems: Ethics and Conflict	3 cr
PHIL 220	Politics, Law and Society.....	3 cr
PHIL 320	Value Theory	3 cr
POLS 315	Diversity Law: Tribal Nations	3 cr
POLS 341	International Conflict and Cooperation ...	3 cr
SOCA 233	Criminology	3 cr
SOCA 234	Juvenile Delinquency/Juvenile Justice	3 cr

MEDIA LITERACY CERTIFICATE (16 CREDITS)

The media literacy certificate provides critical tools for analyzing, interpreting and questioning corporate media. The certificate is designed for parents, teachers, and citizens concerned with media production, consumption and messages in various media – television, music, film, video games, the Internet, handheld mobile devices, etc. Key themes are media ownership, media/cultural convergence, and the implications of new technologies on human communication and democracy in the U.S. and around the world.

Core Courses (9 credits)

COMM 108	Media and Society.....	3 cr
COMM 368	Children and the Media	3 cr
COMM 463	Gender, Race, and Class in Media.....	3 cr

Electives (6 credits)

Two of:

COMM 360	Contemporary Media Industries.....	3 cr
COMM 366	Communication and Popular Music....	3 cr
COMM 390	Special Topics in Communication (topic approval required)	3 cr
COMM 430	Cyberspace Communication	3 cr
COMM 435	Understanding Advertising Messages.	3 cr
COMM 490	Special Topics in Communication (topic approval required)	3 cr
COMM 494	Communication Internship (approval required).....	3 cr

Final Project (1 credit)

COMM 468	Media Literacy Project.....	1 cr
----------	-----------------------------	------

Courses in Communication (COMM)

107 Communication and the Human Condition..... 3 cr

Prereq: None. Freq: Fall, Spring.

A systematic inquiry into the consequences of how people in diverse cultural groups communicate for self, for others, and for the social worlds in which they live. Must earn a grade of C or higher for credit toward the major.

108 Media and Society 3 cr

Prereq: None. Freq: Fall, Spring.

Explores the intersection of media with social, economic, historical, and political spheres of contemporary life. Must earn a grade of C or higher for credit toward the major.

202 Group Communication..... 3 cr

Prereq: None. Freq: Yearly.

Exploration of various concepts in group communication including group development, climate, problem solving, decision making, and power.

205 Performing Texts..... 3 cr

Prereq: None. Freq: Fall

Focuses on oral interpretation, the process whereby one reads and interprets text for the purpose of performing it for an audience. Requires in-class performance of selected texts.

- 207 Introduction to the Communication Discipline, Part I 3 cr**
Prereq: COMM 107 and 108. Freq: Fall, Spring.
 Introduction to the communication discipline as a community of practice. Emphasizes the practical uses of contemporary communication theory and research to solve problems. Students will identify a problem in the local community, formulate a research agenda, and conduct a literature review.
- 208 Introduction to the Communication Discipline, Part II 3 cr**
Prereq: COMM 107, 108, and 207. Freq: Fall, Spring.
 In this follow-up to COMM 207, students continue developing their professional identities as practitioners of communication research. Revision and implementation of the research agenda established during the previous semester. Practice in field research (using a range of methods), in writing the research paper, and in reporting the results to multiple audiences.
- 240 Introduction to Public Relations 3 cr**
Prereq: COMM 107, 108. Freq: Fall.
 Introduces the theories, methods, and practice of public relations and their application in industry, government, education, social agencies, and other institutions.
- 251 Fundamentals of Media Production 3 cr**
Prereq: COMM 108 or consent of the instructor. Freq: Occasionally.
 Instruction in the use of video cameras and related equipment; introduction to digital video editing; application of theories of video production.
- 255 Introduction to News Writing 3 cr**
Prereq: ENGL 101 and COMM 108, or consent of instructor. Freq: Fall, Spring.
 Covers news gathering, basic reporting, journalistic ethics, and other topics.
- 285 Introduction to Conflict Analysis and Resolution 3 cr**
Prereq: One of: COMM 107, HIST 101, PHIL 206, POLS 101, SOCA 101, or consent of program adviser. Freq: Fall, Spring.
 A survey of approaches to understanding, transforming, and resolving conflicts. Case studies at the interpersonal, organizational, community/cultural, and international levels.
- 290 Special Topics in Communication 1-3 cr**
Prereq: None. Freq: Occasionally.
 Selected topics in communication will be examined.
- 295 Sophomore Seminar 3 cr**
Prereq: COMM 107 or 108. Freq: Fall, Spring.
 A conceptual introduction to the communication discipline, exploring critical connections between communication-related course work and the 21st-century work environment.
- 303 Organizational Communication 3 cr**
Prereq: Core courses or consent of instructor. Freq: Fall.
 An examination of the role of communication in organizational settings. Topics include organizational communication theories and elements, and contemporary organizational systems and their functioning.
- 310 Interpersonal Communication 3 cr**
Prereq: COMM 107, 207 and 208. Freq: Fall.
 A detailed examination of the role of communication in structuring and accomplishing interpersonal interactions with an emphasis on the ways interactional processes construct relationships and identities.
- 315 Communication and Gender 3 cr**
Prereq: Core courses or consent of instructor. Freq: Spring.
 An examination of the role of communication in the construction of gender, and the role of gender in the social organization and use of language and communication systems.
- 330 Communication and Socialization 3 cr**
Prereq: Core courses and COMM 310, or consent of instructor. Freq: Occasionally.
 Examines how children learn to communicate in three major settings: at home, in classrooms, and with peers. Focus on observations of real children in real contexts.
- 335 Language in Human Communication 3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Examination of the role of language in creating, maintaining, and transforming the social world from cultural, rhetorical, and/or philosophical perspectives. The ethical implications of language use in contemporary contexts will be addressed.
- 340 Health Communication 3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Focuses on both human interaction and media messages as they apply in health care and related organizations.
- 350 Narrative Analysis 3 cr**
Prereq: Core courses or consent of instructor. Freq: Fall.
 An examination of the ways that storytelling creates identity and negotiates social life. Topics include structure, function, genres, and contexts of narrative.
- 360 Contemporary Media Industries 3 cr**
Prereq: COMM 108, 207, and 208; or consent of instructor. Freq: Fall.
 An overview of contemporary media industries in the U.S., including broadcast and cable television, radio, film, newspapers, the Internet, and others. Emphasis is on industrial structures and the ways these industries work together in the 21st century.
- 363 Communication and Ethnicity 3 cr**
Prereq: COMM 107 or consent of instructor. Freq: Fall, Spring.
 Critical examination of communication practices which construct, maintain, transform, or threaten ethnic identity in a co-cultural context. May be repeated with different content. Emphasis rotates among African Americans, Asian Americans, Latino/a Americans, and Native American Indians. Cross-listed with ETHN 363.
- 365 Intercultural Communication 3 cr**
Prereq: COMM 107, 207, and 208; or consent of instructor. Freq: Fall.
 Interpretive and critical approaches to understanding communication across cultural differences. Cross-listed with ETHN 365.
- 366 Communication and Popular Music 3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Explores the cultural politics of popular music as communication in contemporary society. Cross-listed with ETHN 365.
- 368 Children and the Media 3 cr**
Prereq: COMM 108, 207, and 208; or consent of instructor. Freq: Spring.
 A critical examination of the ways electronic media affect the lives of children. The course gives particular attention to research studies and current policy debates.
- 370 Communication and Social Movements 3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Focuses on the role of interpersonal and media communication in organizing, carrying out and documenting social movements.
- 385 Strategies for Constructive Dialogue 3 cr**
Prereq: COMM 285 or consent of instructor. Freq: Spring.
 Theory and practice of methods for conflict transformation. Includes facilitator training in dispute mediation, community dialogue, and the theatre of empowerment.
- 390 Special Topics in Communication 1-3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Selected topics in communication will be examined.

- 430 Cyberspace Communication 3 cr**
Prereq: COMM 360 and junior standing, or consent of instructor.
Freq: Occasionally.
 Critical analysis of computer-mediated communication, identity and community formation, and cyber-activism.
- 435 Understanding Integrated Marketing Communication..... 3 cr**
Prereq: COMM 360 and junior standing, or consent of instructor.
Freq: Fall.
 Explores the role of contemporary advertising and marketing communication in identity formation as well as the functioning of social and economic institutions.
- 460 Global Media 3 cr**
Prereq: COMM 360 and junior standing, or consent of instructor.
Freq: Spring.
 A comparative examination of different national and international media organizations, both public and private. Covers concepts including globalization, cultural imperialism, and information flows.
- 463 Gender, Race, and Class in Media 3 cr**
Prereq: COMM 360 and junior standing, or consent of instructor.
Freq: Fall.
 Explores how mediated representations of gender, race, and class, and sexuality contribute to our cultural identities.
- 468 Media Literacy Project..... 1 cr**
Prereq: Consent of instructor and department chair.
Freq: Fall, Spring, Summer.
 A capstone experience in which the student, under the guidance of a faculty member, prepares and conducts a media literacy activity in the community.
- 480 Practicum in Organizational Communication..... 3 cr**
Prereq: Consent of instructor. Freq: Yearly.
 Practicum that involves applying principles from public relations and/or organizational communication to an actual organization in the community. Specific topic may address developing a public relations campaign, training and developing, or consulting. May be repeated for credit with a different topic.
- 485 Practicum in Conflict Intervention 3 cr**
Prereq: COMM 285, 385. Freq: Spring.
 Practicum in conflict intervention in a public setting (school, business, or community). Includes in-classroom training and supervised field experience.
- 490 Special Topics in Communication 1-3 cr**
Prereq: Core courses or consent of instructor. Freq: Occasionally.
 Advanced selected topics in communication will be examined.
- 494 Communication Internship..... 1-3 cr**
Prereq: COMM major, 2.80 GPA in the major, senior standing; or consent of instructor and department chair. Freq: Fall, Spring, Summer.
 Field experience combined with a guided, systematic and structured application of communication concepts. Consult departmental internship director for procedures. May be repeated for a maximum of 6 credits. Up to 3 credits may be applied to the major.
- 495 Senior Seminar 3 cr**
Prereq: Core courses, graduating senior, and 2.25 cumulative GPA; or consent of instructor. Freq: Fall, Spring.
 An intensive seminar for the purposes of assessing, integrating, and extending the student's intellectual grasp of the field. To be taken during a student's final semester.
- 499 Independent Study 1-3 cr**
Prereq: Core courses and consent of instructor and department chair. Freq: Fall, Spring, Summer.
 Individual investigation of selected problems in communication. May be repeated for credit.